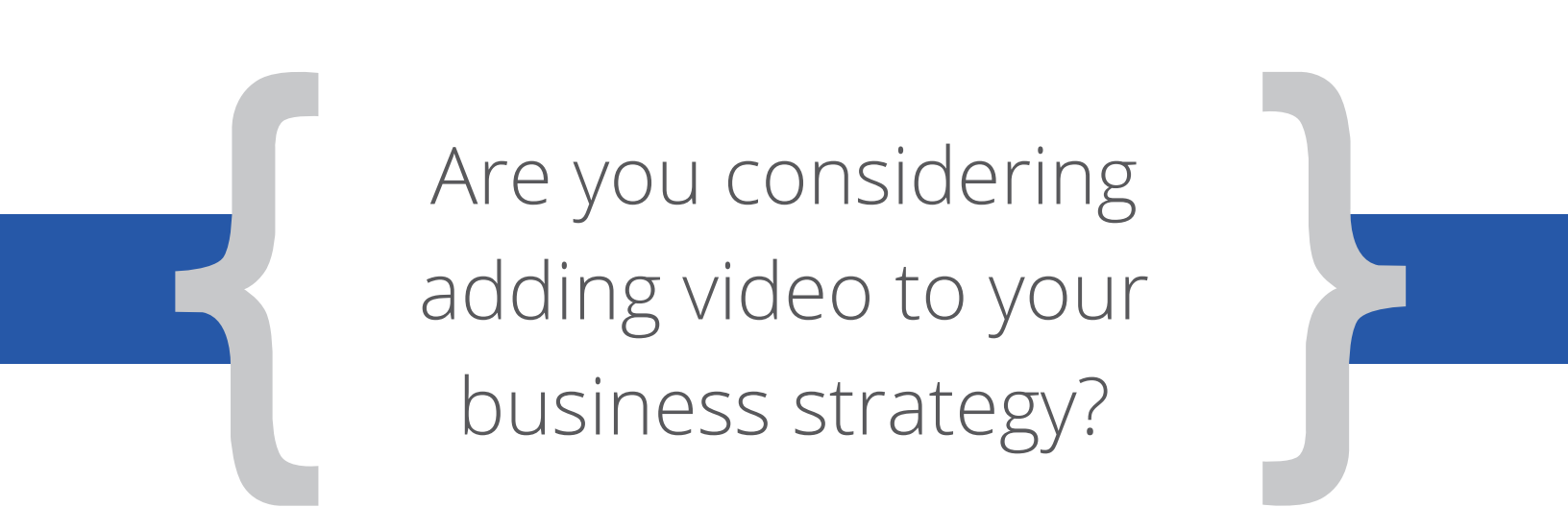


Video for Business: from Concept to Customization





Are you considering
adding video to your
business strategy?

If not, you should be.

Integrating video into your internal operations and training modules as well as your customer-focused website and sales portals can save you money, streamline your training process, improve internal communications, and increase sales and profit margins.

It's easier than you think to integrate video into your existing systems. In this eBook, we'll arm you with information on three key reasons video should be part of your near-term business strategy for long-term business success:

1. Video enhances and accelerates the training process, reduces costs, and increases employee engagement.
2. Enterprise video management systems make access, distribution, and viewing of video easier than ever before.
3. Combined with application integration, video can become a vital part of your business infrastructure.

Finally, we'll look at examples of how PulaTech has helped businesses enhance and optimize their enterprise video platforms to improve their business management, operations, and marketing.

Why add video to your business management, operations, and marketing platforms?

Video enhances learning, retention, and memory.

Video content combines multiple modes of learning, which improves user engagement, comprehension, and retention of information.

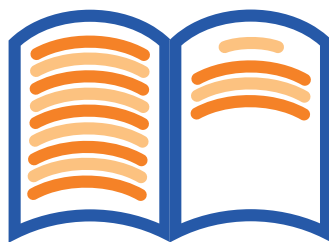


How is our long-term memory populated?



