

Lights, Camera, Action Enabling Video in ECM Solutions



Thom Garcia, Program Director ECM

Michael Shrage, Director of Channel Management and Strategic Partners, Kaltura



Video is Transforming the Enterprise

46 Exabytes

of storage needed for content digitization and preservation by 2015³

16 Hours

of video per employee per month will be streamed by 2016⁷

58%

of all business Internet traffic will be video by 2017, up from 31% in 2012⁵

Within the enterprise

80%

of all consumer Internet traffic will be video by 2018¹

1.8x

more likely that consumers will purchase after watching in store video

4 billion

online video users in 2017, up from 2 billion in 2012¹

Consumers connected to the enterprise

32%

of higher education students now take at least one course Online

\$270M

revenues in 2014 alone for government video surveillance

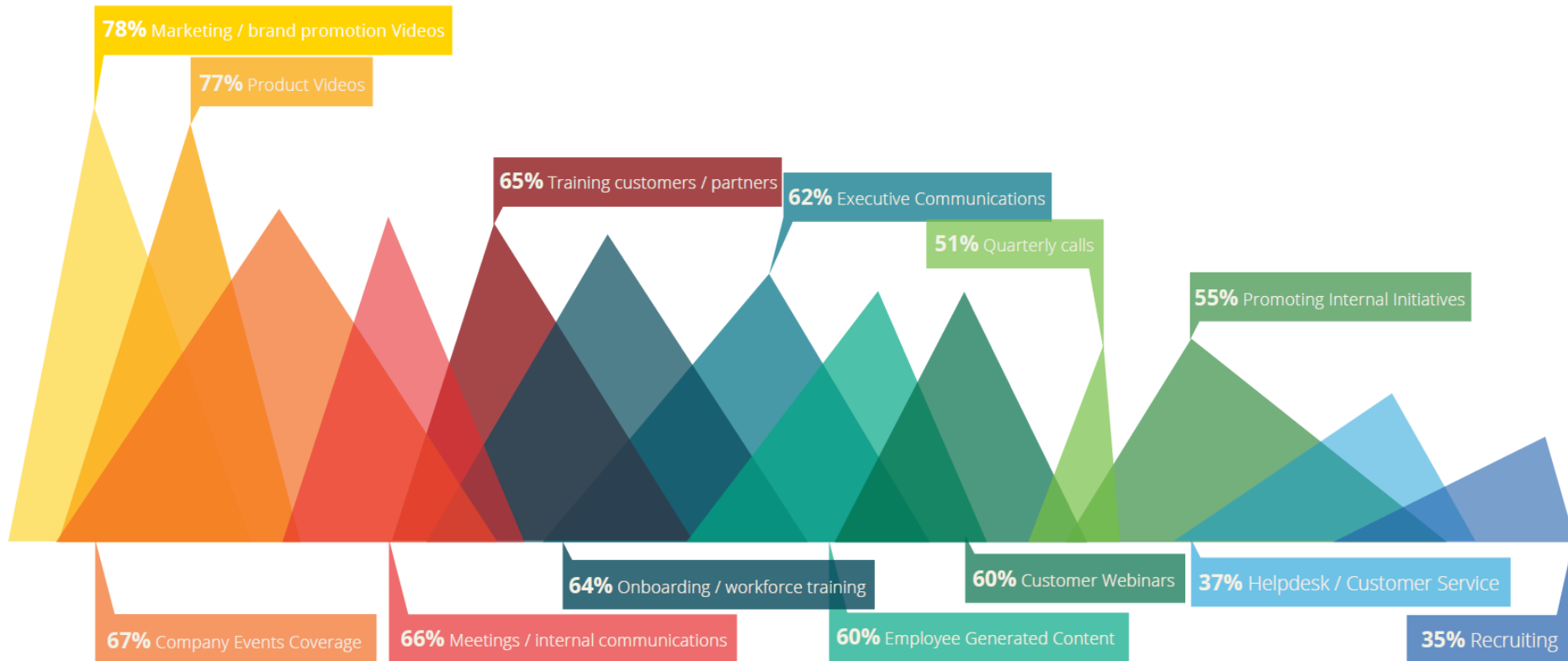
50%-200%

The amount of video in organizations is increasing at rates within this range⁶

Across Industries

Sources: 1) 2014 Cisco Visual Networking Visual Index Forecast 2) Alcatel-Lucent Bell Labs 2013 Forecast 3) 2010 Digital Storage for Media and Entertainment Report, Coughlin Associates, 4) EMC: <https://www.brighttalk.com/webcast/1744/71389> 5) <http://newsroom.cisco.com/release/1197391/> 6) Gartner - Video Content Management 7) Gartner - "Predicts 2012: Plan for Cloud, Mobility and 'Big Content' in Your ECM Strategy"

Video is Already in Wide Use Across the Enterprise



* Source: Kaltura/Wainhouse Research "Enterprise Web Communications Survey Q4 2014"

Critical Capabilities Address Business Content Needs



Capture

- Reduce paper handling and shipping
- Extract valuable business data from content
- Push capture to the edge of the enterprise



Protect

- Reduce risk by eliminating what you don't need
- Guard against fraud, comply with regulations
- Govern content throughout its lifecycle



