



Enterprise Video 

**Leverage
Existing Video Systems
and Capabilities**



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The video ecosystem is comprised of software and hardware for creating, managing, distributing, and displaying content. It flows from content capture and creation tools through content management and tracking systems, and various distribution methods to on-site storage, playback and display.

In the enterprise space, organizations use a variety of video systems and capabilities to address their communications and learning needs, including: video production studios, distance learning studios, two-way videoconference and telepresence systems, desktop video, and mobile devices or cameras for offsite originations.

Also, workers across enterprises are creating user generated content (UGC) and editing it on their desktops and mobile devices. Some of their capturing and editing systems may be separate from, but are complementary to, the organization's centrally managed studios and production operations.

The content, whether produced by individuals or the corporate video or media department, is displayed on screens that are now virtually everywhere:

Televisions are in meeting rooms, boardrooms, training centers, break rooms, conference rooms and common areas.

At the desktop, PCs are media capable, facilitating the viewing of live or on-demand content. And, most of them have video chat capabilities.

Then, we have laptops, tablets, smart phones, and in some cases wearable devices that provide access to content virtually anywhere.

We are finding that most organizations have the systems and infrastructure to distribute video content over proprietary satellite and/or terrestrial channels, as well as third party content delivery networks (CDNs) to reach external audiences.

A large insurance company completed a system audit that found departments and groups throughout corporate and regional facilities had a variety of videoconferencing and portable camera systems to conduct live (and even remote) originations as well as record content for later production.

A service company found that multiple departments were acquiring digital screens to display content in common and customer facing areas throughout corporate facilities. The company realized significant savings on hardware, software and human resources, by consolidating the initiatives into a single project and managed workflow.

To varying degrees, organizations have the system(s) and ability to store, archive and manage content and to track and measure the performance of the system, audience participation, interaction and collaboration.

If your company already has most or all of these components, what is left to cost justify? Possibly very little.

Your focus should be on identifying how well the existing systems and infrastructure can make video content readily available and easily accessible to all internal and external viewers, securely. And at the same time, meet your business needs.

This requires getting all stakeholders on the same page, including executives, content providers, media professionals, the IT departments and other support groups.

Then, by establishing a media business strategy, that includes a life cycle plan and roadmap, an organization can leverage its existing equipment, systems and infrastructure. We suggest that you try to do the following in your internal research and planning:

- Leverage the cross functional opportunities available through the smart use of digital technology
- Leverage existing systems and capabilities to provide value for all departments and business units across the enterprise
- Supplement and enhance the ecosystem with any additional systems and capabilities when and if needed



You may find that only a few areas need to be addressed, including the addition or upgrade of an enterprise-wide digital asset management system and devices (appliances) at the remote sites to store and playback content.

Keep in mind, the objective is to make content readily available and easily accessible for your content providers, system administrators as well as targeted viewers.

Then, with the appropriate policies and guidelines, you can eliminate costly silos of operation and improve workflow efficiencies across the enterprise.

As a result of the digital transformation and technology advancements, enterprise organizations can leverage existing video systems with enhanced and expanded video capabilities affordably.

Making this a key reason that video is a business requirement for enterprise communications and workplace learning.

*This is an excerpt of an article co-authored by Randy Palubiak, Enliten Management Group, and Mike Tippets, Hughes Network Systems, *Video in the Enterprise – An affordable Business Requirement*, 2014.