



Enterprise Video 

**Mobile Video
for
Enterprise Communications
and Workplace Learning**



Mobile Video for Enterprise Communications and Workplace Learning

Video is increasingly mobile, driven by technology and mobile apps.

We are told and reminded about it constantly: in television commercials, print ads, articles, news stories, and water cooler conversations.

And, there are countless coined phrases to describe it, such as:

Anytime, anywhere, on any device.

People expect access to information when, where, and how they want it.

We're collaborating, sharing, and interacting.

Think about it. Where can you go without viewing content on a video screen, including the ones that you carry?

Now there is a term for those who use laptops, tablets, and smartphones. We're referred to as *Digital Omnivores*. Go figure.

Bottom line, we've cut the cords that once bound us to personal computers and televisions and are now enjoying the freedom of mobility.

[According to International Data Corporation \(IDC\)](#), mobility is projected to be the area for the most significant growth in technology spending, as people demand to consume content - anywhere, anytime, and on various devices.

What does this mean to you and the business enterprise?

It is critical that organizations include mobile technology as an integral part of their media business strategy and the inclusion or enhancement of mobility into their enterprise video communications and learning ecosystem.

The viewing of video on mobile devices will increase for live programming as well as on-demand viewing.



And with mobile video, corporate information and learning content can be delivered to a wide viewing base for timely, consistent notifications to targeted audiences of all sizes.

The content can be downloaded to mobile devices for later viewing, as needed or when it's convenient.

Examples of how mobile devices are used in the business enterprise:

Retail associates are viewing content during scheduled breaks or slow times while on the floor. Also, mobile video provides on-site immediate reference or refresh of service and product training. This provides sales associates the ability to provide service correctly and the opportunity to upsell products.

One of the largest fast food restaurants provides its team members with register training clips they can quickly view on their phones if they are stuck mid-transaction and a manager is not available. This allows for faster customer facing transactions.

A major car manufacturer created a series of videos that are sent to certified tow truck driver smartphones and demonstrate the proper towing configuration for unusual situations. This helps avoid improper towing practices and potentially save hundreds in costly repairs.

Service organizations with field representatives, such as insurance, pest control, and utility companies can provide video clips to mobile devices to ensure that the representatives provide service correctly or capture the opportunity to upsell products or services.

In addition, today's mobile devices provide company representatives the ability to record video and send content of situations back to the corporate office for evaluation and guidance. This provides real time communications and may enable improved efficiencies that result in more site visits and increases daily revenue.



Also, with video chat, employees or client can videoconference from virtually anywhere, increasing productivity and reducing travel time and costs.

Mobile video is a powerful tool for enterprise communications and to enhance workplace learning. Like video, mobile video is now a business requirement. Without it, your organization will likely be at a competitive disadvantage.

Remember, at a time where about 70% of all web traffic is video...

People expect access to video content when, where, and how they want it.

Anytime, anywhere, and on any device.

Is your organization using mobile video for enterprise communications and workplace learning to improve business results? We would love to showcase your best practices!

Wondering how your industry or workflow could benefit from mobile solutions? Contact us and we would be happy to help you with an anonymous brainstorming session with some of the industry leaders.