IMPLEMENTING THE RIGHT VIDIZMO DEPLOYMENT MODEL FOR YOUR ORGANIZATION

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Recognized in the Gartner Magic Quadrant for enterprise video content management, VIDIZMO offers the industry's fastest on-premises and cloud deployments, along with the flexibility of a hybrid implementation where some components are installed on-premises and the rest on the cloud. The multitenant architecture also supports deployments with the unique ability to keep certain VIDIZMO portals on-premises, while portals available to the public or departments with more relaxed compliance requirements could be on the cloud.

VIDIZMO allows customers to choose from several deployment options to fit each customer's unique business, technical, and compliance requirements.

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VIDIZMO Deployment Options

1. SaaS – Shared Cloud

VIDIZMO offers multiple models, with "SaaS – Shared Cloud" being the most popular implementation. Shared Cloud provisioning can be completed within 30 seconds and requires only the First Name, Last Name, Email Address, and Domain URL from the customer. VIDIZMO's "SaaS - Shared Cloud" model is comparable to most enterprise deployment models offered by competitors. However, if a shared cloud SaaS environment doesn't meet the compliance and security requirements for a customer, a dedicated deployment may be preferred.

2. Dedicated Instances

Customer-Provided Cloud

The customer pays only for VIDIZMO software and professional services to install and manage the solution, negotiating directly with their cloud provider of choice (Azure, AWS, and more) for cloud consumption costs (storage, streaming, encoding, etc.). Using their own cloud, the customer retains the ability to enforce their own security and policies.

VIDIZMO-Provided Cloud

VIDIZMO provides and manages a dedicated cloud and is responsible for both the solution and cloud consumption. VIDIZMO can enforce any specific policy on the environment on the customers' behalf.

Private Cloud, Data Center Implementation

Customers purchase the VIDIZMO software and Client Access Licenses (CAL) and manage installation and configuration on their own. The VIDIZMO professional services team can be engaged to install the software, but the customer retains full control over deployment.

On-Premises Implementation

When an organization works with sensitive data and has strict compliance requirements, or when the enterprise solution must integrate with other applications that are not exposed to the Internet, on-premises implementation may be preferred. Just as with the private cloud implementation, the customer purchases VIDIZMO software and CAL and deploys the solution as they see fit.

How Long Can a Dedicated Deployment Take?

VIDIZMO shared cloud deployments can be performed by the customer themselves in just 30 seconds with our self-installable approach, while dedicated deployments could take anywhere from 4 hours to months, depending on how customers manage the project and align it with internal corporate structure. The VIDIZMO deployment process itself is designed to be completed in 4 hours.

The installation time can be divided into two distinct groups:

- Time it takes to install VIDIZMO software.
- Time it takes for the organization to request and access resources required to complete installation.

We have talked about VIDIZMO installation time with respect to each deployment model. But it is the second group that takes up the most time. Before commencing deployment, VIDIZMO conducts (with Managed Implementation) a thorough analysis of customer requirements and infrastructure and creates an implementation plan with time estimates. The estimates can vary widely based on the customer's internal corporate structure and the agility of the project management approach.

Below is a sample project implementation plan for enterprise VIDIZMO deployments:

Stage	Phase / Tasks	Owner	Time Estimate
Pre-Requisites	Access Permissions for VIDIZMO	Customer	
	Infrastructure Provisioning	Customer	
	Project Kickoff	VIDIZMO	1 day
	Single-Sign-On Installation and Configuration	VIDIZMO	1- 2 weeks
	Integration with Enterprise IT Systems, such as SharePoint	VIDIZMO	1-2 weeks
	Channel(s) Setup & Branding	VIDIZMO	1 week
	Live Streaming Encoder Setup	VIDIZMO	1 week
Stage 1 2- 4 Weeks	User Acceptance Testing	Customer	1 week
	Project Kick Off	VIDIZMO	1 day
	Environment Setup (Optional)	Customer	1 week
	Business Need Analysis & Prioritization	VIDIZMO	TBD
	Development	VIDIZMO	TBD
Following Stages (Customization & Enhancement) 4-8 Weeks Cycle	Deployment on Staging	VIDIZMO	TBD
	On-Site Installation & Hardware Setup (Optional)	VIDIZMO	TBD
	Integration & System Testing (Optional)	VIDIZMO	TBD
	Content Migration (Optional)	VIDIZMO	TBD
	User Acceptance Testing/Training	Customer	TBD
	Go Live on Production	VIDIZMO	TBD

