Live and On-demand Video
For
Effective Communications and Workplace Learning

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What's best for enterprise communications and workplace learning?

There's a strong case to be made that both live and on-demand video provide compelling benefits and value depending the organization and it's respective needs. Why? For a number of reasons:

- Globalization - Companies need to reach employees and customers everywhere.

- Technology - Robust and affordable solutions are available.

- People demand to be informed, trained and entertained using video, typically on their mobile devices.
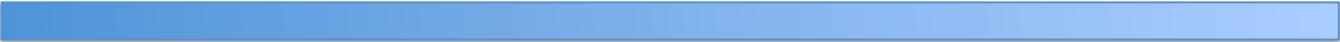
All of these points play a key role in making make video content readily available and easily accessible - when, where and how it needs to be viewed and/or when people are available and interested in consuming it.

The strategy companies should use to design and implement their enterprise-wide video communications system is pretty much the same that best in class companies have followed for the past three plus decades. Begin with the highest requirement – live communications - and build out from there to include interactivity (where applicable), sharing and on-demand capabilities.

The Power of Live Video

There was a time when only select industry leading executives used video to communicate with employees and external audiences. In the early 1980s, Lee Iacocca led Chrysler out of a financial crisis through excellent leadership, better vehicles and a dynamic on-camera presence. He appeared in television commercials focusing on "The pride is back" campaign, while using a dedicated company-wide satellite network to conduct town hall meetings with employees about the state of the company.

Fred Smith, CEO of Federal Express, Arthur Blank and Bernie Marcus, founders of The Home Depot, and John Bachman, managing partner of Edward Jones, are a few of the other early visionaries that recognized the value of live, executive communications. They used video networks throughout the 1980's to communicate on a regular basis with employees, shareholders, strategic business partners and customers, and conduct live

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interviews with the news media and financial markets. In all instances, these corporate networks included interactive capabilities and devices (VHS machines) to automatically record programs.

Today, most executives are comfortable being in front of a camera. They have to be in this media-centric society, where conducting live town hall meetings, executive presentations and media interviews are now the norm rather than the exception. This is enabled through a broad range of available media channels including company intranets, the Internet and extranets, and social media, in addition to satellite-based business television (BTV) networks and two-way videoconference systems,

Today, content is viewed on mobile devices and digital signage screens as well as at the desktop and on large display screens in meeting rooms, conference rooms and training centers. Thanks to advancements with social media apps, such as Periscope, Meerkat, SnapChat and now Facebook Live and YouTube Live, live streaming is available to and for everyone.

According to a survey by Opinion Matters for Through The I, 73% of people said that they pay more attention to content that is happening at the same time as they are viewing it.

A survey conducted by Brandlive, finds that companies are incorporating live streaming into their marketing strategies. Research discovered that:

- Executives most value live video's unique ability to add an authentic human element to digital communications.
- 44% of the executives surveyed said they held a live streaming video event in 2015.

Cisco is a global company with more than 40 percent of its employees working outside the country. Faced with escalating travel costs and lost productivity due to travel time, the company expanded the use of its video collaboration tools for live and on-demand applications. The result is Cisco's saving $250 million in travel costs per year by using video[1].

Live, Interactive Training

In addition to executive use of video networks for communications, many companies leverage their networks for live, interactive training. They recognize the power and benefits of extending the live classroom via technology to train audiences in remote locations.

The US Air Force, Air National Guard, US Army, US Navy, FAA, and Department of Justice are members of the Government Educational Television Network (GETN) that

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[1] *People Have the Power: Transforming Your Organization with Video Enterprise Video Content Solution -* Cisco.com

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includes a large number of Federal Government agencies that use a strategic blend of terrestrial and satellite networks to provide interactive distance learning globally.

According to Dr. Phil Westfall, Director of the Air Technology Network Program Management Office (ATN PMO) and General Manager of the Defense Education and Training Network, *"The classroom setting is more conducive to learning for longer courses by avoiding the distractions of the office environment. The GETN network demonstrates the effectiveness of networks to emulate the classroom by conducting live, interactive instruction to classroom viewing environments at a distance."* Some of the agencies have added the capability via their satellite network to reach desktops for short video courses either live or on-demand.

It is important to note that GETN distance learning instructors point out two key findings about using interactive distance learning:

- Student performance is at least equal to residence classes.
- Costs for network transmissions, audio interaction, system maintenance and personnel are approximately 10 percent of residence instruction.

Some of the GETN networks use keypads to conduct interactive classes, featuring polling and survey functions as well as live audio question and answer sessions. Others prefer using an audio conference bridge with push-to-talk microphone systems at each remote location for live interaction.

