

Three Keys to ROI from Your Video Communications Strategy



In collaboration with:





Introduction

Frost & Sullivan recently hosted an on-demand eBroadcast examining the current explosion of video as an enterprise resource for marketing, training, and thought leadership communications. Throughout, the experts and panelists assembled shared trends, strategies and key insights for leveraging this unique and increasingly invaluable business communications tool.

Robert Arnold, *Industry Principal, Connected Work*, Frost & Sullivan, opened the discussion with Frost & Sullivan's definition of an Enterprise Video Platform as an end-to-end solution that helps enterprises to:

- Consume, transcode, store, manage, protect, and publish video content
- Utilize live and on-demand video
- Satisfy internal use and external use cases

Arnold observed that today, efficient Enterprise Video Platforms are critical to deliver video content to the world. He noted that there is an ever-increasing demand for a single platform that will effectively and easily allow businesses to manage, deliver and archive video for 24-7, anytime, anywhere viewing in our connected (business) world.

Arnold explained that outsourcing video allows experts to provide seamless service and delivery to a distributed workforce that uses a range of endpoints. It also frees up the enterprise to focus on its core business competencies and strategies, rather than grappling with often erratic video quality and distribution issues. Arnold articulated some of the current business trends and workplace dynamics shaping the rapid adoption and increased demand for quality video platforms.

Enterprise Video Market Trends

Today, enterprise video is widely accepted and is increasingly part of workflows through integration with popular enterprise software such as sales and marketing automation platforms, video conferencing solutions, enterprise and consumer social medial tools, and more. Enterprise Video Platforms can also enhance audience engagement and provide quality of service feedback through mechanisms such as brief Q&A's and surveys. The feedback and available performance metrics allow hosts to quickly identify problems and make adjustments as needed to improve their ability to create a first-rate video product.

MODERATOR



Robert Arnold
Industry Principal,
Connected Work
Frost & Sullivan

PANELISTS



Dale Bottcher
Senior Vice President
AVI-SPL



Rich Silton
President, VideoLink
An AVI-SPL
Company



Louis Davis
Lead Video
Producer/EY Brand,
Marketing and
Communications
Ernst & Young LLP

A variety of video use cases are becoming more popular within the corporate enterprise. Examples include live meetings, investor relations conferences, town halls, and internal training events. Today's video platforms offer state-of-the-art archive, search, and discover functions, which increase the value and re-use opportunities of video content assets for organizations.

The latest Frost & Sullivan research shows that the Global Enterprise Video Platform market is experiencing a compound annual growth rate of over 20%. In the near future, the video platform market is expected to more than triple in spend and will exceed one billion dollars by 2023.

Organizations of all types are increasingly leveraging video to enhance communications and collaboration across international boundaries. Spearheaded by companies headquartered in North America and Europe, growth is expected in emerging regions as organizations seek to more effectively connect employees, partners and customers across the globe.

Regional Market Life Cycle Analysis: 2016



Among others, the numerous uses for a quality video platform include:

- Company town hall meetings
- CEO eBroadcasts and other corporate messaging
- Sales training and lead generation
- Product launches and branding
- Crisis management communications



“There is an ever-increasing demand for a single platform that will effectively and easily allow businesses to manage, deliver and archive video for 24-7, anytime, anywhere viewing.”

— Robert Arnold,
Industry Principal,
Connected Work
Frost & Sullivan



“Video within the enterprise is now a business-critical communication, no longer just a nice-to-have.”

— Dale Bottcher,
Senior Vice President,
AVI-SPL

There is notable cross-industry adoption and particularly strong interest in the use of video (and the platforms and technology solutions needed to support it) by technology firms, healthcare, pharmaceutical, manufacturing, and retail organizations.

Market Drivers

Enterprise Video Webcasting Solutions Market:

Key Market Drivers, Global, 2016–2023

		1–2 years	3–4 years	5–6 years
Market Drivers	Changing workforce dynamics and the rise of the visual workforce	H	H	H
	Enterprise consolidation to a single, centralized video platform	H	H	L
	Availability of easy to use and self-service tools in subscription pricing	H	H	M

Note: Drivers are ranked in order of impact. Base year 2016. Source: Frost & Sullivan analysis.

Impact: H High M Medium L Low

Millennials, Mobile and Video

As the chart above illustrates, a number of dynamics are influencing the status of enterprise video as a “must-have” communications tool. These include a changing workforce. Currently, Millennials make up more than one-third of the U.S. population. By 2025, Millennials will comprise 75% of the U.S. workforce. Millennials are known for their reliance on mobile devices, high comfort level with technology, and preference for videos and visuals on social media as well as in business transactions.

BYOD, or Bring Your Own Device, is already prevalent in American enterprises, as approximately 70% of U.S. organizations support BYOD. Workplace flexibility, including working remotely, is becoming the new norm and requires communications that are multi-dimensional and reliable.

Per recent Gallup surveys, 37% of Americans currently work virtually and 43% worked remotely at some point last year. These changing workstyles require much more than a piecemeal approach to doing business. Smart organizations already know that a reliable, quality, single provider for video communications is the best way to equip this group for success.

Easy-to-use enterprise video platforms connect a far-flung workforce as well as organizations with their partners and customers. Seamless video communications can positively affect knowledge transfer and favorably impact the top line.

