



IBM **Information Management** software

ViewCast VMp™ Portal

Partner Solution

■ **Target Industry**

Cross Industry

■ **Business Application**

*Corporate Communications
Training and Education
Marketing Communications
B2C Content Distribution*

■ **Products**

IBM Content Manager

Business Challenge

“YouTube™” – the global phenomenon that’s spurred the rapid adoption of digital media consumption by consumers – has also extended the relevance of digital media into the enterprise. Today, businesses are looking to harness the impact and achieve significant ROI that can be generated through the use of digital media in a number of ways.

It’s imperative that organizations remain responsive, informed and efficient as network and mobile technology enables anyone to “connect” from anywhere. Digital media is empowering dispersed organizations in their communications to employees, partners, students and customers.

Digital media is playing a key role in training and education. The use of multimedia, especially video, becomes a powerful learning tool. Add to this real-time access from anywhere, and the enormous potential from a training and education perspective becomes abundantly clear.

Marketers, especially brand advertisers, are realizing the potential for on-line video and social media to extend their reach and improve engagement. Digital marketing is growing exponentially, with budget dollars continually being reallocated to interactive marketing and online channels.

Organizations are using digital media in Enterprise 2.0 initiatives to enhance performance within the enterprise, as well as between companies and their partners or customers. Given the myriad of applications and new uses continually emerging, organizations need solutions to assist them in leveraging digital media content for strategic advantage, while lowering costs and eliminating complexity.

The Solution

Designed to address the proliferation of digital media in organizations of all types – including employee-generated content, recorded meetings and events for anytime viewing, and marketing content – VMp™ Portal gives organizations a means to easily collect, share, view and distribute digital media content throughout the enterprise.

Leveraging the underlying capabilities of the ViewCast Media Platform, VMp Portal ideally meets a wide range of business objectives, including Video on Demand for training, on-line video publishing for marketing, capturing employee-generated content, and centralizing management and distribution of digital media.

VMp Portal features a YouTube-style user interface, enabling users to upload, tag, manage, search, share and view audio, video, images and multimedia content. The solution also



supports publishing or syndication of content to other systems and Web sites, such as corporate Web sites, partner and affiliate sites, and social networks. *VMp* Portal automatically generates code to embed any asset and even define specific authentication options and expiration rules. Organizations can also customize player skins to match the look and feel of the destination site.



Value Proposition

While existing Web publishing systems handle text and graphics well, they are often ill-equipped to handle multimedia, especially video. Organizations need digital media platforms that unify multimedia content production and Web publishing processes. *VMp* Portal is a one-stop-shop for collecting, sharing, viewing and distributing valuable digital video easily throughout the enterprise and beyond – that helps contain costs and reduce complexity.

VMp Portal is standards-based, open, scalable and extensible, to accommodate the varied and competing devices, platforms, formats, protocols, processes and requirements that characterize the digital media landscape. The solution easily integrates with learning management systems and utilizes the IBM Content Manager product. Its ease of use and flexibility enables a wide range of users to leverage digital media to achieve multiple business objectives and applications.

Company Description

ViewCast® develops industry-leading solutions for the transformation, management and delivery of professional quality video over IP and mobile networks. ViewCast Niagara® streaming appliances, Osprey® video capture cards and *VMp*™ digital asset management systems provide the highly reliable technology required to deliver the multi-platform experiences driving today's digital media market.

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