80%

comes from
what we SEE
and DO



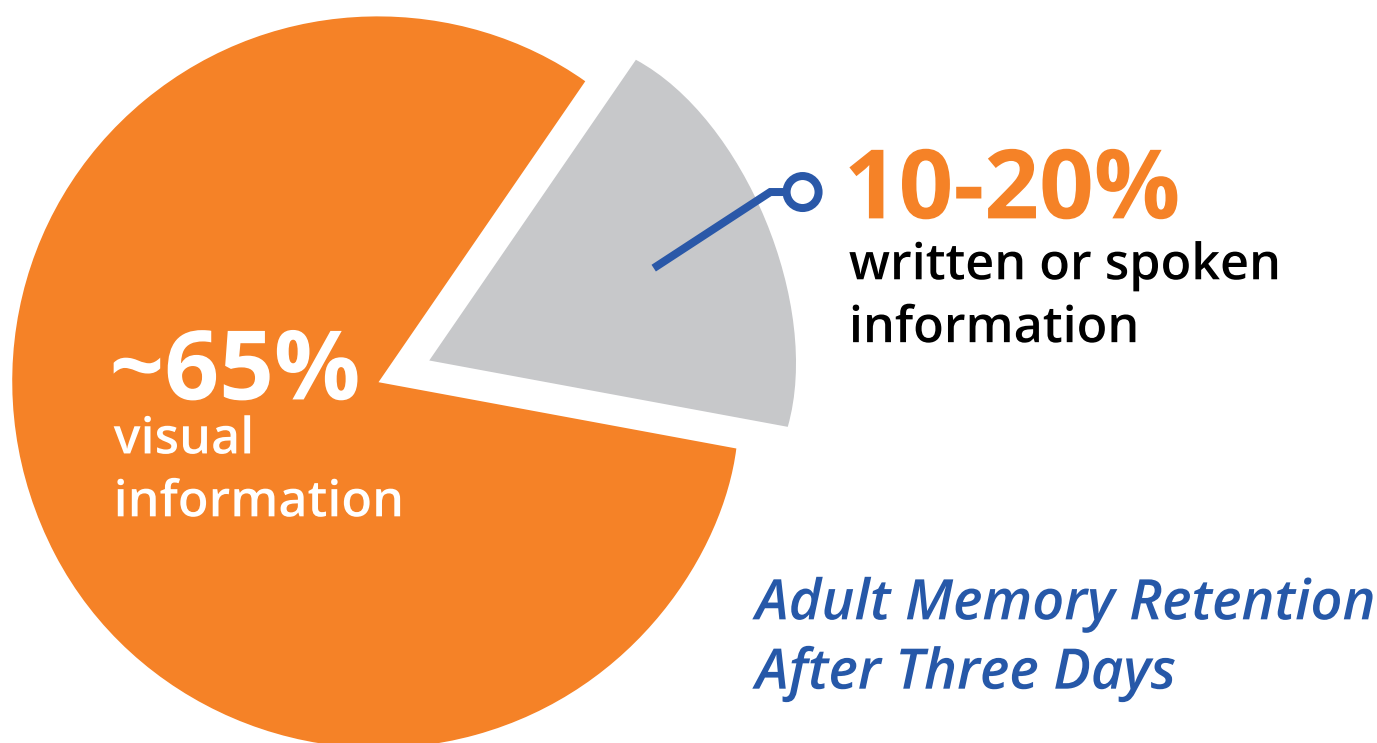
10%

comes from
things we
READ



10%

comes from
things we
HEAR

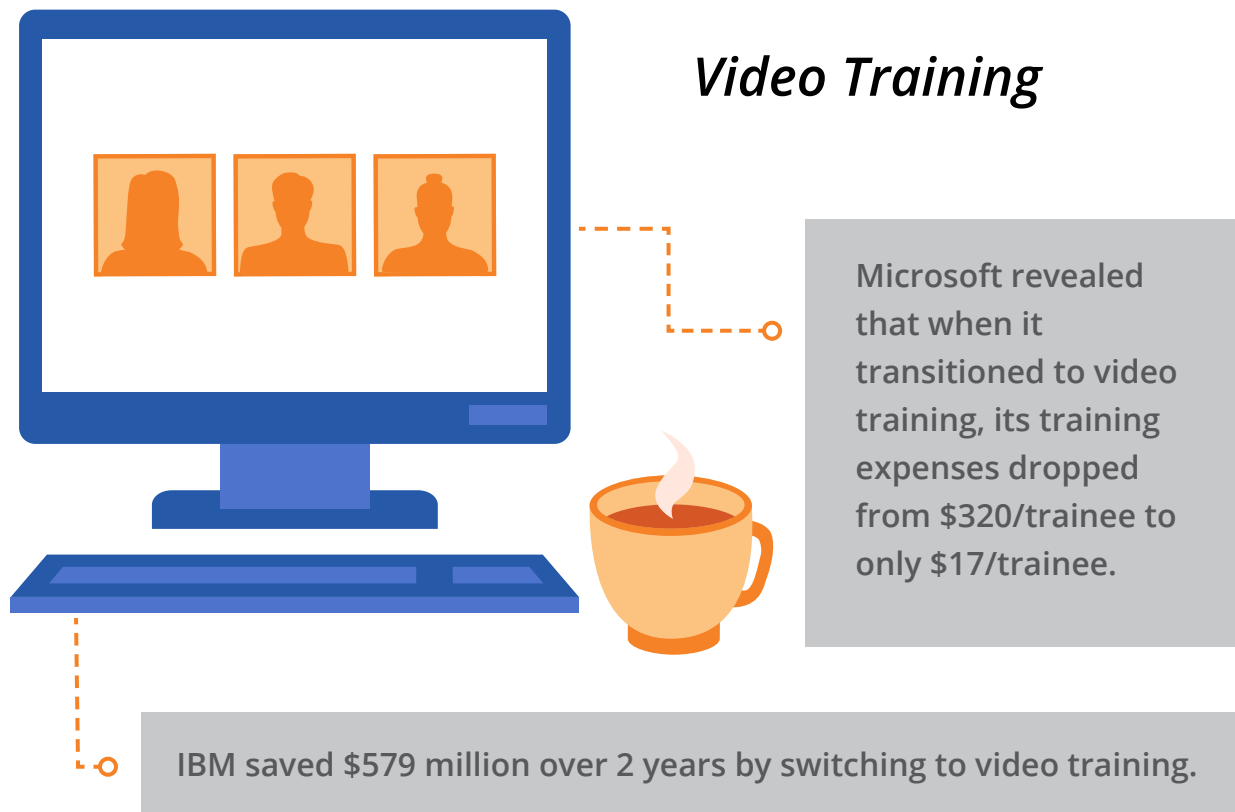


In a recent study, after three days, people retained, on average, only 10-20 percent of written or spoken information but almost 65 percent of visual information. A complementary study showed that an illustrated text was 9 percent more effective than text alone when immediately testing comprehension and 83 percent more effective when the comprehension test was delayed. Videos can combine visual images, interactive content, downloadable written materials, and audio into a complete, multi-modal learning package. This powerful combination provides the best solution for effectively engaging learners on multiple levels to enhance comprehension and retention.

An overwhelming majority of employees report that they are more likely to watch video-based training sessions than read documents, emails, or web articles. Using video as a training tool allows you to work with these common behavioral trends, encouraging engagement with the material and reducing the need for short-term re-training.

Video cuts training costs—dramatically.

By shifting your focus from in-person training to online, on-demand video not only increases the effectiveness of your training but also significantly reduces your costs. A case study of one major U.S. company found that before implementing in-house video training platforms, 40% of training expenditures came from travel and lodging costs alone.



With ever-increasing demands on the time of employees, video training offers everyone the ability to train at their own pace without taking large amounts of time away from work. The efficiency and affordability of in-house video training means that your workforce can stay consistently more up-to-date on new products, procedures, technological advances, and policies.

Video increases sales, internal sales skills, and engagement of potential customers.

