DYNAMIC VIDEO COLLABORATION WITH MICROSOFT
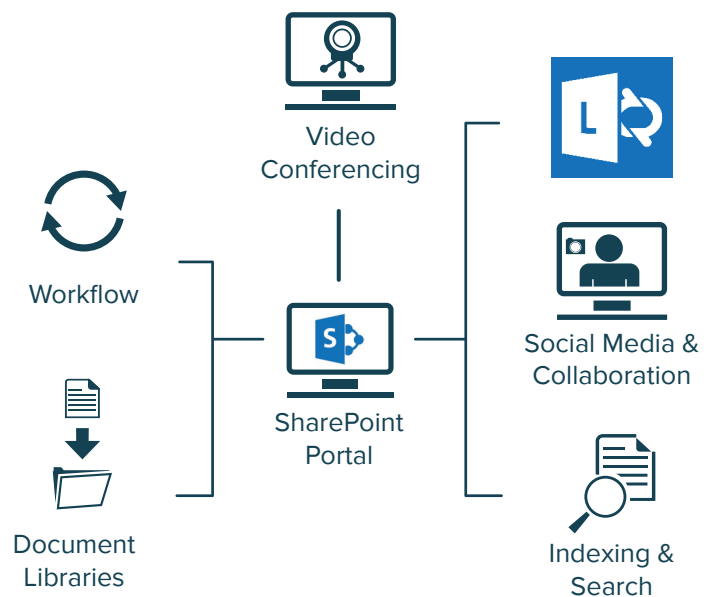
Seamlessly Integrate the Power of Qumu Video with SharePoint and Lync for Rich Enterprise Collaboration

Executive Summary

Organizations are investing more heavily in collaborative and social business infrastructures, driven by a variety of forces including geographically and culturally diverse workforces, the recognized value of collaborative knowledge work, and pervasive, easy to acquire and assimilate capabilities. Concomitantly, they are expanding these platforms to accommodate a wider variety of applications and related information. In many organizations, SharePoint is the pervasive standard for employee portals and social business, while Lync is used for real time meetings and presentations. However, these products lack one major capability: they are not built to address scalable, high performance video communications. Additionally, whether broadcast live or provided as on-demand content, video is fast becoming an enterprise wide requirement for delivering key information and messages.

In this paper, we discuss the deployment of scalable, controlled, and secure video within Microsoft® SharePoint® as well as the ability to capture, manage, and broadcast Microsoft Lync conversations, key organizational artifacts that are often not capitalized upon. The paper focuses on specific ways in which you can realize the benefits of business video and rich media assets in the context of your Microsoft collaborative and social implementations, such as:

- **Provide a "YouTube-like" Experience within SharePoint**
  Give employees access to the centralized video library, streaming optimized video in the context of their key applications. Merge search within SharePoint and Qumu's Speech Search to find precise video and Lync content with ease. Seamlessly integrate video with SharePoint Apps and content, and link social tools such as rate, review, clip, and share to videos, enhancing their value and relevance throughout the organization.

- **Deliver Live Video Streaming and Lync Conversations in SharePoint Applications**
  Publish and distribute live and re-broadcast ("near-live") video webcasts to an easily accessible calendar of events and link to user's personal

