



Streaming Media East 2010

New York City

Consumer-Style Video Communications in the Enterprise

Session – A203

May 12, 2010

Agenda

- › The Evolution of Enterprise Communications
- › Enterprise Video Use-Cases
- › How to Kick-Start video in your Company
- › Audience Q&A

Panel

› Scott Szczurek



› Paolo Tosolini



› Louis Broome



› Tony Raimundo

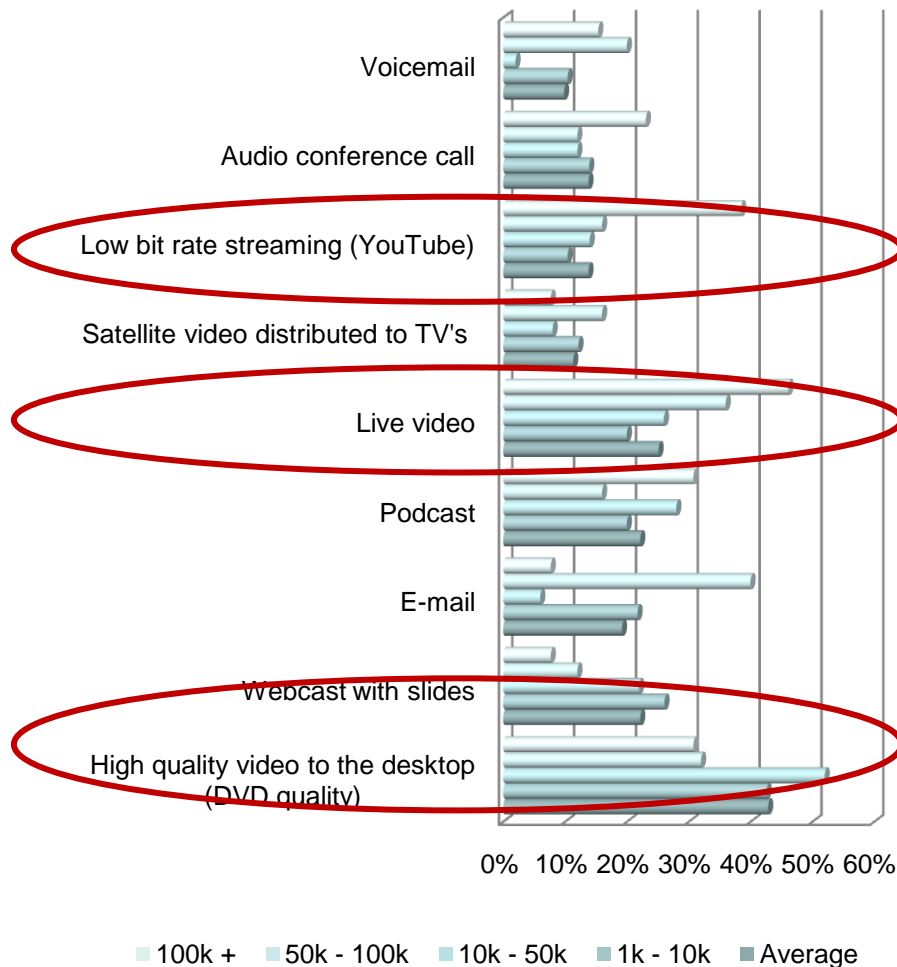


› Eric Armstrong, Moderator



Enterprise Communication Needs Analysis

What would you improve for communicating critical information to all employees?



When would you use Enterprise Video?

