



WHITE PAPER

# Enhancing the Value of Video Conferencing in the Enterprise

Leveraging One-to-Many Capabilities to Boost Video's Impact on Business Communications

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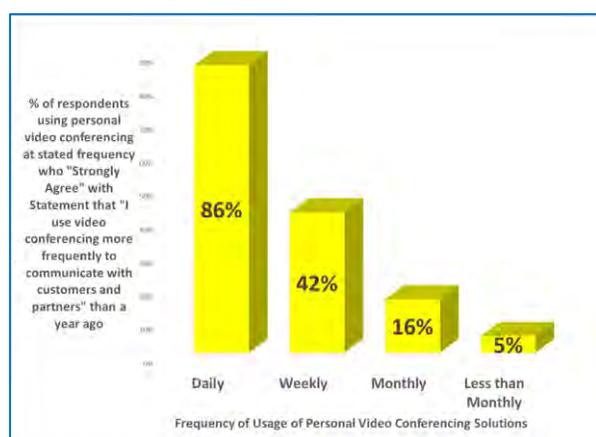
## Understanding the Evolution in Enterprise Video

Video conferencing solutions have done as much as any other technology over the past decade to introduce business executives to the power of rich media communications. The ability to marry high-quality video with on-screen presentation data has literally redefined the way in which many executives conduct meetings, share insight and collaborate with far-flung constituents on a real-time basis.

Indeed, even as the implementation of video conferencing solutions becomes more commonplace in the enterprise, executive appetite for video-enriched communications is hard to satiate. Simply put, those who use video conferencing extensively look for more and more ways to leverage the technology to reduce travel costs, increase productivity and boost return on investment.

Consider the results from a survey of 2,004 professionals conducted by Wainhouse Research in the fourth quarter of 2017, in which respondents were asked to compare their use of video conferencing compared with the prior year. Survey respondents who say they have used software-based personal video conferencing solutions were asked to agree or disagree with the statement “Compared to one year ago, I use video conferencing more frequently to communicate with customers and partners.” Overall, 44% of users of personal video conferencing solutions say they “strongly agree” that they use video conferencing more extensively than the prior year. Another 34% of those surveyed say they “somewhat agree” with the statement.

But a clearer picture of these adoption trends emerges when we evaluate the trajectory of video conferencing adoption based on current levels of its usage. As illustrated in Figure 1, those who



**Figure 1: Respondents who "Strongly Agree" that Use of Video Conferencing for External Communications is Increasing**

participate in video conferencing sessions frequently are the most likely to self-report increased usage of these solutions over time. Among survey respondents already using personal video conferencing on a daily basis, for instance, 86% say they “strongly agree” with the statement suggesting a rise in usage of video conferencing over the course of a year. Among respondents reporting use of personal video conferencing solutions less than monthly, only 5% say they “strongly agree” with the statement implying year-over-year boosts in video conferencing adoption.

The implications of these survey results are clear:

Successful usage of video in the enterprise begets even more video adoption. This trend is not only evident when looking at historic usage patterns. It also applies to executives as they contemplate future adoption of video-enabling technologies by their organization.

In its survey, WR asked respondents to agree or disagree with the statement that “My organization should do more to capitalize on currently available technologies to enhance communications.” More than four-out-of-five (86%) of executives working at organizations that already have deployed video conferencing solutions in at least five conference rooms say they agree with the idea that their organization should do more to leverage available video technologies. At companies that have no deployment of video conferencing solutions, in contrast, only 52% of respondents say they agree with the idea of expanding implementation of video-enabling technologies. Once again, we see that accessibility to video technologies does not quench the thirst for video. Rather, it fuels the demand for implementing additional video capabilities.

*More than Four-out-of-Five Executives Who Use Personal Video Conferencing Daily Say Their Organizations Should Do Even More to Capitalize on Currently Available Video Technologies*

One way for organizations to address the never-ceasing demand for video is to invest in technologies that make video conferencing more readily accessible to a broader range of employees. While this type of investment can create a dynamic venue for more engaging executive communications that boost employee productivity, it represents a one-dimensional approach to thinking about the role of video conferencing in the enterprise.