Video Conferencing

Workflow

SharePoint Portal

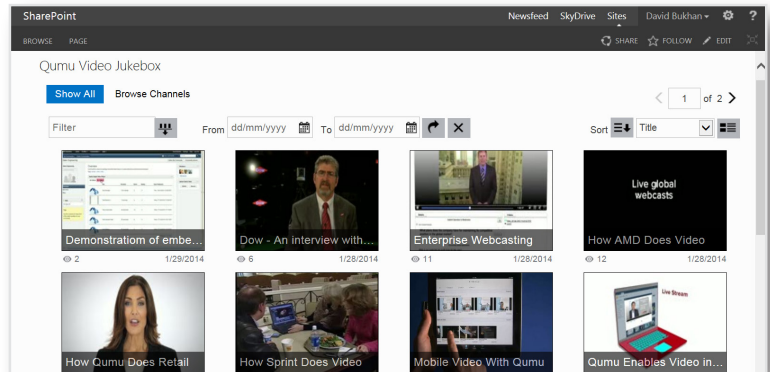Social Media & Collaboration

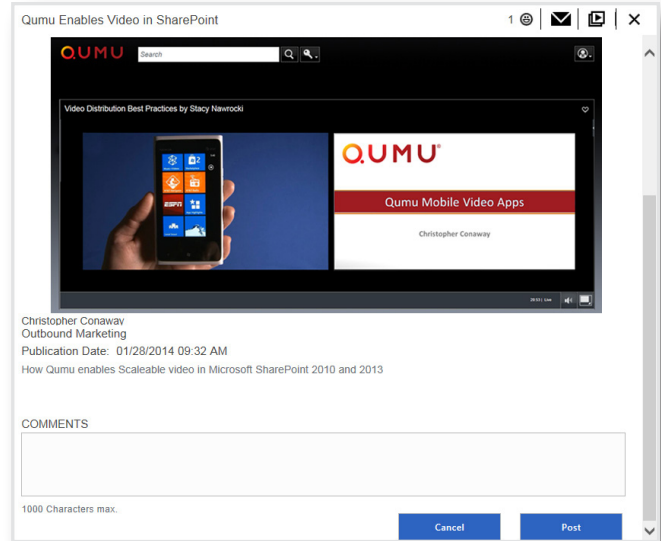Document Libraries

Indexing & Search

Outlook or other iCal calendar system. Include centrally managed Lync conversations in broadcasts to take advantage of employee experience and valuable training and enablement presentations.

- **Embed Video Excerpts on Any SharePoint Page**
  By sprinkling short video clips and carousels throughout your SharePoint sites, your messages are more targeted and your impact is greater. Add additional value by implementing collaborative workspaces that include video demonstrations, quick-capture video creation, self-service video publishing, and social networking features.

- **Take Advantage of Optimized Video Delivery and Dedicated Video Storage**
  Leverage a dedicated file system for video storage, rather than video stored as BLOBs in the default SharePoint content database. This prevents the SharePoint database from growing too large, and ensures a better performing SharePoint site. Maintain Lync conversations and centrally managed assets that can be searched, shared, and broadcast as needed.

Providing employees with a "YouTube-like" portal allows them to easily search, find, and interact with targeted video content.

Why Business Video? The Picture Is Clear.

While business video solutions can contribute value in many areas, the highest value use cases are those in which knowledge workers provide, discover, and exchange information more effectively given the richness of the medium. The most common instances of these are:

1. Executive communications to employees
2. Subject matter expert identification and extension
3. Training, enablement, and knowledge sharing
4. Employee, partner, or customer on-boarding and retention
5. Team collaboration (e.g., design, development, projects)

The Benefits of Qumu Video Integrated with SharePoint and Lync

Training, Messaging, and Product Introductions Are Improved

News can be relayed faster and training accomplished more efficiently than with text or in-person communication. Content is accessible in the same place and in the same context employees use for their day-to-day functions.

Communication Is Effective and Immediate

Video adds a more vivid, memorable, and personable means of communication to more static documents, blogs, and workspaces. Lync conversations with presentations or video can be managed and re-broadcast for broader use.

Platforms Are Optimized for Their Jobs

SharePoint is best for managing collaborative content as well as providing a rich social and portal experience; Qumu optimizes the management and delivery of video and Lync conversations outside of SharePoint to ensure that neither your networks nor SharePoint stores are taxed.

Social Capabilities, Security, and User Rights Are Extended to Video

User communities can upload, share, and maintain videos on their team sites while preserving organization and site-specific access control, with user or department-level permissions automatically applied to rich media assets. SharePoint's social sharing features can be used to comment on, "like" and share videos while viewing. And comprehensive reports will let you know which videos and content are "hot" and which are not.

Video Becomes a First Class Citizen in SharePoint

Through metadata synchronization with SharePoint, Qumu provides all the information needed to seamlessly embed web parts for a single video or filtered sets of videos such as "most popular" or "recently added" on any SharePoint site page. Further, SharePoint search is extended with Qumu's Speech Search, enabling users to find precise video content or Lync conversations along with related SharePoint-managed information.

USE CASES

Video On Demand, Lync Capture, and Employee Upload

- Embed a video carousel of product demos at the top of the company product release page.
- Embed a video of the last employee all-hands meeting into every page within the Sales section of the site.
- Capture and broadcast Lync-based enablement sessions that integrate conversations with presentations.

Live Video Streaming and Delivery

- Ease of Administration - Set up rules once; Qumu's automated and intelligent workflow, called Pathfinder, takes care of the rest.
- Reduced Cost - Qumu's Pathfinder smart rules engine reduces traffic over public CDNs and 3G/4G data networks.
- Mobile Support - Qumu tames the unruly world of BYOD (bring your own device) - supporting iOS devices, Android and Windows phones.

"Managing video demands unique processes and technologies because of its demands on storage, network bandwidth and content management."

— Whit Andrews, Vice President, distinguished Analyst, Gartner (Organizational 'YouTubes' Demand a New Video Responsibility, February 9, 2012)

QUMU

Qumu for SharePoint 2010 and the Qumu Video App for SharePoint 2013

The Qumu for SharePoint 2010 optimizes best-in-class live webcasting and video on-demand for SharePoint. The Qumu Video App for SharePoint 2013 delivers those same benefits through a set of web parts built for 2013's App. Both offer robust content management, security, navigation, filtering, video upload, and playback.