Activate

- Use content across business systems
- Eliminate silos between departments
- Increased productivity of teams



Analyze







- Reveal insight hidden in content
- Improve business decisions
- Improve performance of people and systems



Engage

- Connect people, content, analytics and process into Systems of Insight
- Streamline collaboration with hybrid cloud
- Mobile access to business content

Vertical- Specific Use Cases and Benefits

	Vertical Use Case	Description
	Insurance underwriting and claims	Customer captured video as part of insurance and claims submission processes
	Energy and Utilities inspections	Maintenance records and visual inspection of failures
	Manufacturing health & safety	Health and safety incident visual recording of circumstances
	HR/Legal interviews & depositions	Recording of phone and in-person interviews for candidate hiring and legal depositions
	Call center monitoring	Recording incoming calls into call centers and service support centers
	Regulated environment call monitoring	Financial and other regulated industries where all calls for individuals must be monitored

Video Offerings Overview

Kaltura Video Navigator for ECM

- **Simple ingest, storage, search, retrieval and playback of video content in ECM**
- Maintain all source assets on ECM
- Optimized delivery and playback on any device, inside or outside the firewall
- Support for full information lifecycle governance including versioning and retention management
- Include video content in Case Management workflows
- Detailed user analytics showing consumption per-asset, per-user

Kaltura MediaSpace™

- **YouTube for the enterprise**
- Powerful capabilities for video creation, sharing, searching and watching
- Cross-device experience and a mobile app
- Customization and branding of the portal
- Powerful content curation with secure channels and categories
- Granular control over content and users
- Supports dedicated experience not just for video, but also audio and image

Video for Enterprise Content Management



Video + ECM Increases Business Content Value

- Enable new use cases by adding *video as a native data-type* into ECM
- Eliminate content silos and reduce content management complexities by providing unified upload, search, and management of video content, alongside all other asset types in ECM
- Reduce risk and assure compliance by enforcing lifecycle governance policies on video, as with all other content types within ECM
- Reliable and secure delivery of video content to users anywhere, anytime, on any device

The screenshot displays the Kaltura Navigator interface. On the left, a navigation pane shows a folder structure under 'Galantis' including 'IBM CIO', 'IBM Case Manag', 'Installation Test', and 'Saved Searches'. The main area features a table of content items and a video player.

Name	Size	Modified By	Modifi
CEVA Logistics - revolutionary simplicity	8.5 MB	p8admin	2/19/20
Collaboration made with social. Made with IBM	2.6 MB	p8admin	2/18/20
Demo PPT.pdf	1.4 MB	p8admin	2/25/20
IBM ECM Channel Trailer - Smarter Content Now!	22.3 MB	p8admin	2/22/20
IBM Power Integrated Solution Edition	33.5 MB	p8admin	2/18/20
The next era of computing	28.2 MB	p8admin	2/18/20
Telekinetic Coffee Shop Surprise.mp4	12.1 MB	p8admin	2/25/20
Telekinetic Coffee Shop Surprise.mp4	40.5 MB	p8admin	2/25/20

The video player on the right shows a video titled 'IBM Power Integrated Solution Edition' with a play button overlay. Below the player, the title 'IBM Power Integrated Solution Edition' is displayed, along with the text 'From p8admin 2 Weeks ago'. A search bar and 'Details' button are also visible.