Market Drivers (continued)

**Enterprise Video Webcasting Solutions Market:
Key Market Drivers, Global, 2016–2023**

Market Drivers	1–2 years	3–4 years	5–6 years
	H	H	H
	M	M	M
	M	L	L

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Today’s Must-Have Business Tool

During the eBroadcast, Arnold introduced Dale Bottcher, Senior Vice President, AVI-SPL. Dale began by sharing a compelling quote: “Approximately 96% of B2B organizations are planning to use video in their content marketing in the next year,” underscoring video as a preferred business communication method. He explained that organizations are increasingly using video to maximize customer engagement, and more effectively communicate internally and externally.

Bottcher also cited a quote from Cisco: “Prepare for the databyte era, because 86% of all traffic will be measured by rich media.” He emphasized that Millennials in particular seek rich media.

Bottcher summed up the importance of video to the enterprise by observing that “Video within the enterprise is now a business-critical communication, no longer just a nice-to-have.” Ultimately, organizations are seeking a competitive advantage with high-quality video technology. When done well, video can be three times more valuable than traditional corporate advertising.



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— **Rich Silton,**
President, VideoLink
an AVI-SPL Company



“In some cases, company leaders were in and out of the studio in 30 minutes, having recorded and produced high-quality, easily shareable videos. As an important success metric, the system paid for itself within the first nine months of use.”

— Louis Davis,
Lead Video Producer/EY
Brand, Marketing and
Communications,
Ernst & Young LLP

Rich Silton, *President*, VideoLink, an AVI-SPL company, explained that AVI-SPL was responding to the growing market for enterprise video creation, distribution, and management by offering three spheres of services:

1. Remotely managed in-house studios
2. Video strategy definition and creative execution
3. Production support for studio shots and live events



VideoLink offers clients over 25 years experience in live TV and corporate video services.

With dedicated video management, proven video technology, and a creative video team, VideoLink partners with clients to deliver exceptional video production services and experiences.



In-house video studios

Creative video strategy and execution



Studio and remote productions and events

Silton stated that users are seeing significant efficiencies and cost savings once the studio is integrated into the video production process, including easy access to other internal groups. ReadyCam® by VideoLink offers an all-in-one studio that assimilates easily into different corporate environments. It can be managed remotely, simplifies workflows, provides standardization and centralization, and is cost-effective as well, creating a very favorable ROI.

Key ReadyCam® Components include:

- Repeatable, consistent quality and immediate access to broadcast video
- A well-defined upfront investment, with minimal ongoing service fees
- The ability to scale cost effectively yet still manage and protect the brand
- The ability to connect anywhere in HD over public internet
- An updatable interface plus on-site recording and video conferencing options and a reliable network

Silton and the other panelists contend that when you boil down a successful video strategy it comes down to three key factors:

1. Frequency: Video is part of company’s communications culture
2. Consistency: Repeatable quality is aligned to the company image
3. Simplicity: Immediate access, immediate support for content creation and distribution

Enterprise Case Study: Benefits in Action

Louis Davis, *Lead Video Producer/EY Brand, Marketing and Communications*, Ernst & Young, LLP, shared his organization’s experiences leveraging the ReadyCam® product. As Davis explained, although Ernst & Young had video capabilities for marketing, meetings, employee learning, and a variety of other communications needs, they used an external video team, incurring production costs, management costs and time and planning constraints.

Recently, they noticed an increase in interest for short form, quick-turnaround video communications. To address this growing need, team members tried what Davis called the “DIY” or Do It Yourself approach, using their smart phones to record videos and sharing them on various channels. This inevitably led to inconsistency and a loss of quality in delivery and representation of the brand. What Ernst & Young needed was an affordable yet high-quality option.



Experience: EY

Scenario

- Frequent short-form, short time frame video requests
- Execs in NY and DC, video team in NY and OH
- Many different video sources, variable production cost and quality

Results

- Remote controlled studios in NY and DC
- Streamlined workflow – predictable quality, process, cost
- Investment recovered in first nine months (200+ videos produced 50% increase)



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After surveying a number of options, they installed the VideoLink all-in-one ReadyCam® video studio in their Washington D.C. and New York City offices. After a short ramp-up period, the organization embraced the product; ReadyCam® was a huge success at Ernst & Young. Nearly 200 short video presentations were completed in the first year of product use.

As Davis noted, in some cases, company leaders were in and out of the studio in 30 minutes, having recorded and produced high-quality, easily shareable videos with the ReadyCam® product. The organization is very happy with the quality, accessibility and quick turnaround the product offers, and it has helped drive the use of video throughout the company. As an important success metric, the system paid for itself within the first nine months of use.

Analyst's Conclusion

Arnold's summary noted that, from a combined market, technology and live deployment standpoint, the VideoLink video solution set provides flexible and robust, yet cost-effective strategic assets to any enterprise seeking to capitalize on the growing power of video in the digital age. Organizations are likely to be left behind the competition if they fail to adopt high-quality enterprise video that is easy to use and accommodates frequent use.

DISCLAIMER

This Executive Summary discusses key insights and excerpts from a live presentation and discussion by Frost & Sullivan and AVI-SPL on May 18, 2017. This summary presents industry insights, best practices, and case studies discussed by the presenters, in the context of the live presentation and discussion. For more details, visit www.frost.com/videocommunications. Frost & Sullivan is not responsible for the loss of original context or the accuracy of the information presented by the participating companies.