Beyond serving as a vehicle for enriching small-group interaction among employees in distant offices, video conferencing solutions also can become the cornerstone of organizational efforts to foster video ubiquity. When integrated with the technologies that enable the creation and distribution of online video on a one-to-many basis, video conferencing solutions can play a central role in enabling a new breed of engaging content for colleagues and outsiders alike to watch where and when they want.

In this report, WR discusses the extent to which organizations are integrating such “streaming video” capabilities into video conferencing today and explores the ways in which they can leverage an emerging class of “webcasting” features to enhance organizational communications and build business benefit.

## **Merging the Worlds of Video Conferencing and Streaming**

Think of video conferencing and streaming as the multimedia equivalent of chocolate and peanut butter: Two great things that taste great together. Where video conferencing enables enriched engagement among relatively small, collaborative groups, streaming platforms support the widespread distribution of video content to computers, smartphones and other digital devices connected to corporate computing networks or the Internet.

While both are rooted in “video,” streaming and video conferencing address radically different applications in the enterprise setting. Video conferencing solutions are most commonly associated with

their ability to create more engaging scenarios for real-time collaboration among a limited number of participants in different locations. Streaming, in contrast, shines in applications where executives need to broadcast a standardized message on a widespread basis. Organizations frequently find value in leveraging streaming technologies for applications such as product launches, employee town hall meetings and training programs.

In fact, at organizations that have deployed streaming technology platforms, use of online video can touch upon a wide array of use cases. As illustrated in Figure 2, employee training stands as the most widely used application for streaming technologies in the enterprise. Two-thirds of organizations that have deployed streaming solutions say they use it for employee training applications, making it the most common application for online video in the workplace. Other common uses for business streaming include executive presentations and customer service (both used by 61% of organizations that have deployed streaming) and team/department communications (60%). The relatively high rates of adoption for all the applications featured in Figure 2 demonstrate that streaming is no one-trick pony. Rather, a single organization is highly likely to employ it in multiple day-to-day business communications applications.



Figure 2: Online Video Applications Used - Organizations that Have Deployed Streaming

While the scope of relevant applications for one-to-many streaming is different from those use cases commonly associated with traditional video conferencing, the two technologies do share some common threads. Most notably, organizations that make personal video conferencing accessible to their employees are the most likely to be active adopters of streaming technologies as well.

At companies that have given their employees access to a dedicated hosted video conferencing service, for instance, more than one-quarter (26%) say that they also use live one-to-many streaming for business communications applications 100 or more times per year. Another 18% of this group of organizations say they produce between 50 to 99 live online video events annually (Figure 3). In contrast, at companies that do not deploy a hosted video conferencing service, only a combined 5% report usage of live streaming video solutions more than 50 times per year. In short, companies that use hosted video conferencing solutions are among the most likely to embrace online video, as well.

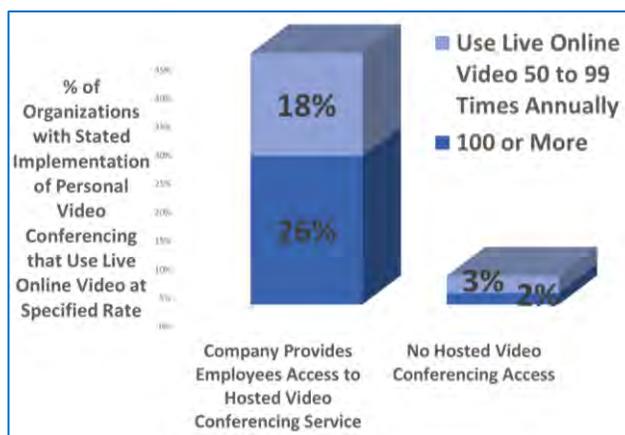


Figure 3: Frequency of Online Video Use – Segmented by Status of Hosted Video Conference Service Access

Viewing patterns are not the only factor pointing to an intersection between the worlds of video conferencing and streaming video. Content creation habits play a role, as well. Conference rooms – the well-

known haven for implementing video conferencing solutions – also serve as the “broadcast studio of choice” for online events distributed on a one-to-many basis. Almost half (49%) of organizations that use online video for business communications say that the corporate conference room is the primary site used for producing streaming webcasts. In contrast, only 19% of webcasting organizations say that a “webcam at a desk” is the primary site for content creation, and another 14% say that most of their webcast content is generated from a theater setting.