Use Case: Dash Cam and Body Cam in Law Enforcement

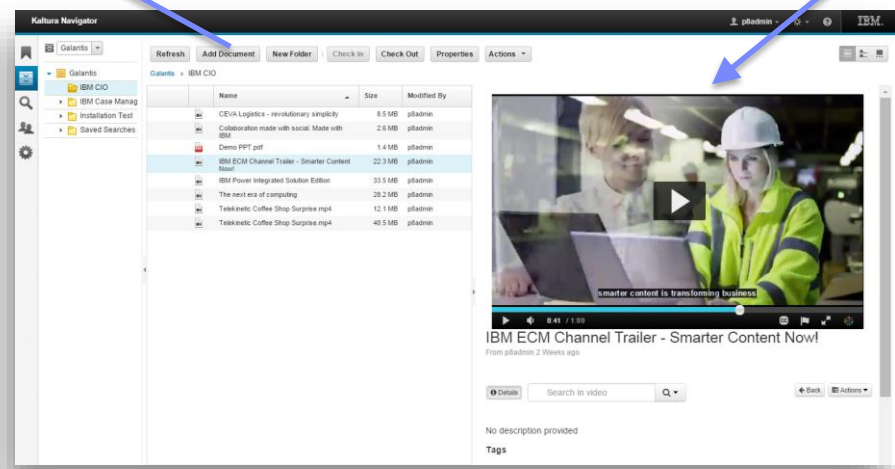
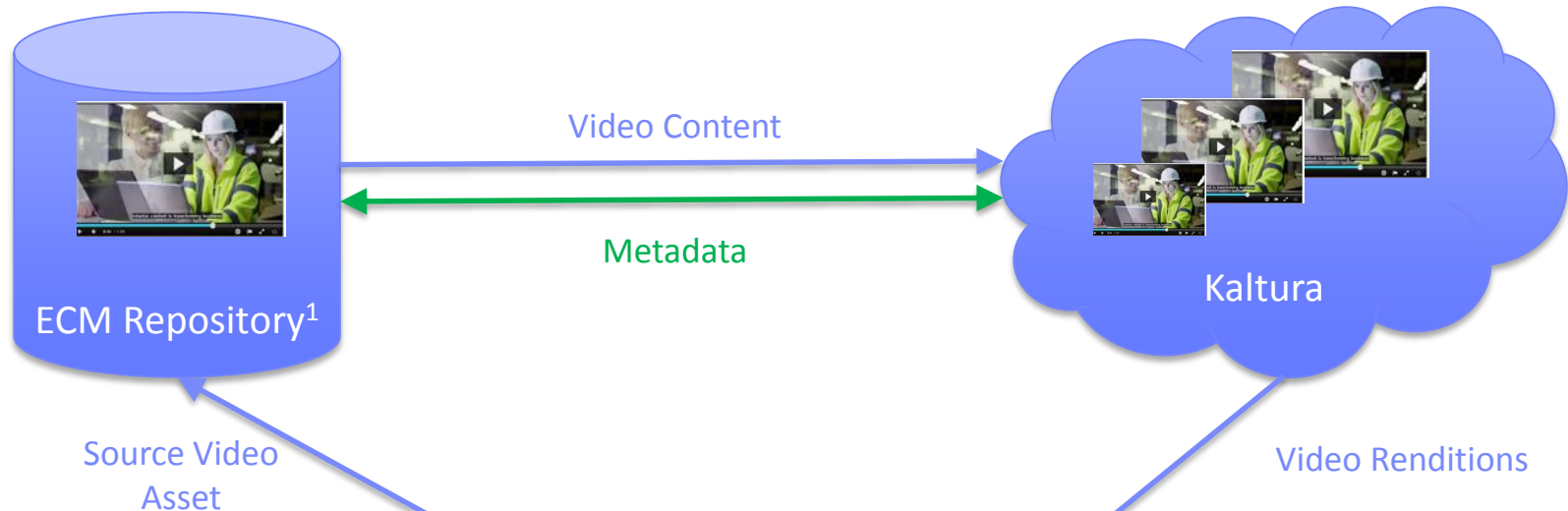
- \$75M federal funding for body cams
- Video subject to complex legal discovery and retention periods
- Freedom of information requests demand release of videos to the public
- Faces of victims, undercover officers and witnesses must be redacted prior to release
- Access control, editing/ clipping/ trimming, legal holds and chain of custody issues require ECM capabilities



•Solution

- Provides single source of truth, legally defensible
- Enables access to redacted versions of videos
- Provides life cycle governance for video

ECM + Kaltura: Optimized Video Management and Delivery



¹ FileNet Content Manager or IBM Content Foundation

IBM Content Navigator

Use Case: Remote Maintenance and Service

- An oil rig worker confronts severe and complex problem at sea related to a new drill
- No time to read the 65 page manual
- Worker uses his iPad to search through hundreds of videos based on specific key words that describe that specific problem
- Created by subject matter experts, the how-to video guides the worker through the needed steps to repair the drill
- This improves productivity and skill level of employees in the field in real time, and eliminates the need and cost of deploying skilled workers to remote locations



Solution

- Provides simple access to library of expertise
- Enables quicker problem resolution
- Reduces errors associated with complex repairs

Extracting Value from Large Libraries of Video Content

- Financial institutions, call centers, and security providers record and store thousands of hours of video from monitored calls, meetings, ATM surveillance cameras, and security camera feeds
- All video uploaded to ECM is transcribed and indexed for easy search, analysis and retrieval
- Videos are seamlessly transcoded into different formats for optimized playback on any devices, anywhere
- Lifecycle governance and security policies get applied to video files to optimize storage requirements



Solution

- Provides single silo for all video assets
- Enables access from any device
- Ensures compliance across all video assets

Use Case: Team Collaboration

- A marketing team is working on a new product launch and ad campaign inside Teamspace
- All documents and videos must be reviewed and go through Case Management, streamlining approval process across medical, legal, marketing, etc.
- The team publishes the videos to the internal social portal for feedback, and review
- In-video player call to action buttons and analytics measure campaign effectiveness
- Videos get edited and updated and published on the fly & subjected to proper retention and lifecycle governance policies



Solution

- Integrates with core ECM offerings
- Enables documentation of approvals
- Provides access across teams collaborating on video

Video Portals



What is an Enterprise Video Portal?

Configuration Management

Developer Tools

How to enable "Developer Tools"?