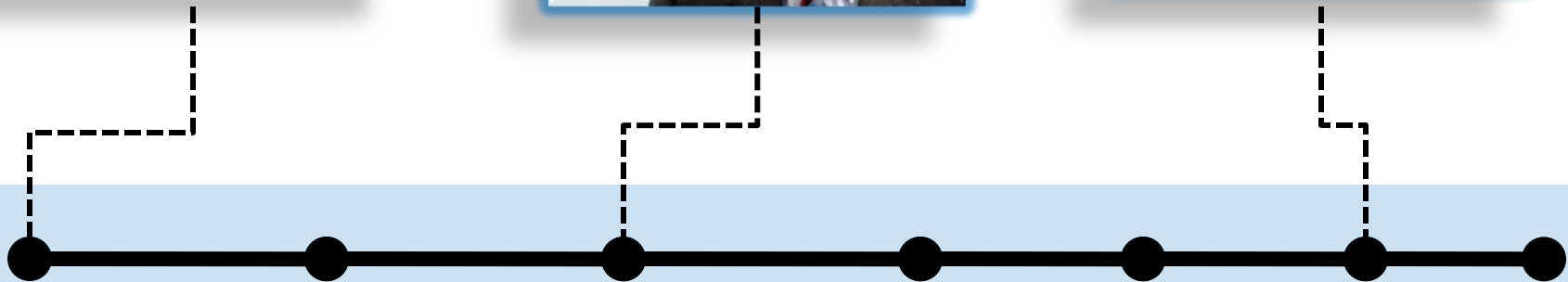
Quarterly All hands



Monthly campaigns



Daily news



Quarterly
Presentation
of key events

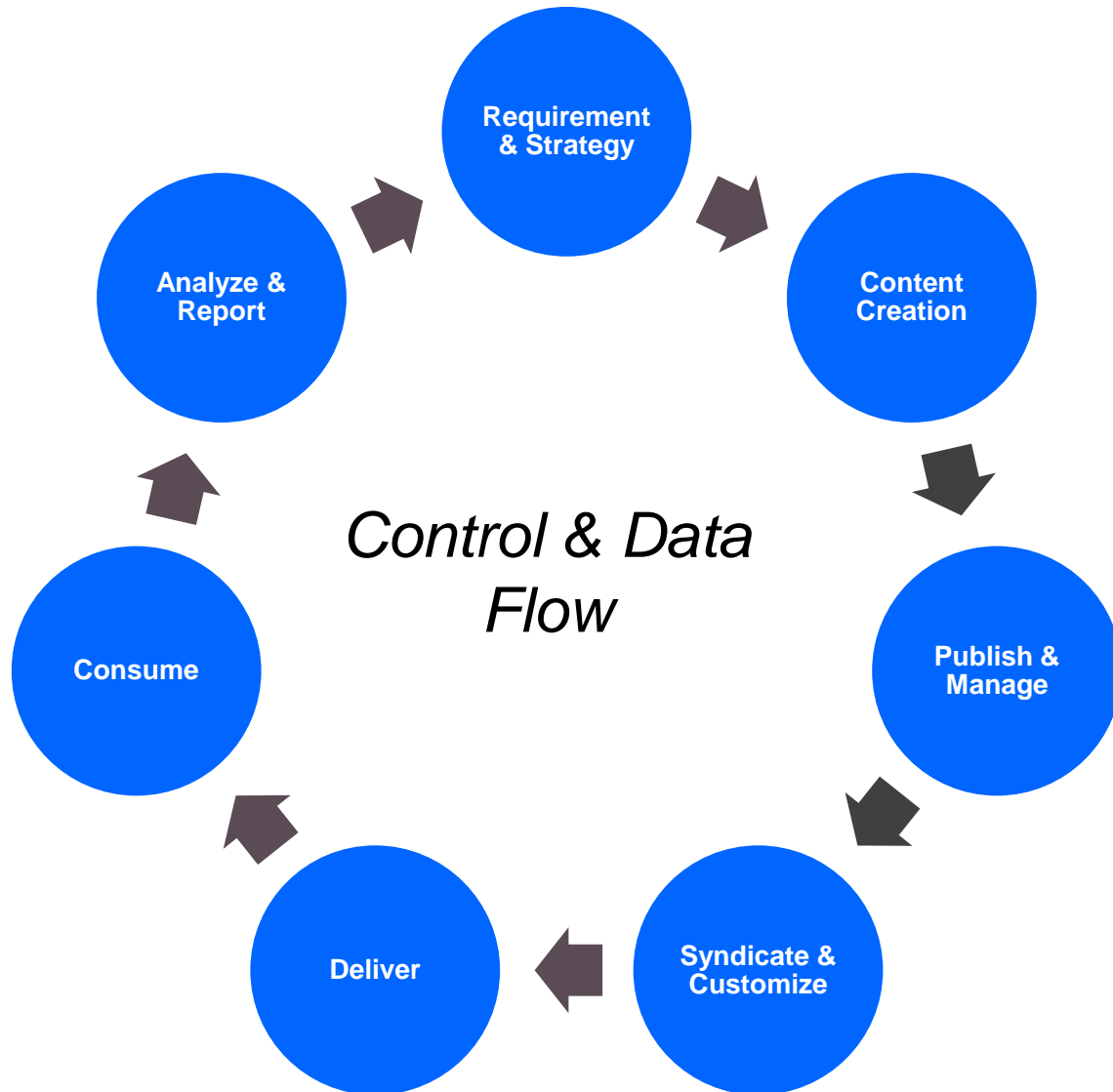
Analyst
Updates and
Compliance
training

Monthly CEO
Presentations
Business TV

Product
introductions
& updates

Daily
Heartbeat
News desk

The Big Question – How?



What is Consumer Style Video?

Corporate Channels

Employee Channels

The Hero Channel

Dynamic Channels



Enterprise Video Use-Cases



Citigroup

- › Video/Media Publishing as a shared utility serving multiple Citi businesses to:
 - › Provide control of media assets & branding
 - › Enable fast launch of new portals & apps
 - › Enable scaling and economies to drive costs down
 - › Provide highly reliable safe enterprise video
- › Enabling...
