



The Enterprise Video Buyer's Guide

What every corporate communications team should look for in webcasting applications, VoD applications, delivery solutions, analytics, and more.

When done right, enterprise video provides a host of benefits that include elevating corporate communication, improving employee engagement, and helping drive necessary change across organizations of all sizes. Achieving these video objectives requires a thoughtful combination of strategy, technology, and smart decisions.

There's no one-size-fits-all answer to building a successful enterprise video program. Every organization is unique and has different needs, based on their future goals, past experiences, and available resources and expertise. In this Enterprise Video Buyer's Guide, you'll learn how to create an enterprise video strategy and technology solution suite that will achieve your goals today and set your organization up for future success.

THE ENTERPRISE VIDEO BUYER'S GUIDE COVERS:

- The importance of planning for enterprise video success.
- Why starting with a strategy is critical.
- The role of webcasting and Video on Demand (VoD) applications in your video tech stack.
- How delivery solutions protect your network and optimize bandwidth.
- The significance of proper analytics and performance data.

PLANNING YOUR ENTERPRISE VIDEO INITIATIVE

Whether you're preparing for your first video campaign or repairing a failed experience, it's important to first establish the main objectives of your enterprise video initiative. You can then create a strategy for overcoming any previous challenges and meeting your future goals.

Common use cases for internal enterprise video may include:

- Improving employee productivity, engagement, and retention.
- Sharing critical messages during a crisis.
- Elevating C-Suite communication.
- Supporting change management.

1. Evaluate your hardware/software needs.

Consider:

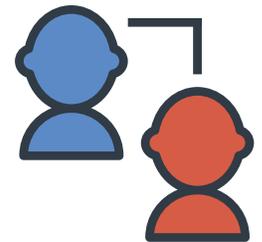
- The cadence of your livestream events, and VoD content.
- Your internal capabilities to support enterprise video. For instance, do you have a video team in house or would you need to outsource the production?
- Do you already have video cameras, encoders, mics, and other production equipment required to create video? If so, what components are you missing and which ones need to be upgraded?
- What hardware/software are you using to deliver the content? Have you experienced challenges in terms of performance, delivery, or user experience?



2. Take your culture into account.

Ask:

- Is the C-Suite on board with enterprise video and interested in participating?
- Will introducing a new enterprise video initiative be a significant departure from the communications status quo?
- Do employees have any previous experience viewing and accessing enterprise video from the organization?
- Are there any preconceived notions about what a program would be – or why it would or wouldn't be successful?
- On what devices will your workforce consume your enterprise video?



The answers to these questions inform what you need as a solutions, and will highlight any potential hurdles that you'll need to address to create a successful enterprise video program.

BUILD A SOLID ENTERPRISE VIDEO FOUNDATION

How to find the solutions that empower scalable, reliable, and successful video for your organization

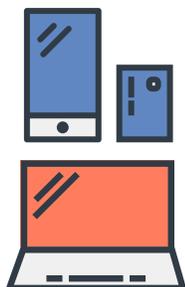
As companies grow and become increasingly dispersed, video becomes not just a nice-to-have option, but an integral component of your daily operations and communications. Whether you're elevating your current video capabilities or starting from scratch, we have outlined four components of your initiative to consider.

1. Enterprise Video Strategy and Services

Successful video initiatives are rooted in strategy and supported by pre-event, post-event, and day-of services to help live events go off without a problem. Strategic consultants and support services help frame your strategy, offer guidance based on their own experience, and fill in the gaps of your team's expertise.

Key considerations when evaluating enterprise video strategy and services

An experienced video strategy and services consultancy should dig into the following aspects of your video program, asking key questions about the technology you use to produce and deliver video, as well as the quality of the content.



Technical

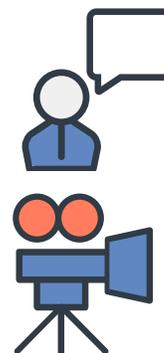
The technical aspects of your strategy include the equipment you use and how the content is delivered. A solid video strategy, whether created by a consultant or internally, should address:

- The types of devices your employees will be using to watch the livestream.
- The visual and audio components needed for your events and what equipment you need to provide those.
- The processes you have in place to ensure the equipment and delivery will work as needed.

Content

The content of your video is also a big part of your program success--and an area where small improvements make a big difference. Consultants and support service partners should help your team evaluate:

- How engaging your speakers are, and how they could be more dynamic and comfortable in front of the camera.
- The messages your speakers are delivering and if they're resonating with the audience.
- The formats of video content and whether other styles such as Q&A style forums, panel discussions or one-on-one interviews, would increase engagement.



