

Data Sheet
2019

IBM Enterprise Video Streaming

Engage your employees
with security-rich video

IBM Enterprise Video Streaming

Engage your employees with security-rich video. IBM® Enterprise Video Streaming makes it simple to deliver town halls, trainings and departmental communications to employees virtually everywhere. The platform leverages Watson AI technology to simplify end-to-end workflow for live and on-demand video.



Protect your message

IBM Enterprise Video Streaming helps you to share sensitive information with confidence, because you know that your content is reaching the specific audience for which it is intended.

- Utilize SSO (Single Sign-On) to secure video through existing corporate directories.
- Turnkey integrations with SAML based SSO providers like Okta, OneLogin and Google Apps for Work.
- Alternative 2-step authentication through email verification.
- Domain controls that make it possible to restrict embedding to your own intranet.

Automatic video captions

Generate automatic speech to text and captions with Watson’s artificial intelligence capability.

- No need to work with 3rd party firms.
- No cost captioning.
- Automatically default to publish with captions or without.

Usage tracking

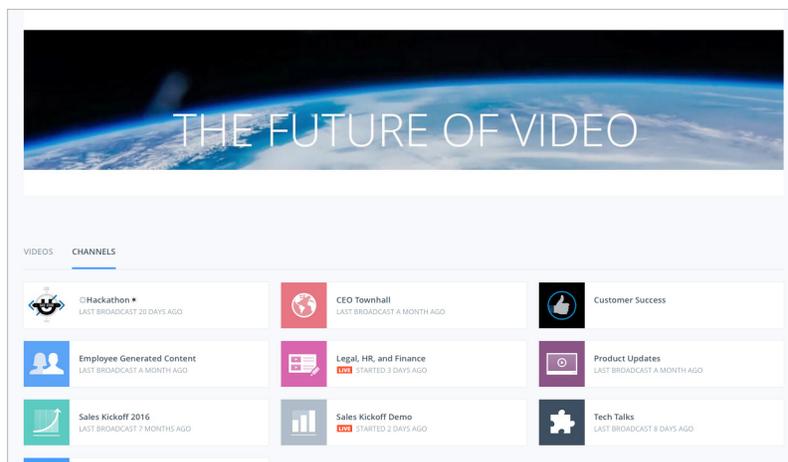
Track when content is accessed, by who and how much they watched. Quickly track if assets were watched to completion user-by-user as well, tied to an email address that was used to authenticate.

- Track usage on a per viewer basis for compliance training.
- Uncover your most successful video assets.
- See when, and how long, a user accessed content.
- Monitor live stream performance in near real time.

Scalable

IBM Enterprise Video Streaming is built to handle diverse business needs, being able to reach diverse audiences both geographically and across a multitude of different devices.

- Set up unique channels for different groups within your organization.
- Reach people in the field in a protected manner.
- Enable multiple administrators for your account.
- Assign appropriate security levels for each group.
- Deliver HD content without congesting the corporate network with the optional IBM Watson Media.



Security-rich Enterprise Video Portal

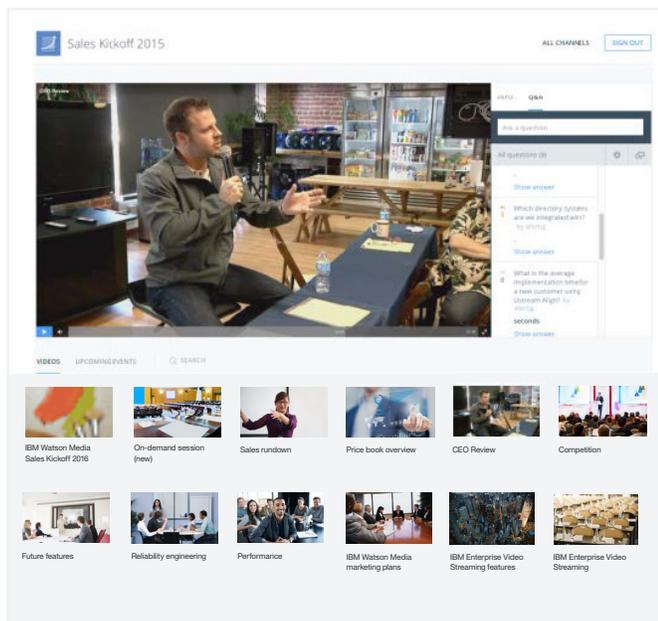
Make it easier for your viewers to find and access videos, both live and video on demand. Populating and maintaining the content in the video portal is simple. The portal works in conjunction with your defined account security options, including integrations with your identity and access management solution or directory systems, to help ensure that your videos are viewable only by the people you specify within your organization.

