



The Digital Transformation

Are Executives Supporting
the Company's Video Needs?

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Think digital! Go mobile! Embrace the Internet of Things (IoT), Augmented and Virtual Reality (AR/VR), Artificial Intelligence (AI) and Automation and Big Data analytics. These are many of the key actions companies are taking, as part of their Digital Transformation Strategy.

The successful implementation of a digital strategy requires the input and support of executives and IT organizations, as well as communications, media and video professionals and the people who use visual-based digital tools and applications, such as the marketing, sales, training, human resource, and public relations departments. Now, more than ever, companies require a collaborative effort as they find the need to continually evolve and adapt to market demands and technology innovation.

According to a 2017 survey conducted by 451 Research, LLC 38% of the organizations that responded confirmed having a formal digital transition strategy. This is not an impressive number. However, only 15% said they have no strategy, indicating that 47% of responding organizations were in some phase of strategy development. Also, 78% of very large organizations are already working on IT transformation initiatives. This is positive considering the digital transformation is in an early stage of what promises to be continuing innovation and evolution.

38% of responding organizations have a formal **Digital Transformation Strategy**, while **15%** said they have no strategy.

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451 Research, LLC

However, it does beg the questions: Does your company have a Digital Transformation Strategy? Has the strategy been implemented? Is it a collaborative effort of executives and all key stakeholders, including the communications and media organizations? Does the strategy address the systems and tools to meet the current and future needs for communications and employee training? Does it address the need to hire and maintain digital-literate employees? Is the executive team involved, engaged and supportive?

“Good ideas need good strategy to realize their potential.”

Reid Hoffman, Founder, LinkedIn

According to a recent report from Wipro Digital, *A Crisis in Digital Transformation*, 91% of the executives surveyed believe their company is aligned on the definition of digital transformation, but 35% of the respondents said the lack of a clear transformation strategy is a key obstacle to their company achieving its full digital potential.

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Wipro Digital

Media professionals must ensure that the organization's video and overall media needs are included. This introduces additional questions: Are the Executives driving the company's digital transformation supportive of the organization's video and overall media needs? Does management recognize the value of video and the impact it can have on employee communications, workplace learning and business results? Does it understand that it is not all about technology, that it includes the need for qualified media professionals and updated policies and procedures? Does management provide the funding for the necessary systems and staff resources? Do executives themselves use video, enough, well?

"I'm a great believer that any tool that enhances communication has profound effects in terms of how people can learn from each other."

Bill Gates, Microsoft

In addition to thinking digital and going mobile, companies need to leverage video and encourage the creation of employee-generated content (EGC), the sharing of content and collaborate over the use of content. The content should be curated and repurposed for multiple uses. It should be distributed across a variety of media channels. Companies should implement an enterprise-wide communications strategy for video and rich media applications – Integrate it with the company's IT and communication ecosystem.

A recent study Deloitte completed with Facebook found that only 14% of companies believe their internal processes for collaboration and decision-making are working well. This is not encouraging. However, it presents an excellent opportunity for media managers to be aggressively proactive about the use and value of video.

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Deloitte

Think about it – Use video tools and capabilities to communicate and collaborate on how to improve communications and workplace learning and the company's bottom-line. Win-Win!

“Effective communication is an essential component of professional success whether it is at the interpersonal, inter-group, intra-group, organizational, or external level.”

Mike Myatt, Founder & Chairman, N2Growth

Executive leadership and support can be provided in numerous areas, including the following:

- The use of video for communications and workplace learning.
- Funding of new and innovative video technology.
- The use of mobile devices to reach employees where they are and on the screen of their choice.
- The collaboration and sharing of content.
- The staff resources who are qualified and skilled to meet the changing, demanding media requirements.

Use of Video in Business

By all measures, the use of video, and media in general, in the corporate space is widely accepted. According to Gartner Research, by 2018, 75% of workers at large organizations will interact with various kinds of video more than three times daily.

The high percentage of workers is notable, but it is even more impressive that they will interact with different kinds of video and so frequently throughout the day. A study by Forrester Research shows that overall, employees are 75% more likely to watch a video than to read documents, emails or web articles. Clearly, individuals are mirroring their use of and fascination with video in the workplace the same as they do as consumers.

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Gartner Research

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Forrester Research

Funding of Video Technology and Use

The objective is for companies to leverage this trend by ensuring that the video content is created and/or approved by the organization and made available via authorized distribution channels. This requires the funding of systems and applications to create, manage, distribute, display, curate and repurpose content as well as the ability to track the use, and measure the effectiveness, of the content. Also, funding should include integration with the organization's IT network and communications infrastructure and ongoing maintenance and support.