Global

Application

Auth

Categories

Channels

Client

Debug

Gallery

Header

Metadata

Moderation

Navigation

Player

Roles

Security

SharedRepositories

Widgets

Important Notice! (click to open)

Application

instanceld	MediaSpace
	Unique string to identify that installation of mediaspace installation only.
privacyContext	MediaSpace
	String used to be set as privacy context on root cache installation only.
userRoleProfile	615322
	Metadata Profile ID for user's role per KMS installati
title	leshem
	What is your MediaSpace website title? The website bar and usually is displayed in search engine results the currently loaded media and the website title. For 'My Video' and 'MediaSpace' is the website title, the
footer	MediaSpace&trade
	What is your MediaSpace footer text? default is: Me

The screenshot displays the CorporateTube video portal interface. At the top, there is a navigation bar with links for Home, Corporate, HR, Technology, Collaboration, Sales, MediaSpace Demo, and Webcasts. A search bar and user profile (Tina Warwick) are also visible. The main content area features a large video player with a video titled "The Essentials Of Doing Well By Doing Good". Below the player, there are sections for "Most Popular" and "Most Commented" videos, each with a grid of video thumbnails and their respective view and comment counts.

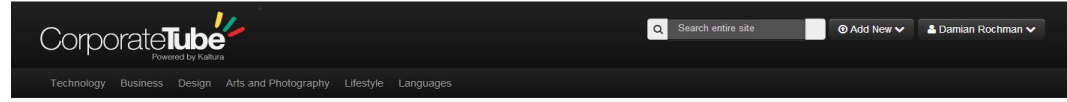
Moderation, Customizable player and UI, Channel Analytics, Shared Repositories, transcription/captioning, and more.

Democratize Video Content Creation



+ Add New **▼**

- Media Upload
- Webcam Recording
- YouTube
- Live Event
- Video Presentation
- Screen Recording



New Year Toast
Thursday, December 18, 2014 2:00 PM - 3:00 PM EST

Ron and Shay will summarize our achievements in the concluding year, our goals for the upcoming year and most importantly - we'll raise a toast for the new year.

Attendance is mandatory.

Presenters:

Ron Yekutieli
Co-founder, CEO & Chairman of the Board
Ron is the co-founder, Chairman and CEO of Kaltura, Inc., the most widely used online video platform in the market, powering over 150,000 publishers and service providers globally. As the first and only open-source video platform, Kaltura is... [show more...](#)

Dr. Shay David
Co-founder & Chief Revenue Officer
Dr. Shay David is a scholar and serial entrepreneur who specializes in collaborative and open-source information and communication systems. Headquartered in NYC, with over 150,000 publishers, universities and enterprises worldwide who have... [show more...](#)

Tags: [Amel Luciani](#) [Nec Tincidunt](#) [Portia Lorem](#) [Adipiscing Eit](#)

Creation Tools, Self-Served Webcasting, Mobile app, etc.

+ Add a comment

at 00:24 is the really important stutt
Jack Sharon 2 Days ago
[Reply](#)

Robust Search Across Videos and Within Videos

Search for: "sales"

33 Media

3 In Video

Search Channels

Search Categories

Sort by Most Recent ▾



Sales Coaching For Improved Performance-Part 1

From tami rock 2 Years ago

00:12 - [CC] He is the CEO of the Sales

00:22 - [CC] I think sales coaching is

00:25 - [CC] think about sales people,

00:28 - [CC] through sales training.

00:29 - [CC] But most sales training, at more...



Best Of 2011: Techradar's Year In Review

From TechRadar 2 Years ago

01:16 - [CC] getting the sales it was



Analysts: 6 Million Kindle Fires Sold Last Quarter

From Newsy 2 Years ago

00:46 - [CC] Amazon is mum on actual sales

A Hub for All Things Video in the Organization

The Official WebEx Channel

This is where all recordings from WebEx (kaltura.webex.com) are synchronized to. In order to edit the details of videos in this channel, please login with the special webex user: **kino.webex** , password: <^Kaltura^>. If you'd like to move recordings to a private or restricted channels that you own, make sure to add the user **kino.webex** to your channel first.

webex recordings meetings

437 Media

Sort by Most Recent View All Media

Kaltura WebEx Personal Room
From kino.webex 21

chemistry_of_materials.mp4

From IQG News Service 2 Years ago

Details Share Unlike Search in video Actions

Ford CEO Alan Mulally talks about the future of car technology, electric vehicles and whether cars will be able to drive themselves ahead of his Friday CES keynote.

Tags: 5min, CES2011: Q And A Wit, Alan Mulally, Driver: Stabonad A, Ford Consumer Electr, Ford Infotainment, Ford Motors, Ford Vehicle Managem, Miq News, Miqnews, My Ford, Syncces2011: Q And A, Corp

Appears in: galleries, Captions Demo, Events & Entertainment

Comments

Related Media

Veridian Dynamics Friendship
From Tina Waback/GLOBAL ADMIN A month ago

Management Tips For Motivation
From camenogento 2 Years ago

Our Ad For BMW Motorcycle
From AutoMoto TV 2 Years ago

Productivity Tips
From GetConnected TV 2 Years ago

Live, on-demand, quizzes, external sources, etc.

Create a Webcast

Please fill out these details:

Name: My webcast

Description: Who would have thought that webcasting to 2500 people would be so easy

Tags: Webcast

Start Time: Wed 7/15/2014 2:00 PM (GMT-05:00) Eastern Time (US and Canada)

End Time: Wed 7/15/2014 3:00 PM (GMT-05:00) Eastern Time (US and Canada)

Audio / Video Stream Origin: Personal computer - The audio/video stream will originate from a personal computer Studio - The audio/video stream will come from a professional production environment (with an external encoder)

End Time: Wed 7/15/2014 3:00 PM

Presenters: Ron Yekutiel
Co-founder, CEO & Chairman of the Board
Ron is the co-founder, Chairman and CEO of Kaltura, Inc., the most widely used online video platform in the market, powering over 150,000 publishers and service providers globally. As the first and only open-source video platform...

