



SOLUTION BRIEF

Boost productivity with deep indexing, search and analysis of recorded video

Extract data and insights from video assets with an open approach to innovation

Benefits

- **Boost post-meeting productivity**—project teams can transcribe and index video conference meetings, making it easy to review important discussion points
- **Reduce effort for corporate communications**—automatically transcribe and time-stamp executive webcasts for on-demand viewing
- **Improve access to training course inventory**—employees can easily discover relevant training resources, from their preferred device
- **Increase knowledge-worker efficiency**—help them find exactly what they need when they need it, with easy key word searches
- **Enable big data insights**—generate text and transcripts that can be aggregated by advanced analytics systems

Challenge

The amount of recorded video in our world is exploding. Across industries, from healthcare to education, from global enterprise to local governments, organizations are creating volumes of recorded video assets for corporate communications, online training, and video conferencing meetings.

In the near future, organizations will not only need to make recorded video content easily searchable, but also analyze big data, or “big metadata” in the case of video, from the aggregation and transcription of recordings to glean insights on trending information. Companies who take advantage of the rise of multimedia, social media, and media analytics will have a clear advantage. On a tactical level, transcribed videos become as easy to search as a document. Employees can efficiently discover the videos they need, and navigate easily to key words within the video, which saves time and effort. On a strategic level, organizations that can aggregate this wealth of metadata, created from many sources and systems, will be able to derive intelligence for business results.

Enterprise video content management systems will need a streamlined and automated way to expose recorded video, audio, and graphical content to a wide variety of media analytics engines, generating metadata that can be used for search, indexing, and deep analysis of video assets. For example, speech-to-text transcription, optical character recognition, and facial recognition technologies all provide unique value, and have a myriad of real-world applications.

Big data is already a major focus of business today, whose rapid development is fueled by ever-increasing investment. As with many emerging technologies, the global market for multimedia analytics solutions is highly fragmented. Metadata extraction technologies are evolving rapidly, and there are many different levels of foreign language support, transcription accuracy, and analysis capabilities. How do IT managers set a strategy for making their video assets more searchable and useful, while remaining open to innovation in a fast-changing market?

Solution

Polycom recognizes the unique challenges that video content management, metadata extraction, and big data place on IT organizations. This is why we've developed an open integration approach to media analytics solutions and services, aligning with our longstanding philosophy for open standards. Unlike competitors, this open framework allows organizations to leverage best-of-breed 3rd party media analytics services and emerging technologies, so they can eventually layer and combine multiple technologies to extract the most valuable information from video assets.

As the first proof point of this approach, Polycom and RAMP have jointly developed a true speech-to-text metadata mining solution: a seamless integration between Polycom® RealPresence® Media Manager and RAMP MediaCloud®, which leverages proprietary speech processing to automatically generate time-coded metadata on recorded videos. The metadata produced by RAMP MediaCloud is used to power access to media using the otherwise inaccessible spoken word—increasing the likelihood that video content will be found through standard keyword searches and other text-based delivery methods.

The Polycom RealPresence Media Manager is enterprise software which helps organizations manage video assets at any stage of their life cycle. Valuable video assets are automatically archived in a secure, centralized content repository. Videos from any source or format can be organized intelligently, and optimized for easy viewing through a browser. RAMP's cloud-based services and automation delivers time-coded transcripts, which are seamlessly integrated into the RealPresence Media Manager's end-user portal.

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About Polycom

Polycom is the global leader in open standards-based unified communications and collaboration (UC&C) solutions for voice and video collaboration, trusted by more than 415,000 customers around the world. Polycom solutions are powered by the Polycom® RealPresence® Platform, comprehensive software infrastructure and rich APIs that interoperate with the broadest set of communication, business, mobile and cloud applications and devices to deliver secure face-to-face video collaboration in any environment.

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Impact

Immediate results of speech processing and video indexing are realized at many levels in an organization. Corporate communications departments benefit from reduced effort through automation, where transcripts of executive webcasts are automatically generated and time coded, and published alongside the archived video. Project teams see a boost in post-meeting productivity as video conference meetings are transcribed, making it easier for participants who to find and review important discussion points which may be buried in an hour-long recording. Training departments are able to provide improved access to training courses, because employees can easily discover relevant training resources, based on keyword searches, using their preferred device. Organizations that have deployed RAMP MediaCloud have improved recall in media search by up to 900%, helping users find content that would otherwise not be found. Additionally, organizations experienced decreased search abandonment rates by 50%.

Long term results stem from the use of transcription over time. The aggregation of transcribed recordings will enable big data insights, as organizations invest in advanced analytics systems. Polycom's open framework allows organizations to immediately take advantage of powerful metadata generated from a variety of methods, solutions, and services, as they become available. The result is a future-proof strategy for leveraging best-of-breed technologies in an emerging space, resulting in an unparalleled competitive edge.