Behind the scenes, video can help make your sales team better at their craft, helping to yield up to 50% higher net sales per employee. Bolstering your employees' skills and keeping them well informed about the latest products, technology, and industry standards allows them to improve their efficiency and profitability. Video is also the best tool in your marketing arsenal because it's an extremely effective and efficient way to attract visitors to your website and engage their interest.

The average online-enabled consumer watches roughly 206 videos per month.

Consumers aren't just watching videos; they're also interacting with them. Studies indicate users are 36 percent more likely to comment on and 39 percent more likely to share social media and other online content if it's delivered via video. Videos promote empathy and engagement, inspiring consumers and partners to form emotional attachments to your brand.



58%

of consumers consider companies that include video content in their online presence to be more trustworthy than companies that do not!

73%

of consumers are more likely to make a purchase after watching videos that explain a product or service.

Including video in your customer-facing platforms isn't just valuable; it's vital.

How to Start: Putting Business Videos to Work for Your Company

Many public sites exist that allow users to upload and share video content on the Internet. These sites are convenient and popular. YouTube users upload close to 300 hours of video every day. However, public platforms pose issues of security and can't be customized to your company's needs. Setting up an internal enterprise video management platform, like the solutions offered by Qumu, allows you to regulate your company's content and maintain your organization's security and network integrity.



Custom, secure enterprise video management platforms help you make enterprise video-based communication easier than ever before.

That means making it easy for all employees of an organization to connect with their coworkers, partners, and customers in a simple, user-friendly way.