 - › Complex LIVE Corporate Events – i.e., Town Halls, etc.
 - › Self publishing using multiple capture technologies
 - › Packaging of Media Assets into programs
 - › Leveraging of On Demand media assets across multiple portal & distribution mechanisms

Citigroup

- › Sample User Created Content
 - › From idea to portal in 2-4 hours:



Microsoft (Louis)

› Leadership

- › Global presence

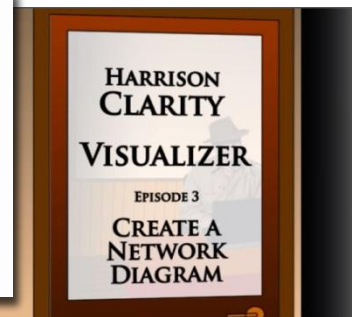
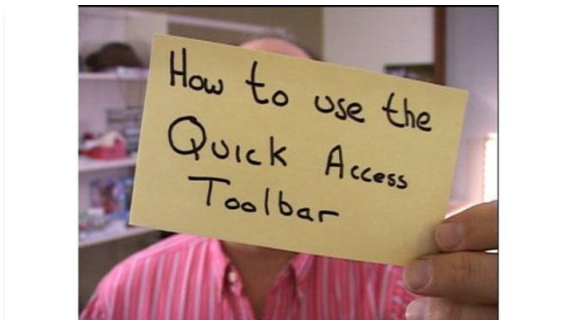
› Training / knowledge sharing

- › Corporate ↔ Field

› Internal marketing

- › Awareness, participation

› Microsoft Office Content Publishing



CME

- › **“Podium Model” (Simple one-way video)**
 - › **All-employee and Division meetings**
 - › Webcast platform, HTML interactivity
 - › **Executive communications**
 - › High-production value, built-in viewership