Embedded Single Video

Qumu's Video Content Management Capabilities for SharePoint 2010

- Add video carousels with featured programs to any page in SharePoint.

- Secure live and on-demand videos with private access codes based on SharePoint security.

- View and manage video metadata, permissions and workflows from a single, central location.

- Deliver video to anyone, anywhere, no matter their device, network connection or player (HTML5, Silverlight or Flash).

- Stream live webcasts with questions, polling, slide synchronization, captions and more.

- Generate usage analytics reports to refine video use in your organization.
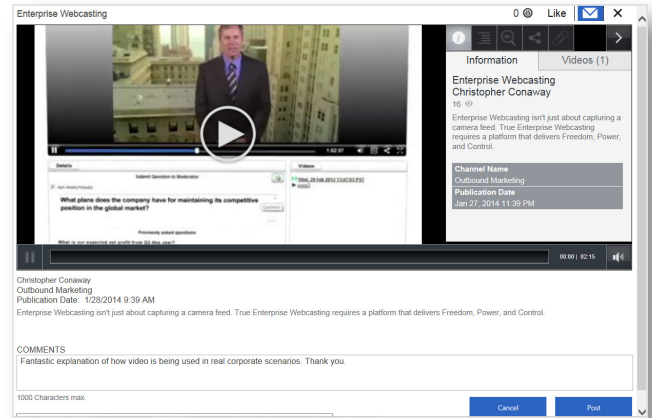
The Qumu Video App for SharePoint 2013 Adds:

- Delivery via "App" model outside of SharePoint infrastructure.

- Synchronization of video metadata with SharePoint so videos can be searched through SharePoint functionality.

- Create new web parts and SharePoint Apps, integrating videos and their metadata with your solutions.

- Capitalize on SharePoint 2013 social capabilities like threaded discussions and activity feeds by adding video.

Qumu for Microsoft Lync

With Qumu's integration for Microsoft Lync you can retain key meetings, conversations, project updates, and other collaborations that often are lost after Lync sessions end.
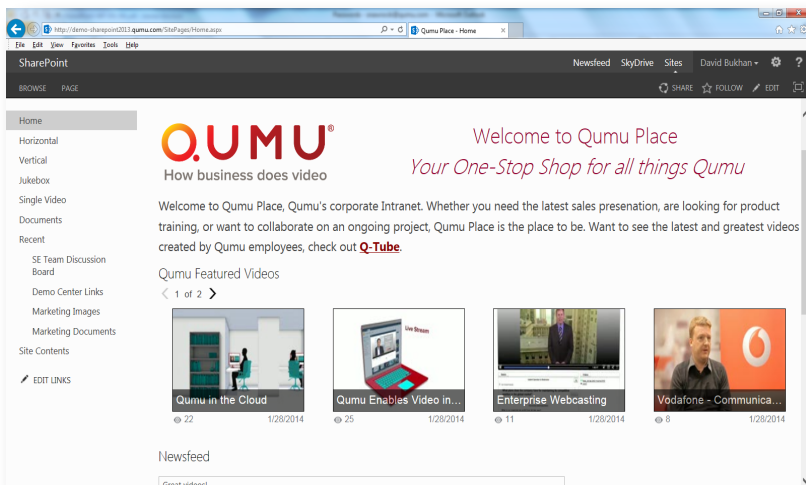
- Easily store and search video content, creating a rich and secure history for others in the organization.

- Capture Lync sessions natively, edit to remove superfluous information, and deliver captured Lync sessions throughout your organization to any endpoint, whether desktop or device, with no worries about file transfer size regardless of whether the conversations contain audio, video, presentations, or all of these.

- Manage Lync conversations along with relevant information in SharePoint channels (with Qumu's Video App for Sharepoint), enhancing knowledge stores.

Why Qumu?

Qumu is the leading enterprise video platform provider, empowering organizations to better engage and inspire employees, improve productivity, and reduce costs. The Video Control Center is Qumu's flagship product, providing a powerful video platform for the enterprise and integrating with a wide variety of collaborative, social, content management, and network optimization capabilities. Qumu's full product suite also includes the Qumu Capture Studio video creation appliance, Qumu VideoNet Edge software for intelligent video distribution, and Qumu Mobility solutions for extending the reach of video to all users regardless of endpoint or network facilities.

Embedded Video Carousel

"Invest the effort to embed video directly in applications or documentation related to tasks that will benefit from the videos. "In-context" help is always wise."