Slides: Upload slide deck

Publish: Private - Media page will be visible to the content owner only. Unlisted - Media page will be visible to anyone with a link to the page. Published - Media page will be visible to individuals according to entitlements on published destinations

Save and continue editing Save and go to webcast page Preview webcast page

Every Channel is a Mini-Portal with Granular Entitlements

CorporateTube
Powered by Kaltura

Channels International Sites Terms of Use

Home Corporate HR Technology Sales MediaSpace Demo Webcasts

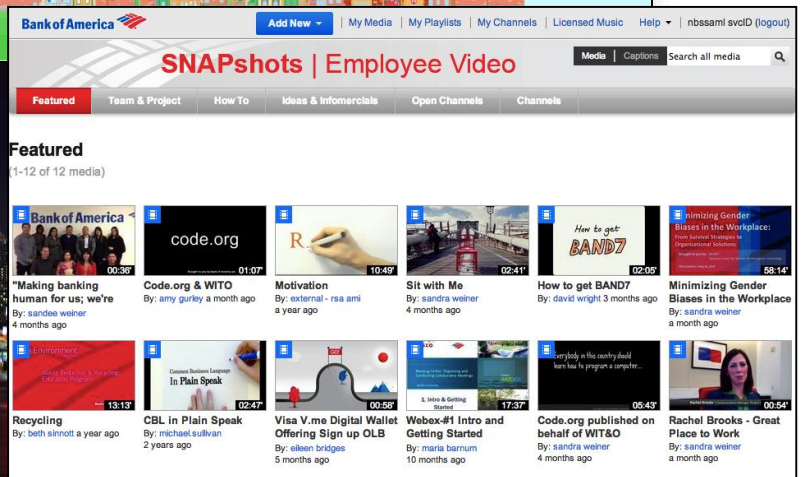
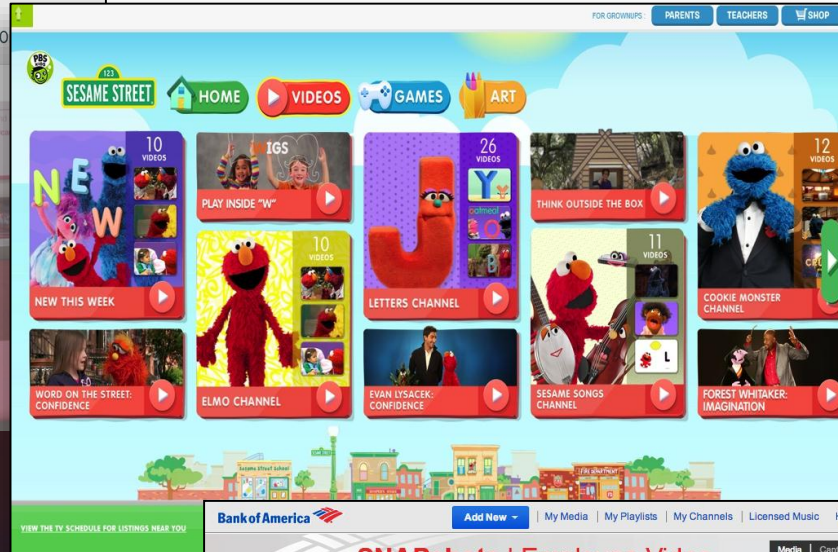
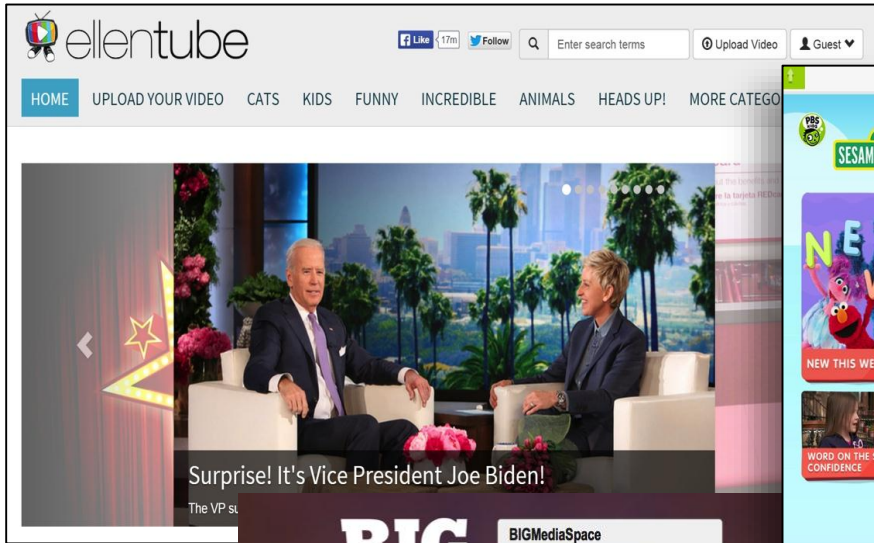
Search all media Add New Aaron Fields [SALES]