Audience

An effective video strategy also considers the experience of the audience, from how much of the workforce is watching the content to the impact of the content on various locations. A vendor providing strategic guidance should ask:



- How do you encourage attendance?
- How does your audience engage with the speakers?
- How do different time zones impact your audience, and what does that mean for distributing content?
- Are there geographic regions that are more disconnected, and what tactics can you use to connect your disparate workforce?

Double down on...

Vendors with event and enterprise video expertise. Look for vendors that can help develop your comprehensive enterprise video strategy, as well as provide event-specific guidance and services.

Partners that have “in-the-field” knowledge. Vendors who have worked in corporate communications or have a background in producing enterprise video better understand your challenges, and can provide practical solutions to common problems.

Solutions with analytics. Robust analytics help track the performance of your enterprise video and monitor progress toward strategic objectives.



2. Webcasting & Video on Demand Applications

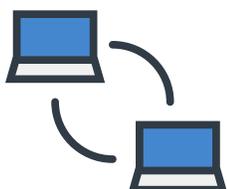
Finding the right webcasting or VoD application is an important part of building a high-performing video technology stack. These solutions comprise the software responsible for producing livestreams and webcasts, tools that facilitate viewer engagement, and VoD portals that make storing and accessing video content easier.

Key considerations when evaluating webcasting & VoD applications

A successful enterprise video program requires front-end solutions with features designed for producing, storing, and sharing video content at scale. As you investigate webcasting and VoD options, keep the following items in mind.

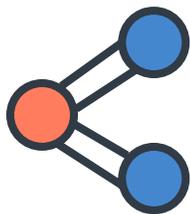
Device Access

Ask about the scalability of the application and whether it can easily support a growing audience, in all the ways that employees want to connect.



- Investigate whether the webcasting and VoD are compatible with all of your organization’s access points such as a Wyse terminal, XenDesktop, or mobile devices.
- You’ll want applications that are supported by multiple browsers, and work with Android and Apple devices.

Sharing and Ease of Use



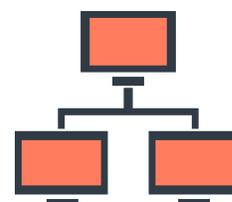
Evaluate how easy the webcasting and VoD are to use for employees creating videos, as well as those viewing and sharing them.

- Consider that user generated video is quickly becoming a must-have, as employees become content creators in their own right. Make sure that creating content is intuitive and doesn't require a huge amount of technical know-how.
- Ease of sharing is another related consideration. Ideally, your employees should be able to distribute content via a single link, instead of having to follow multiple steps of instructions.

Technical Requirements

Investigate the IT requirements, and look for solutions that aren't a heavy lift for your IT partners.

- Seeking a solution that is easy to implement and monitor is key.
- IT should also be able to test the tools at scale and ensure that they don't overburden the network.



Security

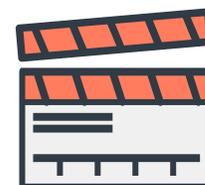
With any application, security should be a top priority.

- Make sure the solution integrates with your Active Directory.
- Also, check to see whether the apps meet specific privacy requirements, such as the European GDPR.
- Investigate who is allowed to view and access content and what safeguards exist to ensure it's only your employees.



Double down on...

- **Integration capabilities.** Look for webcasting and VoD tools that play nice with your other enterprise software including Microsoft Teams, Microsoft Stream, and SharePoint. Integration with existing hardware, such as video cameras and onsite equipment, and your delivery solution is also important.
- **Production quality.** There are many features that improve production quality including CNN-style formats, polls and Q&A opportunities. In many cases, having a cable TV-style experience is something your employees expect. Make sure your solution can deliver high-quality video right from the start; this will accelerate the adoption of video across the organization. Lastly, the ability to use remote presenters and incorporate graphics is always a plus.



3. Video Delivery Solutions

Video delivery and accessibility is a key consideration, which impacts viewer access, video quality, and employee engagement. Many companies have relied on hardware to distribute live video across their network, but this requires expensive equipment and ongoing maintenance.

The next generation of enterprise video delivery solutions is cloud-based software. Software solutions leverage peering technology, which reduces the bandwidth requirements for remote offices by delivering a single stream of high-quality video into a location, and then peering delivery among the local devices. These solutions enable companies to easily scale their enterprise video delivery to tens of thousands of employees and multiple places around the globe.

Key considerations when evaluating webcasting & VoD applications

Not all delivery solutions are created equal. To support an enterprise-level video program, you need solutions designed to seamlessly scale without impacting your broader network. As you consider products, prioritize these features.



Scalability

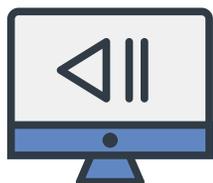
Determine how fast your organization wants to scale and how many employees may ultimately be in your audience.