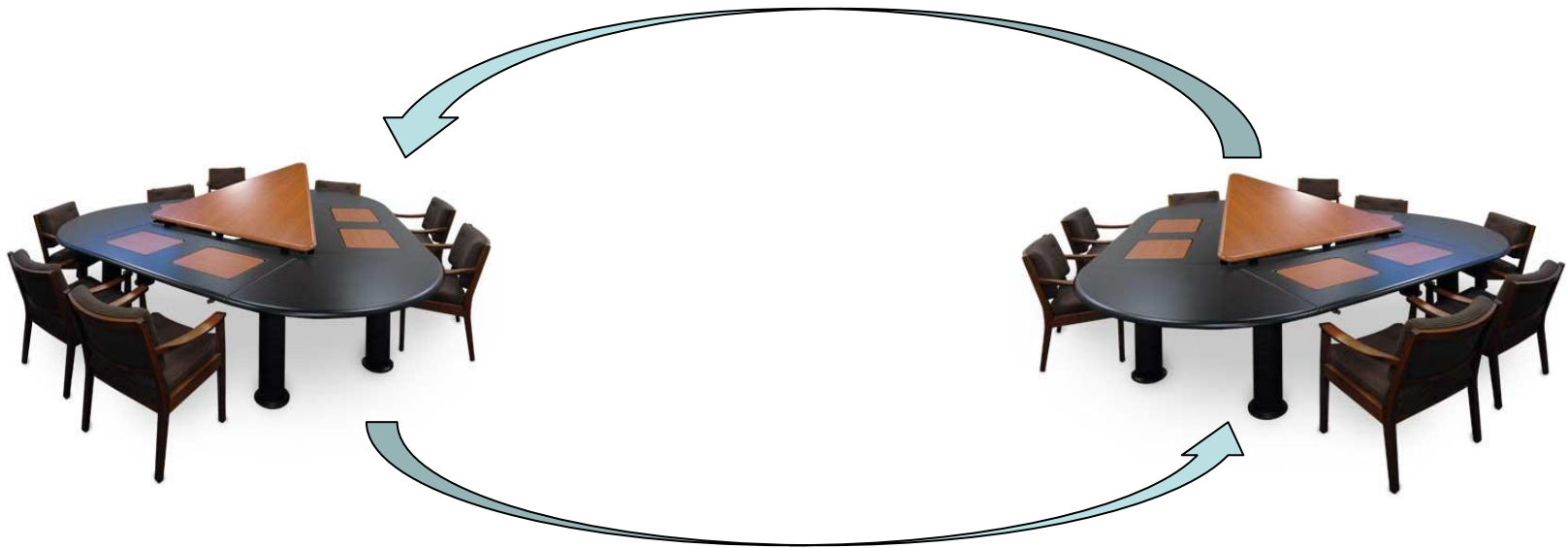


CME Group



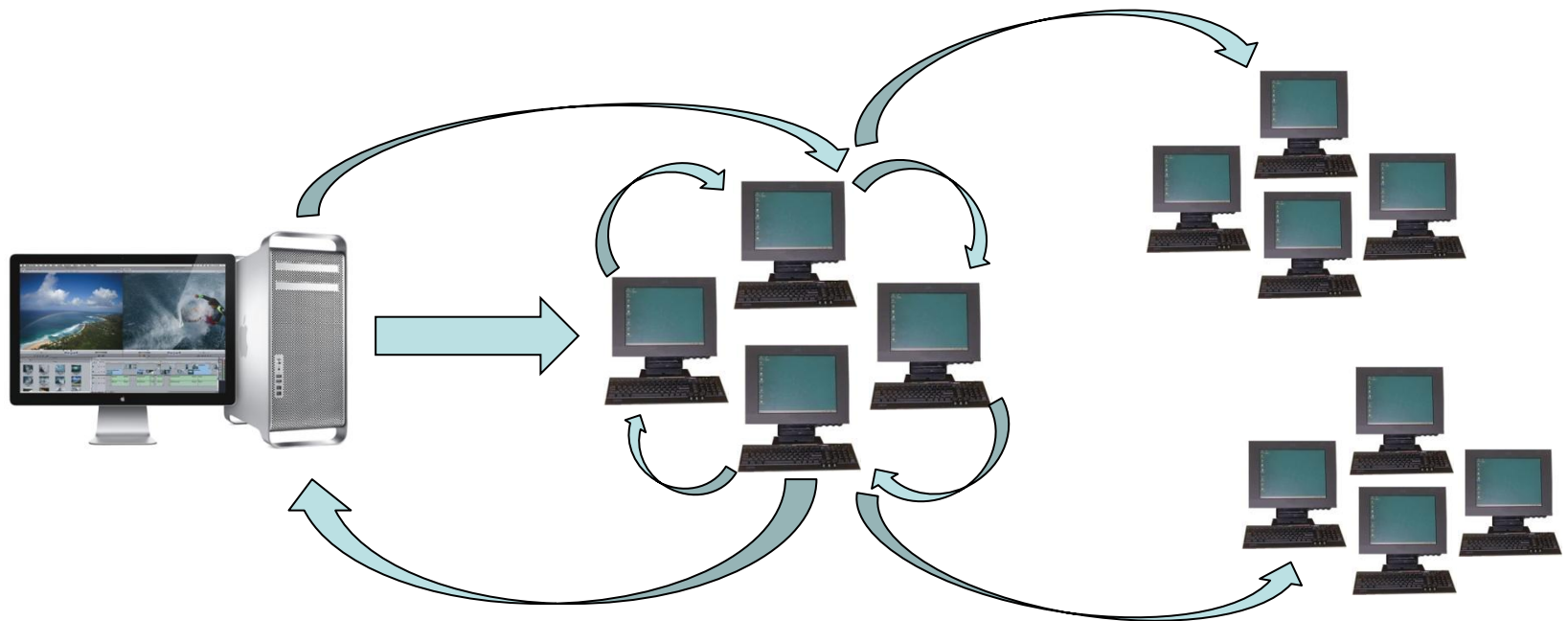
CME

- › “Communications Model” (Simple two-way video)
 - › Video-conferencing
 - › Easily measurable ROI
 - › Minimal repurposing capability



CME

- › “Interactive Model” (Complex interactive video)
 - › HR and Professional Development
 - › General purpose, multi-format educational material
 - › Project knowledge exchange
 - › Interactive knowledge-sharing; wiki-based



CME

› Solution: Mobilize viewers as producers



Full Production



Flip Production


> **List Use-Cases**

- > Knowledge sharing / Readiness
 - > Product demos
 - > Sales / marketing best practices
- > Executive business updates
- > Third party content (Leadership Development, How-To tutorials)

> **Content mostly crowd-sourced**

- > Play Academy Mobile music video

Microsoft



SBN
Services Broadcast Network

You supply the content, we supply the platform.

Services Broadcast Network

Service Lines ▾ Popular Series ▾ Showcase ▾ SBN Studio Box ▾ Help / Contacts ▾

Search / Filter:


Select Channels:

Sort By ▾

- Rating
