



Highlights:

- Enables any-to-any connectivity among enterprise-wide clinical and medical imaging systems
 - Boosts flexibility, making it easier to add applications, reduce costs and improve compliance
 - Provides extensive scalability to expedite both organic and strategic growth
 - Increases physician productivity, driving game-changing improvements in patient care
 - Establishes a robust platform for clinical and business decisions and advanced analytics
 - Optimizes workload balancing to reduce costs and improve care
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IBM and Brightcove: video and mobile redefined

A comprehensive solution that seamlessly combines superior, cross-platform video delivery with mobile app creation and insight-driven marketing

Today's media consumers have incredibly high expectations for video and mobile. They want to consume high-quality video content everywhere, on any device. They want to buy, rent or subscribe, depending on context. They want to share discoveries and experiences through social graphs.

To attract and retain this new generation of consumers, traditional media companies and new kinds of content publishers face serious challenges. All of these content providers must deliver extremely high-quality experiences across a diverse and growing number of platforms. They must also find new ways to monetize these experiences, which requires a deeper level of insight and analysis of content performance and consumer behavior.

Customized, in-house systems are not an adequate answer. These resource-intensive platforms put publishers in a reactive position, chasing new requirements even though developing and improving video delivery software is not what content publishers do best.

IBM and Brightcove offer a more flexible, versatile solution — one that not only enables superior cross-platform content management and delivery, but also integrates everything publishers need to analyze user data, generate insight and take action accordingly.

Solution Overview

Bringing together video delivery and mobile app platforms from Brightcove and a host of innovative software from IBM, this solution gives organizations a proven way to increase the value of consumer relationships.

Video content and mobile devices are the two most important touchpoints in consumer marketing. The solution from IBM and Brightcove addresses both areas, enabling publishers to optimize every user's online video and mobile experience — as well as understand that experience in a highly nuanced way to drive profitable closed-loop marketing.



On the content delivery side, Brightcove Video Cloud is a robust, feature-rich and scalable video platform designed to help increase overall site traffic and viewer engagement.

Brightcove Video Cloud provides powerful cross-platform capabilities to reach audiences across desktop computers, mobile devices, tablets and smart TVs. Video Cloud eliminates complexity, making it incredibly easy for publishers to deliver video content for Flash and HTML5, as well as operate multiple players that render automatically, based on the viewer's device.

This profound versatility gives publishers the ability to create video assets once and deliver them to any user on any device knowing that playback will be consistent. Plus, as new devices and platforms emerge, publishers can remain confident that Video Cloud will stay ahead of the curve, seamlessly adapting to new requirements.

Video Cloud also provides advanced capabilities to distribute video content on social media platforms like Facebook and Twitter, among others. Integrated social sharing buttons are directly integrated to Video Cloud players, so viewers can easily share content with a single click.

On the mobile side, Brightcove offers App Cloud, a mobile app platform that streamlines the process of creating mobile apps for Apple iOS and Google Android smartphones and tablets. App Cloud empowers publishers to build immersive, branded app experiences, creating multiple cross-platform apps in less time and with fewer resources. App Cloud also includes the ability to automate content updates and incorporate targeted push notifications to drive users toward specific content or actions. Ultimately, App Cloud gives publishers a better way to attract and satisfy consumers who want a closer relationship with a brand.

Once the video content is delivered, IBM provides everything publishers need to capture data about the experience and analyze it, fueling realtime decision making, insight generation and behavior prediction.

Specifically, IBM enterprise marketing management (EMM) solutions enable publishers to engage consumers in targeted, interactive conversations that span digital, social, mobile and traditional marketing channels. The extensive number of software applications in the EMM portfolio gives publishers the ability to optimize cross-channel campaigns and digital marketing efforts, turning site, social and mobile visitors into repeat customers and loyal advocates. Publishers can deploy the software to:

- Collect, store and unify historical online data to create a broad digital profile of each viewer, consumer or customer
- Analyze the impact of messages, advertising and brand engagement for direct digital sales channels and benchmark against competitive data
- Track performance of video delivery and embedded advertising to make better decisions and respond quickly to emerging opportunities

Together, IBM and Brightcove empower publishers to build brand advocacy and earned media value. It starts with a video experience that exceeds expectations, continues with mobile apps that deepen the experience, and completes with precisely targeted campaigns and content that deliver the right message to the right user at the right moment. This closed-loop marketing is not only critical for monetization efforts, it eliminates guesswork and gives publishers confidence that marketing and advertising decisions are data-driven. In other words, publishers can be sure that budgets are being used efficiently and earned value is being measured accurately.

Potential applications of the solution from IBM and Brightcove are extensive. Examples include:

- A media company captures data about key search terms and video playback frequency and also identifies monetization opportunities. As a result, video players are modified to show a playlist of top content, driving a massive increase in traffic and time on the site.
- An online publisher offers mid-roll ads with companion banners on video content. Detailed audience analytics help optimize timing for ad insertion, and insertion points are adjusted automatically within more than 350 video players.
- A newspaper delivers video on mobile and tablet apps in more than 40 regions, using captured data to optimize pre-roll ad durations for different device types, adjust ad policies across devices and increase revenue.