The network is expanding to include Army and Navy hospitals, in addition to existing Air Force medical facilities, to receive Medical Interagency Satellite Training (MIST-NG) programming. Content will originate from numerous sources, including the Veterans Administration, Defense Health Headquarters (DHHQ) and hospitals of each of the services. The objective of the DHHQ is to save millions of dollars each year in temporary travel costs and be available as a global emergency communications system.

According to Dr. Jolly Holden, and Dr. Philip Westfall in their *An Instructional Media Selection Guide for Distance Learning - Implications for Blended Learning*, *"Each distance learning medium has its strengths and weaknesses when supporting various instructional strategies. No single medium can support all instructional strategies[2]."* The same is true for corporate communications – No single medium or channel can reach all targeted audience members!

As mentioned earlier, mobile devices and social media are changing the communications and learning landscapes. The keypads and touch screens of smart phones and tablets are used in corporate training rooms, offices, and other environments to respond to

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[2] Dr. Jolly Holden, and Dr. Philip Westfall, *An Instructional Media Selection Guide for Distance Learning - Implications for Blended Learning* (2010) USDLA.org

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surveys and text questions as well as the use of audio for interaction with executives and instructors.

Two-way videoconferencing systems are excellent for meetings and conferences as well as the origination of content for distribution over large wide area networks.

On-demand

The Cloud provides the means for companies to make their content readily available and easily accessible, for both internal and external users – to contribute content or view it. When combined with proprietary company networks and mobile devices, video content is accessible anywhere, anytime and on any device.

Also, media devices, similar to home cable or satellite television digital video recorders (DVRs), are excellent tools to enable on-demand capabilities at remote locations. These devices can make content available for distribution to televisions throughout the facilities as well as desktops via the corporate network.

As covered in the white paper, *Video Enhances Performance Improvement,* there is a push to leverage the use of mobile devices to provide content to employees at the time and point of need. The objective is to give employees access to content, including text materials and videos, to effectively do their jobs while at the counter or in the field. It is believed that on-site support, where employees can reference materials about information they were previously trained on, provides an on-premise refresh to complete services or close sales opportunities. This gives companies the ability to boost employee performance and productivity.

For example, field service technicians can view content onsite to identify how best to address difficult, new or unique situations. This may include the selection of chemicals or materials to complete the job. Retail sales and branch office service representatives can view video clips at the counter or desktop as a refresher or update on products and services to assist customers.

Utility company field service representatives can view solutions and methods to fix service points of failure due to outages as a result of inclement weather, natural disasters or manmade disruptions.

Building the Video Ecosystem to Meet Live and/or On-demand

The following approach may be helpful in developing a strategy to determine the approach and capabilities necessary to implement and/or maintain an effective video-based communications and workplace learning solution.

The key is to begin with the highest requirement – live communications - and build out from there to include interactivity (where applicable), sharing and on-demand capabilities.

Live is a Driver if:

- o Executives want to communicate with employees

  …In a timely, if not immediate, manner
  …With a consistent message
- Instructor led distance learning is a requirement
- Live audio interaction is a requirement
  …For audio interaction
   …Direct dial phone call
   …Audioconference bridge
   …Via keypads or touchpads

A video production, videoconference, insert or distance-learning studio will be required to originate live programs and manage interactive functionality. A proprietary network is needed to deliver the content to employees - the technology may be selected based on the number of sites and employees to reach and the geographic locations (time zones are a key consideration, especially for international sites). It needs to reach desktops as well as display screens in break, conference and meeting rooms, training centers and digital signage screens. The system needs to reach mobile devices using one or more of the social media apps such as Periscope, Meerkat, Facebook Live and YouTube Live.

For a hybrid network that can support on-demand usage in addition to live programming, companies can leverage the Cloud and their content management solutions and local area networks. Also, the system may include media devices at each location that distribute over the site CATV network or the local area network. Employees can access content using the same screens as available for the live feeds, including mobile devices.

In Summary

It is difficult to imagine that in today's competitive environment that some companies may not use both live and on-demand video communications. However, based on technology advancements and user-driven demands, it is very likely that most of them will find live and on-demand video to be a business requirement – a near mission critical tool that will help drive business results.

Enliten strongly recommends that companies build out their video ecosystem to handle all methods of video communications for that point in time when the need arises.

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Enliten tracks industry sources to find trends and innovations relevant to the use of video and dynamic media in the enterprise space. Our experience is gained through analysis, establishing desired future states, developing cost models and business justifications and assisting with the selection of solutions and vendors to meet each customer's specific needs.

Enliten's role and value is to provide information and insight about the *what* (technology and solutions) and perspective and guidance about *how* and *why* which technology will best fit with your business objectives and content strategy.

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Learn more about Randy.