ViewCast
Media Portal (fka Ancept Enterprise Video Portal)

Partner Solution

- ***Target Industry***
  Cross Industry

- ***Business Application***
  Digital Asset Management
  Enterprise Video Communications

- ***Products***

  IBM Content Manager

  IBM FileNet Business Process Manager

  IBM FileNet Content Manager

  IBM InfoSphere Enterprise Records Manager

  IBM Records Manager

Business Challenge

Organizations must become more agile, efficient and responsive to customer needs, while improving the bottom line. Among the ways that companies can achieve these objectives and gain a competitive edge is through communication, collaboration, education, training, and content development and distribution.

Research has shown that visual and multimodal forms of communication are more effective than text or aural methods alone. As such, the use of digital – or Internet Protocol (IP)-based video – is now considered a practical and effective means for fostering communication and collaboration among employees, partners and customers; providing workforce training and educational programs; and creating content for video conferencing, Webcasts, video-on-demand and other interactive marketing programs.

Many organizations remain challenged by the adoption of digital video technologies. Early adopters who pioneered the use of digital video to support communication, collaboration, promotion and information discovery now seek methods to unify the enterprise-wide use of digital video. Prospective users seeking to gain competitive advantage must learn how to leverage enterprise video portals to connect disparate workforces faster and more cost-effectively, train employees and distribute more accurate and timely messages to employees, partners and customers. Additionally, companies must also comply with local, state, federal and industry regulations concerning content management and archiving. To overcome these challenges, many organizations are now turning to technology-based content management solutions to capture, manage and archive video and multi-media communications across the enterprise.

Solution

ViewCast's Media Portal is one of the few solutions in its class to combine the IBM Enterprise Content Management (ECM) suite of products with broad-based digital media capabilities. By leveraging IBM's industry-leading ECM capabilities, the solution supports the comprehensive automation, monitoring and management of all digital media-related business processes, resulting in shorter production cycles, faster time-to-market and improved quality and consistency.

With Viewcast's Media Portal (VMP), companies can leverage robust content management capabilities to schedule, manage and deliver recorded events, video and Web conference sessions and multi-media presentations. Current trends in education and training dictate a more comprehensive approach to using digital video to enhance learning; that's why Viewcast has designed the Media Portal to support digital video capabilities on a much broader scale than competitive solutions. As an example, VMP can easily be used across a large college or a university campus with multiple locations.

ViewCast's Media Portal also makes it possible to publish content to public Internet sites and services, corporate Web sites and portals and virtually any other destination, including YouTube™. Conversely, some enterprises may have more complex requirements involving e-commerce and Digital Rights Management (DRM). As such, the solution ensures all video-based content is archived, regulated and managed in accordance with a comprehensive file plan, easing the path to compliance with local, state, federal and industry regulations concerning content management.

Value Proposition

Offering security, scalability, storage management and enterprise integration, ViewCast's Media Portal is one of the most reliable video content management solutions available today. This solution improves communication and collaboration among employees, partners and customers. With VMP, distance and online training and education is enhanced, making it possible for employees to access vital information and course material from any location, which can result in a more responsive and informed workforce.

With significant productivity gains, reduction in travel related costs, more effective training and other benefits, it's not uncommon for adopters of ViewCast's Media Portal to recoup their return on investment within 12 to 18 months, with progressive gains in subsequent years. Further top-line benefits can be realized by certain organizations that use the Enterprise Video Portal to introduce new or enhanced products and services.

Company Description

ViewCast provides solutions (Digital Asset Management and Enterprise Video Communications) to help organizations leverage the transformational properties of digital media to, among other things, improve organizational speed and responsiveness, provide new or enhanced services and products, improve brand and marketing communications or train staff more comprehensively.

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