Solution Benefits

Combining high-quality video and mobile experiences with innovative analytics about these experiences gives traditional and new content publishers the ability to:

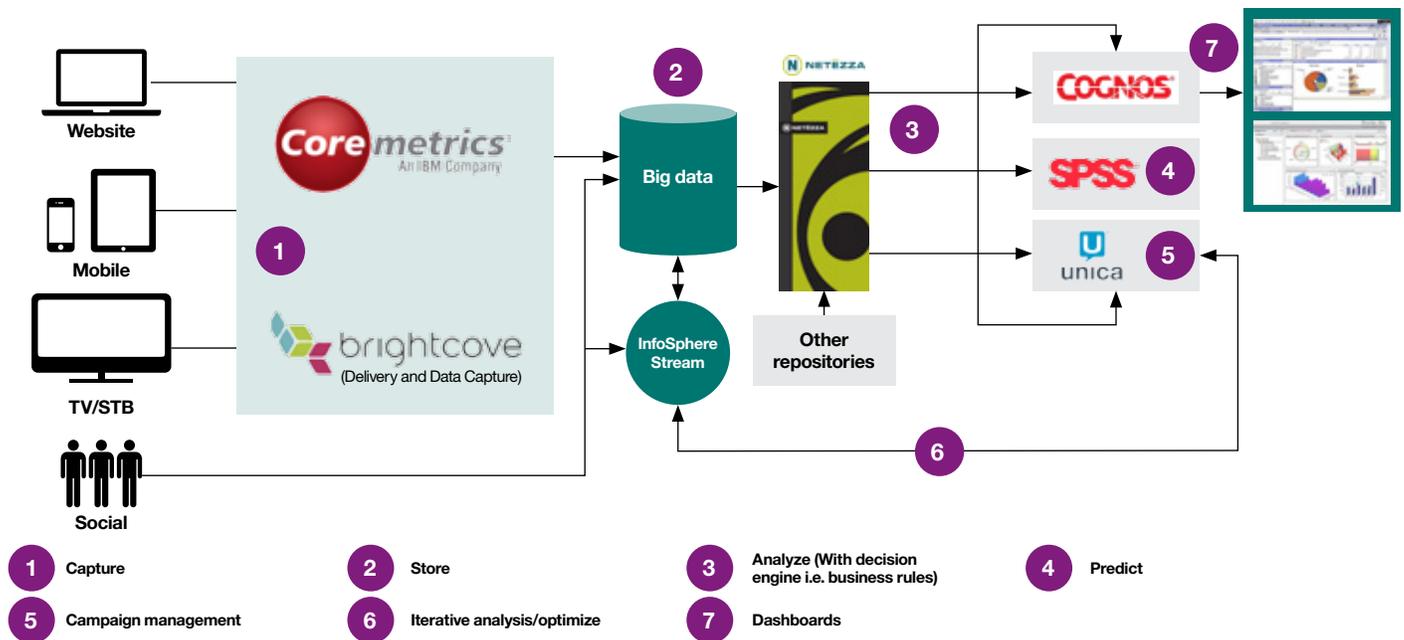
- **Strengthen consumer relationships.** Consumers receive the video content they want, when they want it, through their chosen device. Playback is superior and consistent across every platform, despite a highly fragmented technology landscape. Mobile apps add depth and brand intimacy. Consumers receive marketing messages that resonate with their specific preferences and behaviors.
- **Increase revenue.** Highly targeted messages driven by reliable data lead to more successful advertising and monetization of existing content. Publishers can understand their most valuable touchpoints: video and mobile. They can see who is viewing what kinds of content, with whom they are sharing it, and how these consumers will respond to offers.
- **Reduce costs.** Choosing IBM and Brightcove lets publishers speed time to market without incurring the considerable costs of maintaining a custom-built solution. The solution adapts to new devices and platforms, enabling publishers to stay ahead of consumer preferences and capture more opportunities using fewer resources.

Brightcove and IBM: a closer look

The solution from Brightcove and IBM brings together high-end, cross-platform video delivery and mobile apps with insight-driven marketing to change the way content publishers of all kinds approach consumer engagement. IBM components of the solution may include:

- **IBM Coremetrics® Web Analytics.** This analytics center provides state-of-the-art analytics as well as comparative benchmarks and knowledge of how the best performers are achieving success. A data warehouse on visitors’ digital journeys across marketing touch points and channels is included.
- **IBM Netezza® Data Warehouse Appliances.** The IBM Netezza data warehouse appliance family simplifies business analytics dramatically, by consolidating all analytic activity in the appliance right where the data resides, for fast performance. This family of data warehouse appliances eliminates complexity at every step and lets organizations drive business value.
- **IBM Cognos® Business Intelligence.** This software provides a wide range of functionality to help organizations understand their own data. It helps monitor and measure how companies are performing with business intelligence capabilities such as scorecards, dashboards, reports and realtime monitoring.

Brightcove and IBM solution architecture



The solution from IBM and Brightcove helps publishers deliver optimized digital content experiences and capitalize on those experiences through innovative closed-loop marketing.

- IBM SPSS®. With SPSS predictive analytics software, content publishers can predict with confidence what will happen next, make smarter decisions, solve problems and improve outcomes.
- IBM Unica® Campaign. This application helps target thousands or millions of individuals with just the right message. Quick and cost-effective, it designs, executes and measures customer-driven communication strategies across all channels, online and offline.

Brightcove and IBM: video optimized

Brightcove

Brightcove Inc., a leading global provider of cloud content services, provides a family of products used to publish and distribute the world's professional digital media. The company's products include Brightcove Video Cloud, the market-leading online video platform, and Brightcove App Cloud, a pioneering content app platform. More than 4,650 customers in over 50 countries rely on Video Cloud to build and operate media experiences across PCs, smartphones, tablets and connected TVs.

IBM

IBM provides a rich portfolio of solutions to help media, entertainment and publishing companies adapt and improve business processes to grow revenue, increase efficiency, reduce operating expenses and compete more effectively in a rapidly changing industry. IBM delivers proven integration and implementation methodologies and frameworks as well as a deep understanding of industry-specific processes and procedures.

For more information

To learn more about IBM in media and entertainment, contact your IBM sales rep or visit:

ibm.com/media

To learn more about Brightcove, please visit:

www.brightcove.com



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