Forrester Research finds nearly half of large businesses have implemented technical support specifically for video, which is promising at this point in the digital transformation. However, for a successful video operation, it requires the necessary staff resources, policies and processes, including an efficient automated workflow. Remember, it's more than just technology!

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Forrester Research

Indications throughout the industry show that funding for video capabilities is generally forthcoming for corporate marketing and employee communications. According to the 2017 AV Industry Outlook and Trends Analysis (IOTA) Global Summary from the Audio-visual and Integrated Experience Association (AVIXA), about \$53 million was spent in the U.S. for pro-audiovisual equipment and services. By 2022, the amount will exceed \$70 million. About one-fourth of the revenue is from streaming media, storage, content management and distribution. Around one-fifth is from services.

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IOTA Global Summary from AVIXA

Equally promising is that funding for corporate learning organizations is also on solid ground. According to a survey of the Chief Learning Officer Business Intelligence Board, which includes 1,500 learning and development professionals, 44% of learning executives see technology as an essential investment priority. Thirty-three percent (33%) rate it as a medium priority. The survey finds that more than half (52%) of the responding organizations plan to increase spending on technology. This includes 46% who plan to invest in e-learning delivery solutions, 38% on workforce analytics and dashboards, and 30% on instructor-led learning delivery platforms. Mobile learning is at only 24%.

Mobile Devices are Critical for Viewing Corporate Video

The screens for phones and mobile devices are getting smaller, yet feature high quality display and cameras. Their operating systems are extremely robust and improving almost daily. They are ideal for corporate communications and in many cases training.

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Chief Learning Officer Business Intelligence Board

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Digital Strategy Consulting

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Fierce Mobile IT

It is compelling for companies to ensure that video content can reach their employees when and where they desire or need it, such as retail sales employees, field sales and service technicians, claims adjusters for insurance companies and airline pilots. This requires the company's provision of devices or approved authorization of personal phones and tablets. Also, it requires the systems and software to automatically format the content, the various delivery channels to ensure the content is accessible, the social media functionality for employees to share and interact, and ability to receive and track responses and employee interactions.

Create, Curate, Collaboration & Share

This is a time where every employee may create or share video content about the company or company sponsored activities. Employees carry high-quality recording devices (smartphones and/or tablets) and have the ability to edit and post content from these or desktop systems. This is commonly referred to as *employee-generated content (EGC)*.

The cost for the equipment to produce and deliver video content is extremely affordable as consumer technology is now capable of recording or streaming high quality video. The challenge is to integrate the personal devices into the corporate infrastructure and have the resources and procedures to manage the

This too is a time where employees want to share content with other employees and collaborate on corporate projects.

Nearly **83%** of professionals depend on technology to collaborate.

Alfresco

According to an Alfresco survey of more than 753 business professionals, it was found that nearly 83% of professionals depend on technology to collaborate. A study by McKinsey, finds that knowledge workers spend an average of 14% of their workweek communicating and collaborating internally. The study also showed that improving the internal collaboration through social tools could help raise the productivity of interaction by as much as 20% to 25%.

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McKinsey

Staff Resources to meet the media movement

You may be familiar with the saying, *“If you think it’s expensive to hire a professional, wait until you hire an amateur.”* This is more applicable for companies during today’s digital transformation than at any other time - More than the change from analog to digital or standard definition (SD) to high definition (HD).

Until recently, it was common for companies to have separate audiovisual, video production and IT specialists for their specific responsibilities. However, today’s technologies require that individuals be multi-media specialists. Although the messages and stories may be similar, the tools to create and share content and for employees to collaborate are more robust and the users are far more demanding. It is critical that companies staff media specialists with expertise in all areas of media, including audiovisual and video production services. This may include a media librarian who is knowledgeable of different formats and the company’s video/media content management system and nomenclature as well as be familiar with the organization’s library of media assets. Also, it may include a social media strategist to manage company-supported apps and be current on industry trends and new apps. Keep in mind that with the increasing use of video, the staff will have to be increased to handle the demand.

To find and/or keep experienced media professionals, companies may consider using staffing or managed service vendors to provide outsourced personnel. This approach may prove to be more cost effective and efficient than hiring fulltime staff, as the community of media professionals increases.

Summary

The Digital Transformation provides a tremendous opportunity for companies to leverage technology to enhance their brand, improve their customer experience and satisfaction, and distance themselves from competitors. It is also an opportunity to improve employee communications and workplace learning. Video can play a significant role in a company’s transformation and improved business results.

However, it is critical that corporate executives embrace the role and value of video and ensure its place when developing their company’s Digital Transformation strategy. It is critical that the necessary video solutions are funded as part of the enterprise-wide ecosystem, including mobility, social media apps and collaboration tools as well as the staff resources and policies to ensure efficient, cost-effective media channels.



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](#).