So, whether discussing video viewership or video creation in the enterprise, all roads seemingly lead back to the corporate conference room. Such a confluence suggests that some organizations could benefit from integrating the small-meeting attributes of a video conference solution with the broad reach capabilities enabled by a streaming technology platform. Such a marriage would essentially position video conferencing solutions as something more than a technology enabling enriched real-time collaboration. Rather, the integration of one-to-many streaming allows video conferencing solutions to establish themselves as video capture and content creation solutions capable of supporting anything from one-on-one meetings to executive presentations targeting thousands of viewers.

Undoubtedly, video conferencing solutions have long offered rudimentary capabilities for capturing video and distributing it online. As a result, some may view video conferencing as a rival to streaming platform solutions. That would be a mistake. In most cases, video conferencing solutions lack the capability to manage content and handle its distribution on a one-to-many basis. This just happens to be the feature set where streaming platforms excel. Online video solutions are forged specifically to package and present online video, making it possible for large groups of viewers to access relevant business video content where and when they want.



Figure 4: Implementation / Interest in Solutions Integrating Video Conferencing Solutions with Streaming Platforms

To the casual observer, video conferencing and streaming may look quite similar due to their shared roots in the video realm. However, they actually are designed to serve very different roles in the enterprise video ecosystem. As executives begin to better understand the complementary roles of video conferencing and streaming platforms, interest in integrating these two worlds of enterprise video appears to be growing. Thirty percent of organizations represented in the WR survey say they have implemented technologies integrating group video conferencing systems with streaming platforms. Another 41% of survey respondents, however, describe themselves as “interested” in this type of

technology integration (Figure 4). For those using personal video conferencing solutions, 20% say they have deployed solutions integrating one-to-many streaming capabilities. Another 49% say they have interest in integrating streaming capabilities with personal video conferencing services.

## How to Leverage the Integration of Video Conferencing and Streaming

Clearly, the idea of extending the reach and usability of video conferencing solutions via the integration of one-to-many streaming capabilities is an idea that captures the imagination of business communicators. Streaming’s ability to reach a broad range of devices opens the door to communications applications that would not be feasible with a traditional video conferencing solution on its own. While the potential uses for a video conferencing solution enhanced with streaming capabilities are limited only by the imagination of executive communicators, WR in this report highlights three application categories where this type of integration is most likely to generate substantial benefits for organizations:

- Extending the reach of live meetings
- Distributing video to mobile devices, and
- Enabling on-demand video archives.

### Extending the Reach of Live Meetings

In traditional video conferencing venues, bigger is not always better when trying to figure out the optimal number of individuals who should be participating in a meeting. Because much of the value of video conferencing comes from its ability to support a collaborative meeting experience, it can be counter-productive to have too many attendees involved in a single session. In large groups, it can be difficult for participants to effectively share information and collect feedback from colleagues.

One-to-many streaming capabilities helps to change the perceptions of widely attended video events. Instead of being viewed as a curse, video at scale is seen as a virtue in the streaming realm. Streaming solutions are specifically designed to distribute video content to large groups, and content creators can better capitalize on the technology by developing presentations focused on broadcasting a message from a handful of presenters. Instead of relying on the back-and-forth interaction of video conferencing to make an impact, streaming works to standardize a single message that can be distributed to a large audience in real-time.

The ability to distribute important information via a video-enriched communications channel addresses specific communications challenges within the enterprise. According to results from the WR survey, many survey executives have positive perceptions of the impact that live streaming video can have in enhancing day-to-day business communications:

- 47% of all WR survey respondents say they “strongly agree” that live streaming video makes online presentations more engaging.
- 49% of all survey respondents say they “strongly agree” that live streaming video offers a cost-effective way to enable training and instruction.
- Nearly nine out of 10 respondents (88%) either “strongly” or “somewhat agree” that live streaming video can serve as a focal point for online interaction and community building.

It is important to note that the favorable perceptions of live streaming video’s impact on business communications increases as individuals use the technology more extensively. Survey respondents who use live streaming video on a daily basis, for instance, are much more likely than others to identify the benefits associated with broader adoption of live streaming capabilities.