Channels
Media Count

Search for channels + Create Channel

Channel Name	Media Count	Members	Subscribers	Access Level
Team's review of competitors web sites	18	5	3	Open and Moderated
Product Collaboration Channel	14	6	6	Private and Moderated
Employee education - expand your horizons	12	5	2	Open
Internal Training Channel - Sales Reps	11	7	2	Private and Moderated
CEO On Camera Channel	11	4	3	Restricted
Sales Training	11	5	1	Restricted and Moderated
Management training channel	9	7	5	Restricted and Moderated
HR Team meetings	9	4	4	Private and Moderated

Used by Global Organizations

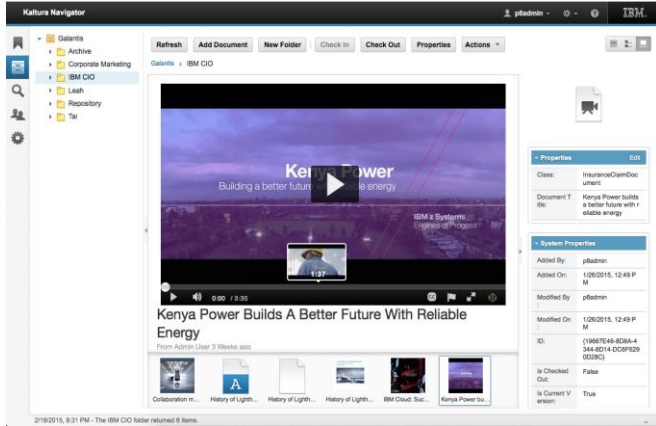


Next Steps



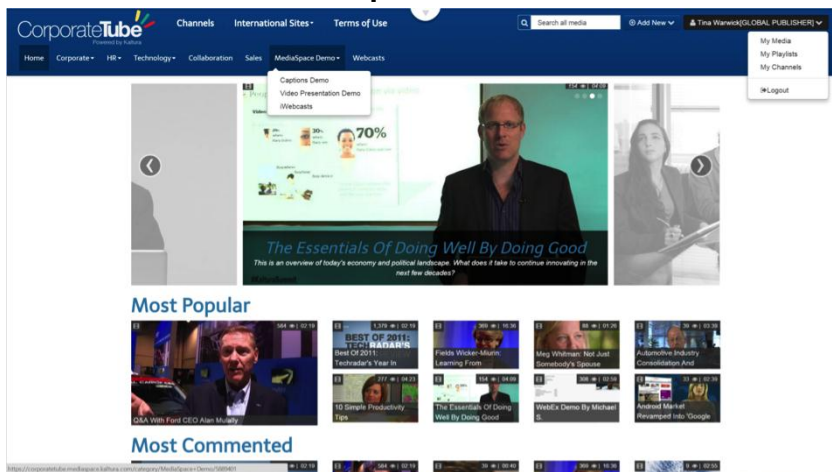
Product Options

Kaltura Video Navigator for ECM



- Existing and new ECM Customers
- Embed Video natively in ECM workflows
- Video, any where, any time, any device optimized for bandwidth and location
- Video is a component of larger business workflows

Kaltura MediaSpace™



- Standalone, secure corporate 'You Tube'
- Internal LOB/IT for corporate communications, HR, sales, training,
- External LOB/IT for marketing, public communications
- Video as an engagement and collaboration tool







Kaltura Video Navigator: Dependencies and Deployment

Requires FileNet P8 v5.2.1

- IBM FileNet Content Manager
- IBM Content Foundation

IBM Navigator future deployment option

- Current release uses Kaltura SaaS only
- Future releases could support Kaltura On Prem

	 IBM Navigator	 ECM ¹ On-Prem
 Kaltura SaaS	FUTURE	
 Kaltura On-Prem		FUTURE

¹ FileNet Content Manager or FileNet Content Foundation

Video Inquiries Within Your Organization

- What type of video content does your organization create and consume?
- What technologies and tools do you use to manage and store your videos?
- Which departments create the most videos?
- How do employees find and watch corporate videos?
- Are you considering leveraging video to improve existing or new business workflows ?
- Do you have any upcoming projects that incorporate video?

Contacts

- **Kaltura Key Contacts**

- Devon Copley - VP Channels (devon.copley@kaltura.com)
- Michael Shrage - Channel Management, N.America (michael.shrage@kaltura.com)
- Christian Blondeau – Channel Management, EMEA (christian.blondeau@kaltura.com)
- Jennifer Capo - Channel Management, APAC (jennifer.capo@kaltura.com)
- Juan-Carlos Santamaria - GM, LatAm (jc.santamaria@kaltura.com)