- Downloads
- Title
- Publish Date
- Author


Filter By ▾

- Product
- Industry
- Language
- Targeted Audience
- Time
- Level
- Confidentiality




Upload Podcasts to earn Points for great Rewards!

Rewards



got sbn?



AccessServices with

Academy Award Winner
Best Podcast Series 2009

We've Changed!

Check out our **NEW** Look & Content!

Cool **Popular Series** just added!


Recommended Great Work through **Showcase**.

Join the fun using our **StudioBox** resources.


Questions? Suggestions? Contact **SBN**

Uploading to SBN? Follow **these instructions**.


List View (1 - 12 of 321) 1 Next> ZUNE iTunes




Sure Step Unplugged

★★★★★
By  **Services Offering Readiness**


Video (English)
Pub: 11/20/2009
00:03:00 (37.44 MB)
↓ 4




Services Knowledge Management Part 1: IP and MDS

★★★★★
By  **Services Offering Readiness**


Video (English)
Pub: 11/18/2009
00:05:11 (20.34 MB)
↓ 2




Services Knowledge Management Part 2: Innovating IP

★★★★★
By  **Services Offering Readiness**


Video (English)
Pub: 11/18/2009
00:05:06 (40.86 MB)
↓ 2



Envisioning Rich User Experiences - Offering In...


