

# IBM Enterprise Video Streaming



Designed to reliably deliver more video on your corporate network

Many organizations are hindered by fragmented corporate communications. This can result from multiple video platforms that are still in use despite being outdated, unreliable and not secure enough for proprietary information. Because video – especially live streaming – places a tremendous strain on the corporate network, improved delivery processes are desperately needed.

IBM Enterprise Video Streaming helps you address these challenges by improving worldwide employee engagement and accessibility with a reliable, security-rich platform.

## **Designed for scalability and reliability**

IBM Enterprise Video Streaming is proven to support over a million concurrent viewers without fail. This is achieved through automated and seamless source switching. Switching occurs based on viewer experience, optimizing across multiple content delivery networks (CDNs). Video is also automatically transcoded to support virtually any viewing device.

## **Security-rich**

Restrict viewing access by linking to a corporate directory such as single sign-on (SSO) benefits, allowing employees to use a familiar login process. The user experience also utilizes a customizable video portal that includes AI-driven search capabilities.

## **Accessible, cloud-based technology**

Leveraging IBM Cloud, the solution is continuously updated to help provide a platform for innovation. AI video analysis supports automated closed captioning, expanded content accessibility and improved viewer search and discovery.

## **AI-driven search and discovery**

Automated video accessibility and discovery through highly accurate closed captioning and transcription search powered by Watson™, IBM's industry leading AI technology.

**IBM helps you consolidate video platforms with use cases ranging from:**

- **All-hands corporate communication** from town halls to less-formal executive addresses
- **Training and onboarding** with AI-driven searchable archives and completion tracking
- **Large-scale video meetings** with integrations for collaboration technology like Cisco Webex
- **Video marketing activities** with the ability to support massive external audiences

## Enterprise Content Delivery Network

Video is typically one of the most resource-intensive processes for a corporate network. The Enterprise Content Delivery Network (ECDN) is a virtual appliance installed on location that helps mitigate network strain by caching live and on-demand video. This technology is built to support thousands of simultaneous viewers while reducing network strain to that of only a few instances.

## Monitoring and tracking

Monitor viewer connections in near real-time – including buffering rates – to help improve troubleshooting. Analytics can also reveal insightful usage patterns such as viewership by device or location. This data is available down to the individual level so you can determine content completion rates and track assets.

To learn more about IBM Enterprise Video Streaming, visit [ibm.com/watson/media/internal-video-for-corporate-communications](http://ibm.com/watson/media/internal-video-for-corporate-communications).

Increasing security was the top near-term initiative cited by CIOs in a Gartner survey, with 88% of companies recently deploying new security measures or including it in their short-term plans.<sup>1</sup>

<sup>1</sup> A Gartner survey of over 3,000 CIOs, presented at the Gartner Symposium ITxpo

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