External Factors that Impact VIDIZMO Deployment

In vanilla dedicated deployments, VIDIZMO can be deployed within 4 hours. The actual time taken for implementation in an organization can vary widely based on how ownership of various IT systems required for VIDIZMO implementation is distributed across various teams and how these teams collaborate.

We analyzed some of our most complex dedicated deployments to understand factors that add to implementation time, which will be the focus of this whitepaper:

1. Deployment Scope
2. Access Rights and Permissions
3. Customizations
4. Stakeholder Buy-In on Project Scope
5. Internal Corporate Structure and Processes
6. Deploying on an Isolated Network

Let's take a look at these factors in greater detail:

1. Deployment Scope

As usage grows, so do requirements. In enterprise environments, the custom deployment architecture may need to be designed, spanning multiple servers, necessitating numerous integrations and whatnot.

Let's take a look at an example. In larger enterprises where optimal system performance must be ensured even at peak load and unscheduled downtimes are intolerable, the architecture involves multiple servers to create a high availability (HA) environment. The databases are configured to eliminate Single Points of Failure (SPOF) completely, but since multiple servers are involved, deployments can take longer. The delay is largely caused by ownership of different infrastructure components with multiple IT groups within the enterprise. Coordination, therefore, becomes challenging in a new organization for the VIDIZMO installation team.

VIDIZMO Recommendation

Scope out the implementation early and determine a deployment structure that conforms to IT policies and requirements. To streamline coordination both with VIDIZMO and internally, assign a single Point-of-Contact who coordinates tasks and exchanges information with all stakeholders involved.

2. Access Rights and Permissions

One of the biggest reasons for delays in enterprise-wide IT implementations is in acquiring permissions and access rights for IT assets (servers, network configuration, identity management, etc.).

In corporate environments, the ownership of infrastructure assets is generally spread across multiple geographically dispersed IT teams. Personnel are already burdened with multiple internal and external projects and must juggle projects like VIDIZMO deployment with their existing responsibilities. This makes availability an issue when the VIDIZMO team needs access and permissions to configure servers, network DNS, etc. Extracting a response and arranging access often takes weeks.

VIDIZMO Recommendation

VIDIZMO team provides a complete list of dependencies and access rights required for implementation. Map each dependency to the IT asset owner so the project manager can use this list to arrange access before the project moves to actual implementation.

3. Customizations

Being an agile solution provider, VIDIZMO has the capability to customize our solution to address virtually any enterprise challenge related to video

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streaming and distribution. Depending on the scope of customizations, the project timeline can be extended by anywhere from an hour to several weeks. For instance, vanilla VIDIZMO dedicated deployments can be completed in a couple of hours, but branding may take a lot longer if you have stringent corporate branding guidelines.

VIDIZMO Recommendation

When customizations are complex, you can discuss staged delivery with VIDIZMO solution architects, where the solution is rolled out with must-have customizations. Nice-to-have customizations are developed and rolled out in subsequent phases of implementation. This ensures optimal Go Live.

4. Stakeholder Buy-In on Project Scope

In enterprise deals, multiple departments from the customer's end are involved in the implementation. While certain stakeholders may have agreed on certain requirements during the buying phase, this may change during the implementation phase when more stakeholders are involved. Solution requirements evolve, and what may be critical to one team may not be considered as important when stakeholders sort out requirements from a strategic perspective. This can also give way to 'scope creep,' where project scope increases as stakeholders discuss requirements in greater detail once implementation has already begun. This prompts a reassessment of the scope, adding weeks and months to the project timeline.