★★★★★
By  **Services Offering Readiness**

Video (English)
Pub: 11/11/2009
00:25:30 (58.94 MB)
↓ 112




Offering Readiness APO

Envisioning Rich User Experiences - Sales Scenario




Intro to Office of Services Sales Series



Make IT Right PodCast

Martin Sykes

Part 2 of the MAPF introduction



got sbn?

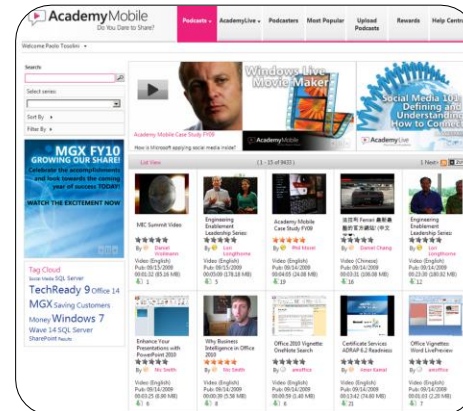
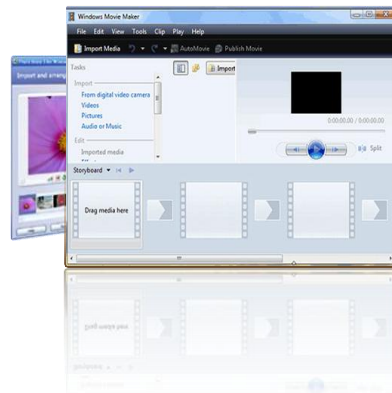
Introduction to SBN

How to Kick-Start Enterprise Video



Microsoft – Content creation workflow

















Create | Edit | Publish | Consume



› Play demo reel of employee generated videos

Rewards

ARP Gift Selection

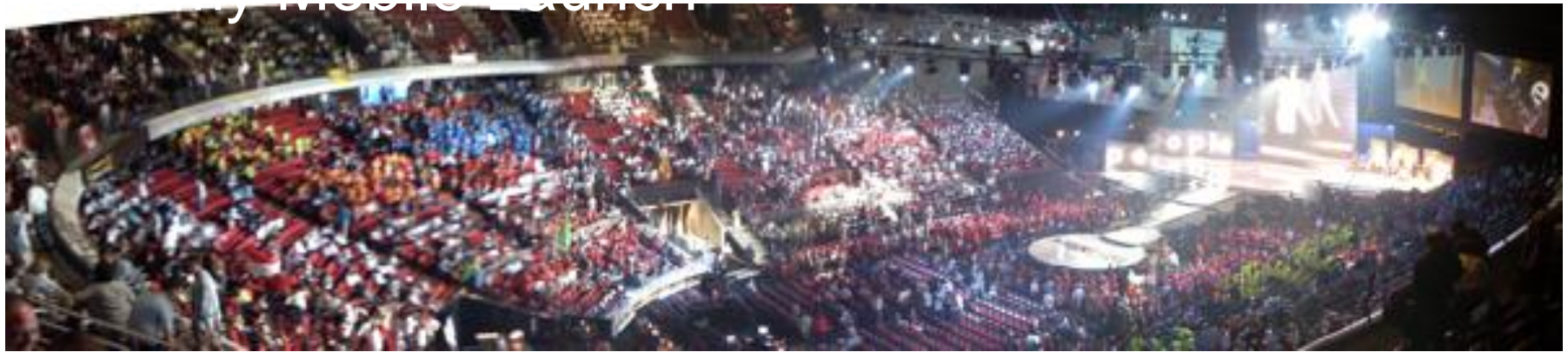
			
Ultra-Mobile PC* 1000 Points	Xbox 360 Elite** 500 points	Digital Camera* 400 Points	Zune 80 GB** 300 Points
			
COACH Leather Bag 275 points	Digital Picture Frame 250 Points	Zune 8 GB** 200 Point	Portable DVD Player 150 points
			
Rose In-Ear Headphones 100 Points	LifeCam 50 Points	Digital Photo Clock 50 points	Weather Station 40 points
			