धन्यवाद

Hindi

多謝

Traditional Chinese

ขอบพระคุณ

Thai

Спасибо

Russian

Gracias

Spanish

Thank You

English

Obrigado

Brazilian Portuguese

شكراً

Arabic

Grazie

Italian

Danke

German

Merci

French

நன்றி

Tamil

多谢

Simplified Chinese

감사합니다

Korean

ありがとうございました

Japanese

Use Case Streamline Auto Insurance Claim

1. A motorist involved in accident uses smartphone to record the scene, damage, and testimony from witnesses and at-fault driver in a short video
2. Motorist uploads video evidence via the IBM Content Navigator mobile app provided by insurance company
3. Case Adjuster use Case Manager to note sections in the video where parties may have accepted responsibility, etc.
4. Claims Adjuster accesses the video on laptop or mobile device to quickly resolve the claim



Solution:

- Enables videos to be captured by mobile devices
- Provides single user interface from capture through claim
- Enables video to be leveraged for claim resolution, enhancing customer satisfaction and reducing costs

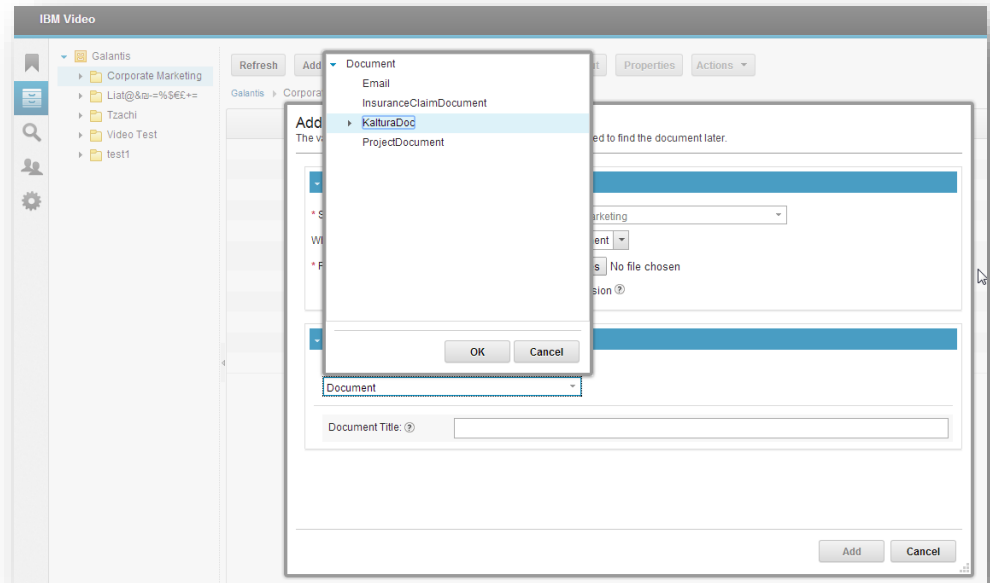
Simplify Video Content Ingestion into ECM

■ Feature:

- Source video assets are uploaded directly to ECM, and maintained within ECM storage as master copy
- Transcoded formats stored in cloud to optimize playback on any device and any network condition

■ Benefit:

- Maintain lifecycle management functionality on video assets in accordance with data compliance policies
- Simplify and expedite content import from anywhere and any device
- Eliminates need for separate video management tools and workflows



Video Search and In-Video Discovery

Feature:

- Search and find relevant videos as well as specific 'in-video' information from the global search

Benefit:

- Increase the value of the video asset by quickly finding the most relevant info within the video
- Expand use cases, allowing video participation with powerful search and discovery capabilities, including search inside each video, that were previously impossible

The screenshot displays the Kaltura Navigator interface. On the left, there is a sidebar with navigation options like '+ New Search', 'Recent Searches', and 'All Searches'. The main area shows a 'New Search' page with search criteria and results. The search results list includes items like 'Collaboration made with social. Made with IBM', 'History of Lighthouses.docx', 'History of Lighthouses.pages', 'History of Lighthouses.pdf', 'IBM Cloud: Success for our Clients', and 'Kenya Power builds a better future with reliable energy'. A video player is shown on the right, displaying the video 'IBM Cloud: Success For Our Clients'. The video player has a search bar with 'IBM' entered. Three yellow callout boxes are present: box 1 points to the search criteria section, box 2 points to the search results list, and box 3 points to the video player's search bar.