VIDIZMO Recommendation

Clearly document custom requirements and ensure that all stakeholders have bought into the customizations during the purchase cycle. Once requirements are documented, the project manager

must break down requirements and plan a roadmap for solution delivery.

5. Internal Corporate Structure and Processes

"Initial implementation was challenging due to the internal corporate structure and responsibilities. VIDIZMO was very patient and worked through the process, providing guidance through each phase."

Manager Creative Media
Fortune 100 Energy Company

In corporate environments, there's generally a lot of red tape. Processes must be followed strictly. As evident from the review excerpt above, VIDIZMO offers full support in helping the organization comply with those processes, but delays become inevitable because of the internal corporate structure.

Stakeholder availability becomes increasingly challenging as more stakeholders are involved. Extracting a requirement from a certain stakeholder may necessitate a certain process to be followed. For instance, the organization's corporate processes demand that the database admin make changes to databases once a month. When the VIDIZMO team needs to make database configurations during implementation, an internal ticket must be opened, or we must wait for scheduled database maintenance.

VIDIZMO Recommendation

Have clearly defined lines of internal corporate responsibility and ownership and map them to VIDIZMO's list of implementation dependencies.

6. Deploying on an Isolated Network

When an organization is working with highly sensitive data, they may want to deploy the solution themselves. This means the VIDIZMO installation team won't have access to the network, adding to delays because of availability issues and a lack of proper communication between teams to get relevant access. Each access request must flow upwards in its corporate structure, where the ownership is identified and the request resolved. The permissions are then cascaded downwards for the implementation step to be completed.

VIDIZMO Recommendation

Set up a schedule for cadence calls to monitor project status for exception management. Use your organization's internal collaboration tools to support these cadence calls, where people involved in implementation can post their updates ahead of the scheduled call.

Streamlining VIDIZMO Deployment with Managed Pilot

VIDIZMO's approach to implementation is to make it so simple that anyone can use the installation wizard and look at available documentation on our support site to deploy the solution themselves within a couple of days, whether it's on the cloud, on-premises, or both.

We discussed project implementation challenges along with VIDIZMO recommendations on how to resolve them in this whitepaper. The recommendations center on these five (05) points:

- Validate Scope, Establish Desired Outcomes
- Conduct Current State Analysis
- Identify Key Constraints, Risks, and Gaps
- Identify Improvements
- Define Implementation Scope and Project Cost

This is the approach VIDIZMO takes with Managed Pilot, allowing customers to work with VIDIZMO to create and implement a pilot environment where VIDIZMO builds the implementation plan for you.

VIDIZMO Managed Pilot Benefits

With implementation being managed by VIDIZMO, you can achieve the following benefits with the Managed Pilot and then roll out the pilot environment directly into production once you have a clear picture of how your business objectives are being met with VIDIZMO and deployment essentials are complete:

Business Needs

VIDIZMO Managed Pilot focuses attention on the strategic use of video technologies to support your business functions and maximize return on investment (ROI).

Video Delivery

VIDIZMO Managed Pilot ensures smooth media delivery across all functions of the organization by

analyzing your infrastructure correctly and deploying the software appropriately.

Interoperability

VIDIZMO Managed Pilot achieves compatibility with various business & IT systems by collaborating with your team to understand your video workflow and then creating a highly integrated environment.

Efficiency

VIDIZMO Managed Pilot demonstrates savings and value from expenditures on technology during the trial period, allowing you to move the environment directly into production once you're satisfied with VIDIZMO's return on investment (ROI).

Sign up for your [free trial](#) today and [talk](#) to our representatives to set up a managed pilot and streamline VIDIZMO implementation.

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Digital Media Management Solutions

VIDIZMO offers three products, a Gartner-Recognized YouTube-like platform EnterpriseTube, and the IDC-Recognized Digital Evidence Management Solution for law enforcement, and VIDIZMO Redactor for ensuring data privacy and compliance. With flexible deployment options (on-premises, in the cloud, as a hybrid model, or as a SaaS application), the solutions allow organizations to store, process, manage, protect, and share content with public and private audiences securely.

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