Being able to produce and control the accessibility, security, and content of your video communications is essential. It affects everything from your branding and marketing to your training and business development. Having a proprietary platform allows you to manage video for

Marketing

(videos, interactive demos, commercials, and more for your website and social media)



Training

(videos, training modules, hosted seminars, and more for integration in your company intranet)



Webcasting

(live broadcasts designed to maintain employee engagement and share important news internally and externally)



Businesses of all sizes are seeing the value of scalable video and webcasting solutions. Using a lightweight cloud platform, you can connect to your customers, partners, and employees all over the globe from a standard web browser. Cloud-based webcasting tools provide businesses with rich content presentation tools, sophisticated metrics and analytics, engaging Q&A abilities, and robust video streaming and delivery to any endpoint. Most importantly, you can preserve the integrity, speed, and security of your network with enterprise business security standards.

An enterprise video management solution offers many added analytic and security functions not possible through a public platform:

- Tracking of viewer statistics, including viewing information, sharing data, and access information for each video to analyze trends around learning and employee development
- Regulation of viewing permissions and clearances to ensure videos are targeted toward the appropriate audience
- Secure connections for webcasts and video-supported meetings to protect your brand identity and confidential company information



Taking It Up a Notch: Using Application Integration to Enhance and Optimize Your Platform

Over time, an enterprise video platform can be customized to fit into the management solutions already empowering your business. Customization can optimize the capabilities of a video platform, delivering content via common webcasting and social tools like WebEx, Sharepoint, Lync, and Skype.

Enhancing your Platform: Enterprise Integration

Enterprise integration is the process of connecting the systems you already use in your business – making them “talk” to each other and share data. This means you can incorporate an enterprise video platform into your existing software systems and solutions, share data, and optimize the value of your video content.

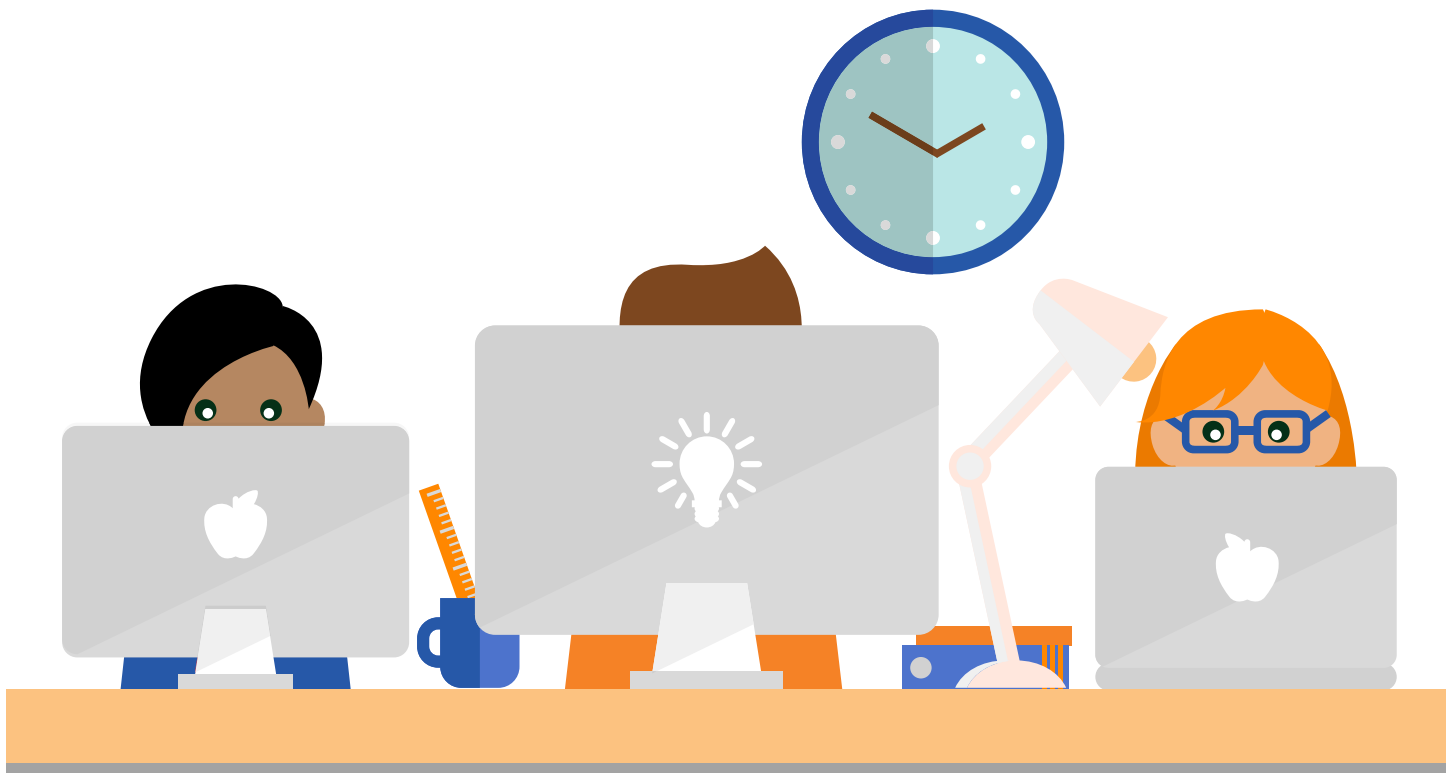
For example, let's say your business has:

- a content management system (CMS), which allows you to publish and manage your website, blogs, and social media postings
- a customer relationship management (CRM) solution for managing customers throughout the sales process, and
- an enterprise messaging platform for ad hoc internal communications.



Enterprise integration crafts solutions that enable these applications and management systems to use video more effectively. This ensures that employees have access to relevant supplemental video content without leaving the interface of their current application.

For example, an employee would be able to watch a video about how to upload a new blog post while working in the company CMS by simply clicking on a link, rather than having to look up the video in a training application.



Enterprise integration is about providing the right video content to the right viewers at the right time to enhance employee productivity and get the best value out of your business systems.



Optimizing Your Platform: Improve the User Experience

Just like a new car, customizing your enterprise video platform means you can do much more than simply selecting your make and model. Customized applications can make your platform more user friendly and more in line with the look and feel of your existing systems. Desktop add-ons, mobile applications, and in-program shortcuts can enhance a user's ability to quickly and easily upload, publish, and access your cloud video content. Enhancing the look and feel makes the platform easier to use, encouraging rapid adoption across the enterprise.

Examples of enhancements that can make accessing and using your video platform easier and better include

1

Creating desktop clients (software systems) that integrate with common webcasting platforms like WebEx and GoToMeeting

2

Connecting your enterprise video platform with SharePoint to seamlessly integrate video content into the Team Site environment

3

Customizing Skype for Business (formerly Microsoft Lync) to enhance menus, publishing, conversion and editing capabilities and allow streamlined sharing of video content.



Concrete Information

PulaTech is a preferred solution provider for the Qumu enterprise video platform. We can integrate the Qumu platform into your existing solutions, extending its functionality to enhance the value of video to your business users. Customizing the look and feel to align with your enterprise business systems will accelerate user adoption and put video to work for your company, streamlining training, connecting global users, and providing a live platform for interacting with company executives.

What does that look like in a real business setting?

Small Changes Make a Big Difference

CLP, a Hong Kong based company, had an enterprise video content center (VCC) with an off-the-rack interface that wasn't working for its global workforce. The VCC was an internal-facing website, i.e., it was aimed towards CLP's employees rather than its vendors or customers. CLP wanted to customize the interface in subtle but significant ways: simplifying the menus, enabling and expanding search capabilities, and enhancing user interaction on landing pages. PulaTech worked to customize the Java-based architecture of the VCC, writing new code on the back end to transform the layout, style, and accessibility of the front-end interface. PulaTech gave CLP's VCC a new look, in line with its business needs, enabling CLP's users to more easily interact with the system to access and distribute video within the company.

Alleviating Congestion in the System

As one of the most popular online business meeting solutions, WebEx uses a proprietary video format, which can create challenges when sharing non-native WebEx videos. Video has to be converted before it can be uploaded to the system. Using its native video conversion tool presents significant problems – in essence, a giant, snarling traffic jam of users waiting in line to upload their content. Long videos take hours to encode and upload, and editing is even more of a headache. PulaTech created an architecture that allows users to upload video content to the cloud, queuing it up for later access to the WebEx conversion tool. Once complete, the user receives a notification that the file is ready for editing and distribution on their video platform. Gone are the days of users getting a busy signal when attempting to upload or waiting for hours for videos to process. PulaTech's solution freed up the lanes of WebEx's video highway, allowing its users to efficiently manage their video content in their own format.



Ready to Get Started?

PulaTech can help you integrate video into your internal and external systems. From start to finish, we'll evaluate your needs, match you with an appropriate video platform, and customize everything to look, feel, and perform the way your business demands.