- If you expect that number to reach past ten thousand, you need a solution that can handle the volume without an adverse effect on your network.
- Companies with only a few thousand users may be able to rely solely on a front-end application for video distribution.

Geographic Reach

Companies with employees in remote offices need a delivery solution designed specifically for dispersed, global organizations.

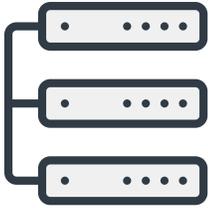
- Peer-to-peer delivery works well in these cases. An intelligent peering solution distributes the stream from local clients and doesn't require additional network infrastructure to reach even your most remote offices.



Integration Capabilities

In an ideal world, your delivery solution works in concert with the rest of your enterprise software and video technology.

- You want a product with good APIs that easily integrates with popular webcasting and VoD applications.
- Also prioritize solutions that integrate with common enterprise tools such as Microsoft Stream and Teams.



Network Impact and Readiness

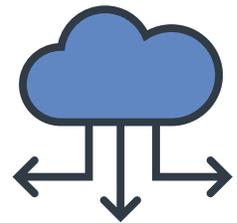
A video delivery solution shouldn't congest your network or adversely impact other network traffic.

- Consider the efficiency of the application and how it adapts and handles surges in use.
- Ask vendors whether they provide Network Readiness Testing, which helps identify potential video delivery issues before they become a problem.

Software Versus Hardware

As you evaluate the value of a video delivery solution, consider the added costs that hardware brings to the equation.

- Hardware solutions require ongoing maintenance, updates, and an IT owner responsible for ensuring those tasks get done.
- On-premise software solutions bring some of the same maintenance challenges.
- With a cloud-based solution, updates and maintenance are seamlessly handled by the vendor, and there are no hardware or on-premise systems for your IT team to worry about.



Security

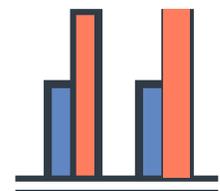
As with webcasting and VoD applications, explore the security features provided by a delivery solution.

- Look for robust authentication methods.
- Tunneled delivery of video streams also improve security, and don't require the decrypting of streams in transit.



Double down on...

- **Analytics features.** Look for data that gets below the surface to provide deeper insights into the experience of your video viewers, the network performance, and potential areas of trouble.
- **Customer service and enterprise video expertise.** Your delivery partners should be true partners. Highlight vendors that prioritize the customer experience, offer expert guidance, and provide customer references for added credibility.
- **Additional use cases.** A great video delivery solution may also be the right tool for delivering software updates, security patches, and large files. Adding uses increases the benefit and return on investment. The solution cost and value can also be shared across multiple teams.



4. Actionable Enterprise Video Analytics

Understanding the performance of your enterprise video is critical to proving its success to the C-suite and improving your video initiatives. Front-end and delivery solutions provide various levels of analytics so that you can measure the impact of video on your workforce as well as on your network.

Key considerations when evaluating enterprise video analytics capabilities

As you review analytics solutions, seek out benefits and features that help you investigate problems and root out the cause of persistent issues, whether that's connection trouble, geographic gaps in delivery, or user-specific hurdles. Some of these features include:



Video Impact Metrics

Look for analytics tools that assess the impact of your message in addition to user engagement.

- Metrics such as how many people watched, who asked questions, event retention, poll participation and results, and even post-event surveys gauge the performance of an event and provide insights into what can be improved.

Livestream Analytics

The effectiveness of your enterprise video also depends on the users' experience and ability to access the content.

- Look for solutions that analyze the impact of livestreams on your network and systems, such as network congestion areas, endpoint performance, and peering efficiency.



Layered, Real-Time Data

Visibility into what is happening--as it happens--allows you to remedy situations earlier.

- Prioritize a combination of real-time information and more comprehensive analysis for a complete picture of your video performance.

Double down on...

- **Data visualization capabilities.** These features help put data into context and pull out actionable insights.
- **Easy, shareable data.** In large enterprises, being able to share the results of your events in any format is important, and ensures that you communicate the key points of your video program to stakeholders.
- **Benchmarking opportunities.** Some solutions provide access to industry-level data so that you can measure your own performance and see how it compares.





Looking to optimize your enterprise video initiatives? You're on the right track.

When you find the right partners and technology solutions, then the sum of your enterprise video can be even greater than its parts. Your organization will benefit from easy-to-use, high-quality webcasting and VoD, reliable delivery that doesn't overload network, robust analytics, and a strategic approach that takes your enterprise video to the next level.

**CONTACT KOLLECTIVE'S ENTERPRISE VIDEO EXPERTS FOR MORE INFORMATION ABOUT
HOW TO CREATE A BEST-IN-CLASS ENTERPRISE VIDEO PROGRAM.**

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