LifeChat 40Points	Retractable Earbuds 10 points	Academy USB Hub 5 points	Donate your Points to a Charity

* Current Product Available

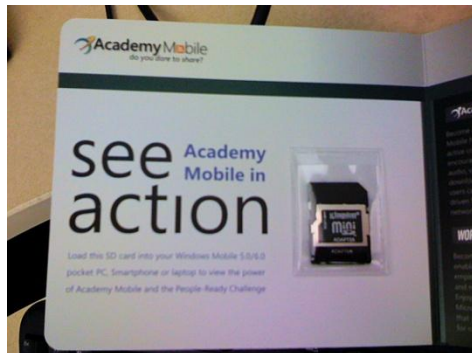
Earning Points

Role	Points Starting FY08H2
Academy Live	
Presenter	20
Question Manager	20
Academy Focus Instructors	
Facilitated Course Development or Update Instructor	80
Facilitated Course Delivery Instructor	60
Self-Study Mentor	40
Partner Academy Instructor	60
Award Recipient - Top Gun	100
Award Recipient - Special Contributor	75
Award Recipient - Honorable Mention	65
Individual whose recommendation has brought a new Facilitated Course Instructor to the Academy (email Simone Tunç with suggestions)	5
Academy Focus Students	
Completion of a Facilitated or Self-Study Course with a Final Project	40
Completion of a Self-Study Course without a Final Project	10
Selection of your End-of-Class Problem as "Outstanding" (details coming soon)	10
Selection of your End-of-Class Problem as a "Best in Show" (details coming soon)	30
Award Recipient - Outstanding Student	50
Individual whose recommendation has brought a new Facilitated Course Instructor to the Academy (email Simone Tunç with suggestions)	5
Story submission explaining how an Academy Course increased sales/adoption (use our submission form)	5
Manager	
Story submission explaining how an Academy Course increased sales/adoption (use our submission form)	5
Podcaster or Co-Podcaster	
Publish a podcast.	5
Your podcast receives more than 20 ratings with an average score of 4.0 or higher.	5
Your podcast receives more than 10 comments (not including comments posted by you or your co-podcaster).	5

Internal Marketing



- Demo at Microsoft Global Sales meeting (13000 people)
- Distributed 6000 micro SD memory cards filled with video podcasts

