



Enterprise Video 

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Will Impact
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Communications and
Workplace Learning**

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At Enliten, we see four technologies having the most impact on the use of digital media and video in the enterprise, through innovation, advancements, and growth. The four are: Mobility, social media, the cloud and big data.



Mobility is projected to be the area for the most significant growth as people demand to consume content both live and on-demand - anywhere, anytime, and on various devices.

Forecasts show that the number of different devices and operating systems will continue to increase in addition to audio and video quality improvements. Also, field technicians, agents, and company representatives will be able to record video or feed live content using mobile devices back to the corporate office.

Social media, led by Facebook, Twitter, and LinkedIn, enables socialization and empowers individuals to be informed, entertained, and connected.

As video becomes prevalent, YouTube, Vimeo, and other top business video sites are being challenged by the traditional text-based social media sites. For example, Vine and Instagram support the posting and sharing of short videos and Facebook accepts longer clips. Sites such as Google Hangout, host video chats of numerous people and enables the on-screen sharing of video content.

Mobility and social media may be the rage, but it's the infrastructure and services that make it possible. Whereas the Internet is a giant network of unmanaged networks, **the Cloud** is a managed resource of the public Internet and proprietary enterprise networks.

The Cloud is a critical component for the distribution of content across the enterprise-wide video communications and learning ecosystem. It can be one of the most efficient and effective means to ensure that employees and other targeted audiences are able to easily and readily access video content

And finally, there's **big data**. It's a phenomenon, where everyone recognizes the value in collecting and analyzing data to derive conclusive business results. Organizations are assessing and implementing solutions to track everything from points of contact with customers and employees, to measuring actions and outcomes, as well as employee and system performance.

Gathering data and determining measurable results can be as critical to the validation of video for enterprise communications and workplace learning as it is to tracking and measuring 'cost per impressions' for marketing organizations.



Today, many organizations can show that they train employees using an enterprise-wide video network for a fraction of the cost of in-residence training. Or that increased sales and customer satisfaction can be attributed to performance support, where field technicians or agents reference video clips to ensure they provide service correctly or capture the opportunity to upsell services.

In review, the use of video and digital media is increasing exponentially. Research shows that 65% of adults are visual learners. About 70% of all web traffic is video and about 60% of the business Internet traffic is video.

Today's video solutions are feature rich, with extensive operational, functional, and technical capabilities. They are effective, secure, and affordable.

This contributes greatly to why forward-thinking leaders are embracing video as a powerful communications and learning tool. One that can improve business results through reduced or offset costs and increased revenues, making video a strategic business requirement for many organizations.