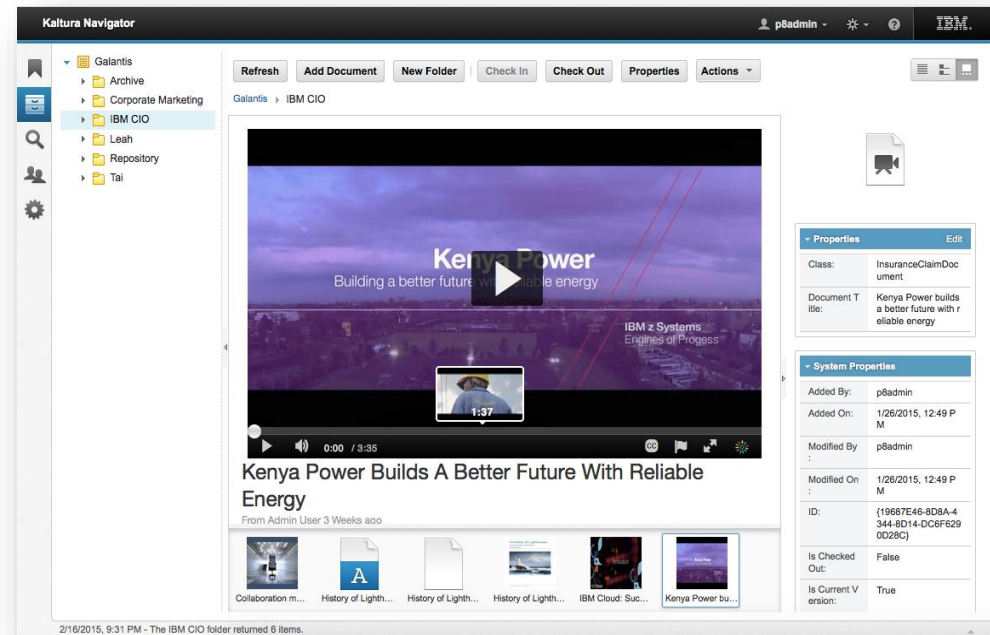
Seamless Video Retrieval and Playback

Feature

- Play video content directly within Content Navigator, from any device, via WAN or internet, with optimal quality

Benefit:

- Enable secure and unified access to content including video anywhere, anytime, on any device optimized for geo, device, and network bandwidth
- Eliminates the need for client side install or file download ; supports HD video



Video Presents a Significant Opportunity in the Enterprise

- Video is already a key component of many business processes, and technology adoption has passed the “tipping point”
- The need to manage video as a “primary data type” is transforming the application architecture across all industries
- Video is aligned with IBM’s strategic imperatives - Cloud, Analytics, Mobile and Social Engagement
- Video provides a strategic competitive advantage and differentiation for enterprises
- Video is complex and challenging



Horizontal Use Case	Description	Customer Value Prop
Enterprise media catalog	Media library generated by multiple groups and business units as a generic service. Collaboration is encouraged. Low end training vehicle in conjunction with web conference recording	Cost reduction: No redundant technologies if implemented on ECM platform. Organizational efficiency Revenue Generation: Core platform requirement
Video archive/library	A managed library of documents, audio, video with controls around taxonomy, quality and subject matter	Cost reduction: No redundant technologies if implemented on ECM platform Revenue Generation: External access to video library can be monetized

Vertical Use Case	Description	Value Prop
Insurance underwriting and claims	Customer captured video as part of insurance and claims submission processes	Cost reduction: Efficiency of underwriters and claims adjusters incl. lower staffing and reduced travel Revenue Generation: Customer retention and new customers
Energy and Utilities inspections	Maintenance records and visual inspection of failures	Cost reduction: Efficiency of maintenance and inspection process Revenue Generation: Core platform requirement
Manufacturing health & safety	Health and safety incident visual recording of circumstances	Cost reduction: Efficiency of recording and reporting process Revenue Generation: Core platform requirement
HR/Legal interviews & depositions	Recording of phone and in-person interviews for candidate hiring and legal depositions	Cost reduction: Efficiency of hiring process. Risk management for legal Revenue Generation: Core platform requirement
Call center monitoring	Recording incoming calls into call centers and service support centers	Cost reduction: Risk management Revenue Generation: Customer retention through customer sentiment analysis
Regulated environment call monitoring	Financial and other regulated industries where all calls for individuals must be monitored	Cost reduction: Risk management Revenue Generation: Core platform requirement

M&E identified both Industry and Cross-industry enterprise use-cases (B2B, B2E, B2C). Enterprise Video Content Management enables penetration of new buyers and use cases, extending beyond the Enterprise 500.

Use Cases	Industry	Model	Potential Target Customer(s)	Focal Stakeholder
Enterprise video collaboration	Education (Cross Industry)	B2E, B2B, B2C	Gwinnett School District, Shukutoku University	Michael King; Anne Altman; Don Ness; John Peeler; Yasushi Shinohara
Digital surveillance	Government (Cross Industry)	B2E, B2B, B2C	Law Enforcement, Military Surveillance, Schlumberger, Abu Dhabi Airport	Chuck Prow; Michelle Rudnicki; Stephen Russo
Video publishing	Education	B2E, B2B, B2C	McGraw-Hill, Kaplan	Chad Andrews
Seismic image hosting and analysis	Chemical & Petroleum	B2E	Schlumberger, PGS, CGS	Ulisses Thibes Mello
Reservoir data	Chemical & Petroleum	B2E	Landmark Graphics, Paradigm, Baker Hughes	Ulisses Thibes Mello
Medical image storage	Healthcare	B2E, B2B	TBD	Don Ness
Enterprise video compliance	Insurance	B2E, B2B, B2C	State Farm Insurance	Will Belknap
VOD & edge VOD	Telecom, Media & Entertainment	B2E, B2B, B2C	Viacom India, Disney India, Turk Telekom	Chad Andrews
Over the top (OTT)	Telecom, M&E	B2B, B2C	Future TV Co, NHK	Johanna Poeri, Wen Tao Tang
Broadcast distribution	Telecom, M&E	B2E, B2B	PBS, ABC, Lakson Group	Chad Andrews

ECM Targets