### **Distributing Video to Mobile Devices**

One way to foster the ubiquity of business online video is to make sure that individuals can access the content from a wide range of devices, including smartphones and tablet computers. While the technical limitations of some legacy streaming platforms and wireless networks make it difficult for some organizations to support online video distribution to mobile devices, the enterprise market has made steady gains in recent years in this area. Thirty-four percent of companies using video conferencing that are represented in the WR survey say they have the technology platforms to support the distribution of online video content to smartphones, compared with 19% who cited support for smartphone video distribution in a survey conducted in 2013.

The proportion of organizations that support online video distribution to smartphones is only likely to increase in coming years as more and more deploy streaming solutions that incorporate mobile video capabilities. More than half (51%) of all organizations surveyed by WR report that they either are interested in making mobile distribution features available or are already in the planning process for enabling such capabilities. Existing users of video conferencing clearly hold significant interest in

leveraging streaming technologies to extend the reach of their video conferencing content to smartphones and tablet devices. As illustrated in Figure 5, nearly two-thirds (63%) of survey respondents working at companies that use video conferencing today say they agree with the statement that – compared to the prior year – “I am more interested in accessing video conferences via my smartphone.”

WR expects that interest in the distribution of video conferencing content to mobile devices will grow over time. The interest in mobile accessibility issues correlates with age, as younger workers demonstrate a greater affinity for using mobile devices for video conferencing than their older colleagues. Among workers more than 50 years of age, for instance, only 13% say they “strongly agree” with the statement regarding increasing demand for video conferencing access via mobile devices. Compare that with results from survey respondents under the age of 33. Among this younger group, more than four out of 10 survey respondents say they “strongly agree” with the idea of accessing video conferences via mobile devices.

### Enabling On-Demand Archives

Even more pronounced than executive interest in mobile accessibility for video conferencing is the demand for tools that make it possible to use video conferencing solutions to record content that can be accessed by viewers later on an on-demand basis. Of those working at organizations that have deployed video conferencing solutions, more than three-quarters of survey respondents say they agree that – compared to the prior year – “I would like more video conferences to be recorded and archived for later access.”

Converting live video content into on-demand libraries is a natural step in any organization’s video evolution. Most companies that archive business video content report that the bulk of their video libraries come from the capture of live video events that are repurposed for on-demand access. Of all the organizations that have on-demand video libraries, 74% report that the majority of their archived content is made up of video captured from live online video events. Given this historic pattern, it should be expected that interest levels in converting live video conferences into on-demand content would be significant, as well.

The simple idea of archiving business meetings for later access can produce substantial value for an organization when combined with the capabilities of a state-of-the-art streaming platform. The

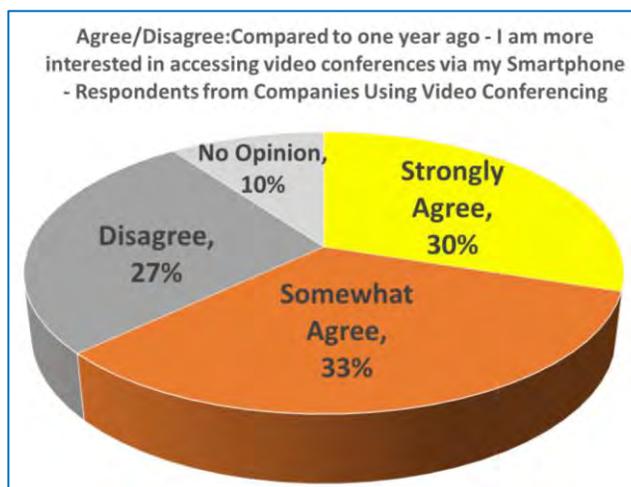


Figure 5: “Agree/Disagree: Compared to a year ago, I am more interested in accessing video conferences via my smartphone” – Respondents from Companies Using Video Conferencing

streaming solutions, for instance, can leverage speech-to-text tools and optical character recognition systems to make video content easier to search and categorize. As a result, meetings held via video conference can be archived, searched and summarized automatically for later reference.

As companies build larger and larger libraries of on-demand video, WR expects the perception of video's role within organizations to evolve. At some point, it extends beyond the basic idea of extending the real-time reach and accessibility of live business communications events already taking place. The transitory nature of live video will give way to a form of video use that creates a more lasting impact.