- Take advantage of cloud hosting; no setup required.
- Upload videos to educate and inform your team.
- See a schedule of upcoming events.
- Search and sort through your video library.
- Find previously recorded streams you may have missed.
- Add key partners, advisors or agencies, in a protected manner.
- Limit to a specific team of employees.

Role-based administration

Use flexible administration roles to best manage your video channels, creating a multi-user approval process to verify video content before it goes live for other employees to watch. Tap into a collaborative approach that allows multiple people to participate in creating and managing video content, including live streaming and cloud editing capabilities for on-demand assets.

- Provide multiple users with varying administrator roles.
- Delegate super admin tasks to channel admins.
- Limit channel admins to specific channels.
- Preview unpublished on-demand content.
- Control live events with multiple moderator roles



Sample channels

Channels let you target videos to a select set of viewers within your organization, helping them find and access content pertinent to their needs or interests. These channels allow content to be segmented as part of the Streaming Manager for Enterprise video portal experience.

Town Hall channel

The Town Hall channel is usually dedicated to video broadcasts from the organization's leaders. It's used to communicate organizational strategy, provide updates on company business, and inform, inspire, and educate as a way of enhancing employee experience.

Human Resources channel

HR teams can use a dedicated channel to provide employees with up-to-the-minute information about benefits, regulatory changes, and training content. Video is a great method to help explain complex benefit options and guide employees through enrollment, helping reduce HR staff workload.

Sales Enablement channel

Salespeople need up-to-date information about products, pricing, marketplace updates, case studies, and competitors. A dedicated Sales Enablement channel provides a one-stop shop for information that can be accessed on virtually any device.

Partner channel

Partners need up-to-date information about products, services, and pricing changes. This information is often proprietary and a Partner channel helps you to tailor this content and make it easier for your partners to find and use it.

Customer Service channel

Building a Customer Service channel helps communicate up-to-date product and services updates and upcoming product launch information that may affect their workload. The support team can also use the channel to share internal information about critical customer issues.

Marketing channel

The marketing team can use a channel to help create an internal pipeline of market and product updates, success stories, competitive and marketplace news, and information about upcoming campaigns or initiatives that can help everyone stay informed and aligned.

Engineering channel

The Engineering channel can be used to share, in a protected manner, internal information about upcoming products and services; showcase prototypes, proofs-of-concepts, initiatives that are under consideration; and solicit ideas for new offerings.

Summary

Using IBM Enterprise Video Streaming allows organizations to target and restrict videos for specific audiences and functional areas to help streamline the process of creating, organizing, publishing, and accessing video content. The portal provides a single, security-rich, location for your videos, simplifying access to your content and helping improve your organization's communications. Viewer tracking also allows enterprises to track video usage, being able to determine successful content and verify employees accessed content for compliance reasons.

About IBM Watson Media

Created in January 2016, IBM Watson Media brings together innovations from IBM's R&D labs with the Watson Media platform capabilities of Clearleap and Ustream. Through the unit, IBM delivers a powerful portfolio of video services that spans open API development, digital and visual analytics, simplified management and consistent delivery across global industries. IBM Watson Media supports top media and enterprise companies with reliable video on-demand and streaming services.

For more information on IBM Watson Media, please visit www.video.ibm.com.

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