— Whit Andrews, Vice President, distinguished Analyst, Gartner (Serve Users Best and Use Video Most Effectively with In-Context Chunks, June 17, 2011)

ENHANCE COLLABORATION

Microsoft SharePoint and Lync are at the forefront of a new generation of technologies designed to optimize collaboration at all levels of an enterprise. SharePoint portals provide user-specific access to documents, workspaces, discussion boards, and other resources, while Lync provides real time collaboration, integrating audio, video, and presentation content for small groups.
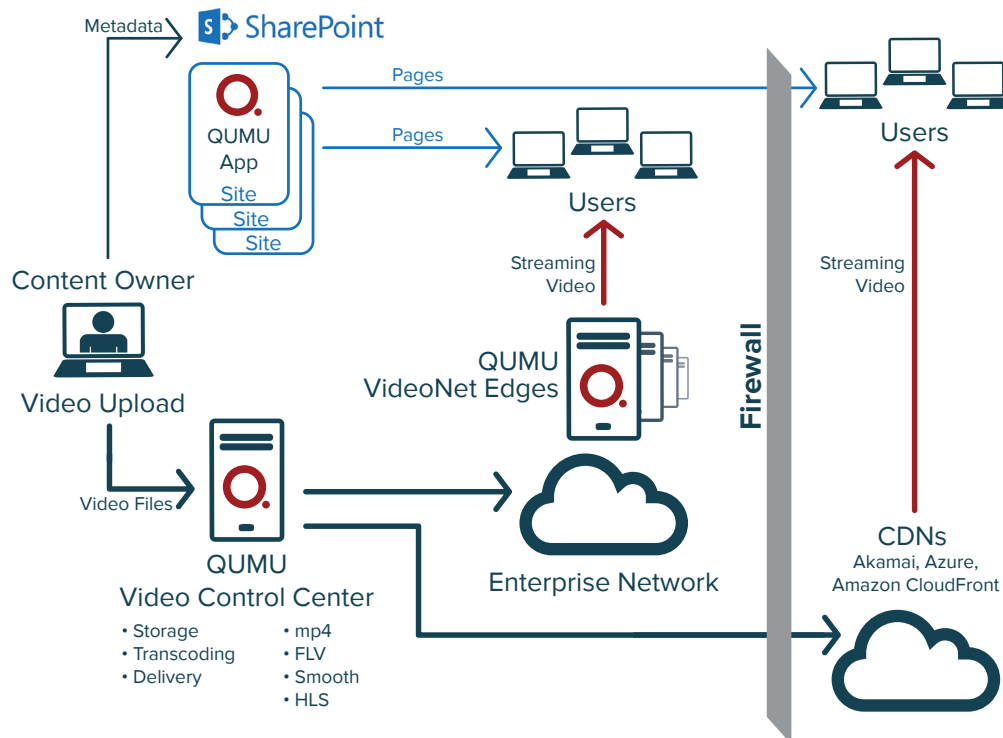
Organizations implement SharePoint and Lync for:

- Information and training portals – secure portals for employees to easily share and search for information.
- External websites and portals - increase collaboration with customers, partners and suppliers.
- Document and file management - create internal workflows for document creation, editing and publishing.
- Project coordination - increase productivity by quickly accessing project files in a central repository.

In all of the above examples, there is the ability not only to seamlessly weave video into the context of the applications but also to ensure optimized, high performance delivery.

Capitalize on Enterprise Video Now

Employee video usage is growing quickly, and a business video communications platform can deliver significant business value. Leveraging the dynamic experience of video and network advances in content distribution, you can better engage and communicate with employees, abstract additional value from subject matter experts, improve training and recruitment, and increase team collaboration.

To truly reap the business value of video communications, enterprise video solutions must create dynamic interactions for viewers, and also address the architectural network concepts for distributing video to a variety of network types successfully.

"Meaningful video sharing products must be able to address network optimization for external or internal users and workflows to address the use cases for which the products are targeted. Content management functions that are intended to address governance challenges, such as the approval or life cycle of specific video content objects, are also critical"

— Whit Andrews, Vice President,
    distinguished analyst,
    Gartner (Magic Quadrant for Enterprise Video Content Management, September 26, 2013)

DYNAMIC VIDEO COLLABORATION WITH MICROSOFT

With the Qumu Video App for SharePoint, you can leverage the collaborative power of SharePoint to deliver scalable video quickly and securely. With a single collaborative video space for your business, employees are more connected and productive and your company achieves a new competitive advantage. With Qumu for Microsoft Lync, your organization's knowledge and experience can be easily captured, archived, searched, and shared appropriately with employees and others that can benefit.

10 Reasons to Choose Qumu:

- Single video platform powers multiple portals and mobile applications
- Simultaneously distribute video to internal and external CDNs
- Flexible deployment with cloud, on-prem or hybrid options
- Maintenance and support on productized, 3rd party integrations
- Advanced social video with upload, screen cap and webcam
- Mobile video ready with smartphone and tablet apps
- Advanced search includes spoken words
- Secure content download provides offline security
- Proven track record with large enterprises – just ask!
- Future proof to work with your growing IT infrastructure

QUMU®
How business does video

www.qumu.com

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