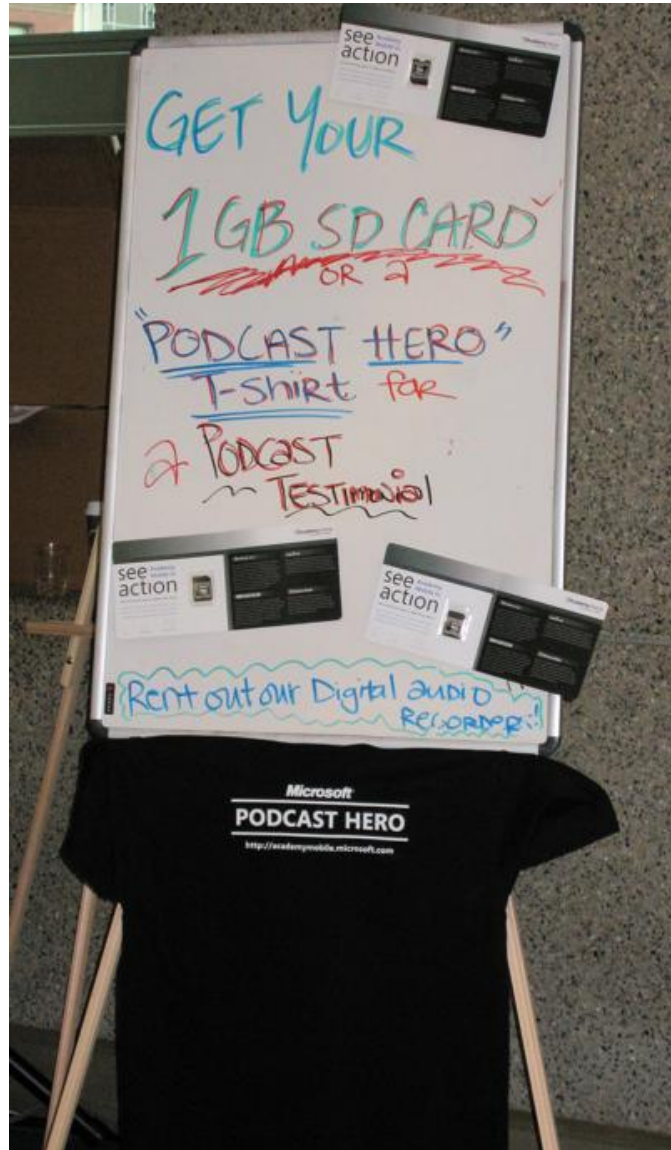


Internal Marketing



- Signage
- Booth
- Video
- Pod-corn...

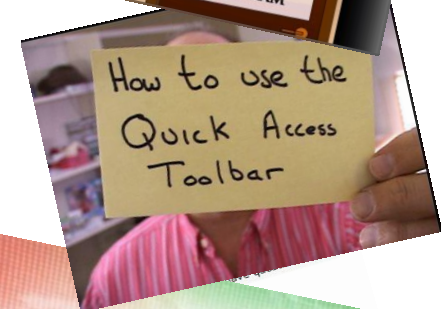
Collecting Testimonials



Example – Microsoft

› Drive adoption, Manage Culture Change

- Lead – business goals, expectations, road map
 - Frequent, consistent communication
 - ...by example
- Enable – tools, training, guidance
 - Software/Hardware– Camtasia/Vegas, Flip/Panasonic HD
 - Peer to peer, video – Equipment Corner
 - Wiki – define processes & deliverables, style guide, support
- Risk – drive innovation, motivation
 - Clarity
- Support – enthusiasm for early adopters/successes
 - Awards, showcase
- Grow – skills/talent, tools, infrastructure
 - Advanced training, content review
 - Vegas → Adobe
 - Vendors, facilities - scalability
- Measure
 - Create scorecards that map to business goals



Panasonic HD

Flip HD (Kodak)

Tripod

XLR cable, 1 ft

XLR cable, 20ft

PC headset 2

Main light kit

Lapel mic (wireless)

Samson studio mic

Flip Camera (1)

PC headset 1

Flip Camera (2)

Example – CME

- › Set realistic ROI models in advance
 - Video ROI can be calculated against production expenses as well as travel expenses
 - ROI can show diminishing returns—don't neglect corporate culture improvements
- › Get to know your technology
 - Easy availability of consumer tools can set high expectations
- › Get to know your clients
 - Highly customized products quickly become templates/showpieces for new initiatives
- › Use small target audiences to sell large-scale initiatives
 - Diversify the internal client base to gain widespread support
- › Make the most of your analytics
 - High-level corporate communications often have built-in wide scale viewership
- › Create programming schedules
 - Always be producing
- › The delicate balance: production value vs. scalability

Citigroup

- › Kick Starting Enterprise Video in a Large Enterprise
 - › Strong partnership between business/producer groups and technology organization.
 - › Understand and expose TCO Model & ROI to stakeholders
 - › Build a core foundation that anticipates and can address the following:
 - control capabilities
 - scalability
 - ease of use
 - automation
 - ability to customize
- With foundation in place grow capabilities and continue to innovate around...
 - Different production and content capture techniques
 - Varied and robust distribution options
 - Web 2.0 & Social Media synergies

Q&A



Questions

- Will video use increase or decrease within your company over time?
 - At what growth rate?
 - What are the driving use-cases?
 - More Live or VOD?
 - What is preferred by employees?
- › Are employees going “out-of-network” and using tools like Youtube for video-based communications?
 - How does your company respond?
- › How do you work with IT as a collaborative partner?
- › What does a typical project/deployment team look like – titles and roles?
- › In terms of content creation, what is the biggest lesson you would pass on to people starting out?