Through archiving, video can become a tool to capture insight and information that would be impossible to capture in any other medium. Consider, for instance, the possibility of using video conferencing systems to capture line-of-business employees talking about the techniques they use to address their daily responsibilities. These recordings can be shared with other employees and used a reference tool that passes institutional knowledge from one worker to another. As organizations build larger and larger archives of video-based employee expertise, it becomes an institutional asset and a resource that makes workers more productive over the long term.

Most of today's executives inherently recognize the power associated with archived video. More than 80% of respondents agreed with the statement that "On-demand video archives offer a valuable

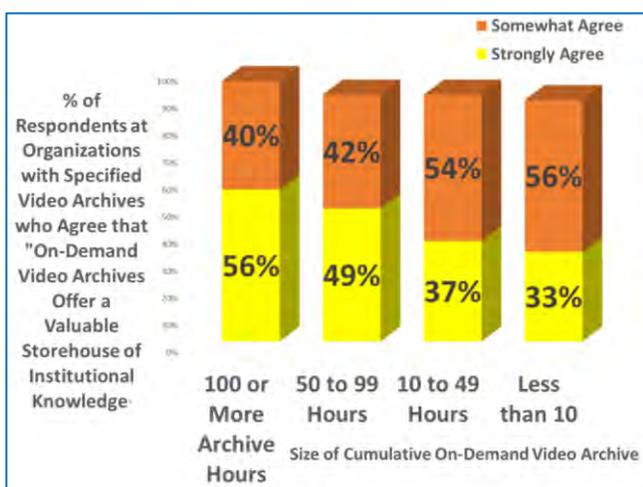


Figure 6: "Agree/Disagree: On-Demand Video Archives Offer a Valuable Storehouse of Institutional Knowledge" - Segmented by Size of Corporate Video Archive

storehouse of institutional knowledge." (In fact, 34% say they "strongly agree," and 52% say they "somewhat agree.")

Even with these strong results, it is important to note that executives' belief in the value of on-demand video becomes even more pronounced as their organization's archives become larger and more robust. As illustrated in Figure 6, executives at companies with large video archives are most likely to have a positive perception of the role that on-demand content can play in preserving institutional knowledge. At organizations with cumulative content archives with more than 100 hours of video, for instance,

56% say they "strongly agree" that archives are a good repository for preserving institutional knowledge. At companies with less than 10 hours of content in their video archives, only 33% say they "strongly agree" with the statement.

Of course, the value of archives reaches beyond their ability to preserve institutional knowledge. Some executives, for example, place a premium on the ability to time-shift their meeting commitments. Of

those surveyed, 81% say they agree with the statement that “Watching an on-demand replay of a meeting is a more productive use of my time than attending that meeting live.”

For others, on-demand video is simply a better alternative than relying on operating manuals. Among all WR survey respondents, 78% say they agree with the statement that “When looking for guidance in handling a specific task, on-demand videos offer better help than written instructions.”

Executives must remember, however, to evaluate streaming solutions carefully when selecting a platform to manage their online video content. Not all solutions are created equal. Corporate decision makers must make sure to select a content management system that provides robust methods for cataloging and searching video content. Likewise, these platforms also should offer automated capabilities for packaging content into portals that can be accessed by employees with the proper role-based authorization. Large archives weighed down by poor content management solutions are like libraries with books knocked off the shelves and scattered haphazardly on the floor. Without the tools to effectively track content and help make it readily accessible when needed, the benefits of archiving described above would remain tantalizingly out of reach.

## **Key Takeaway**

Video conferencing no longer exists in a vacuum. Undoubtedly, organizations can help executives communicate more effectively by equipping them with the video conferencing solutions that create video-enriched environments for enhanced collaboration. But executives who leverage video conferencing only for small-scale meetings with far-flung colleagues are selling the technology woefully short and run the risk of leaving their organizations at a competitive disadvantage.

Increasingly, enterprise users are discovering that the savvy integration of one-to-many streaming solutions can dramatically expand the scope of applications that can be addressed via their traditional video conferencing set-up. A simple conferencing application transforms into the equivalent of a broadcast studio that executives can use to disseminate an engaging, standardized message to employees, customers, and/or prospects. But executives would be wise not to skimp on their streaming investments. Developing adequate streaming platforms is not a trivial process, so investment in the right solutions is critical for maximizing the impact that one-to-many streaming can have on day-to-day business communications.

## **About the Author / About WR / About Videxio**

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