



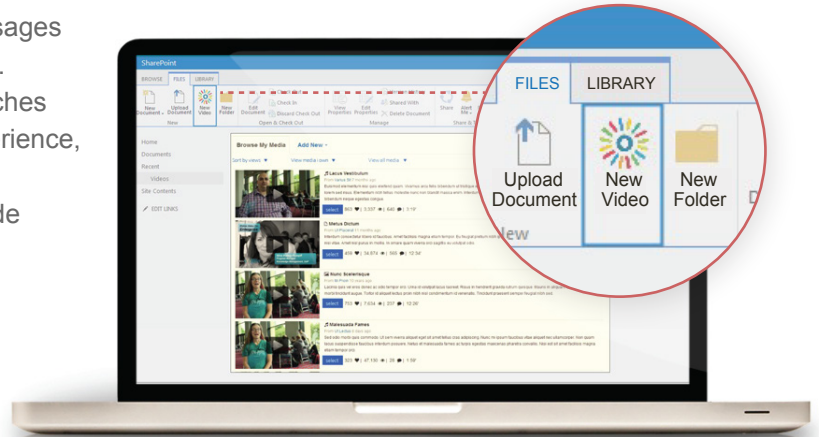
**KALTURA**

## Kaltura Video App for Microsoft SharePoint 2013

Video is engaging. It allows users to convey messages clearly, and can easily illustrate complicated flows. Kaltura's Video App for Microsoft SharePoint enriches the SharePoint platform with a powerful user experience, where video is a "Class A citizen", similar to other content types, and thus accelerates enterprise-wide social collaboration, communication, and knowledge transfer within your organization.

### Bring the Power of Enterprise Video into SharePoint

The Kaltura SharePoint App allows employees to easily upload and create video content directly from within SharePoint without worrying about file size limitations or various video formats. Employees can then easily embed their contributed videos inside SharePoint pages and workflows, create playlists, make their video searchable and social, and even reuse their videos beyond SharePoint in other enterprise applications (CMS, LMS, corporate video portals, etc.). In addition to on-demand video, Kaltura allows you to engage employees by streaming live events directly within SharePoint.



Kaltura's enterprise-grade infrastructure handles the encoding, management, security, and delivery of video, assuring the best playback experience, without impacting the application or network performance. The results? for employees - video "just works"; for your IT - Kaltura means peace of mind; and for your organization – improved employee productivity and engagement, cost savings, and increased adoption of your SharePoint environment - extending the value of your investment.

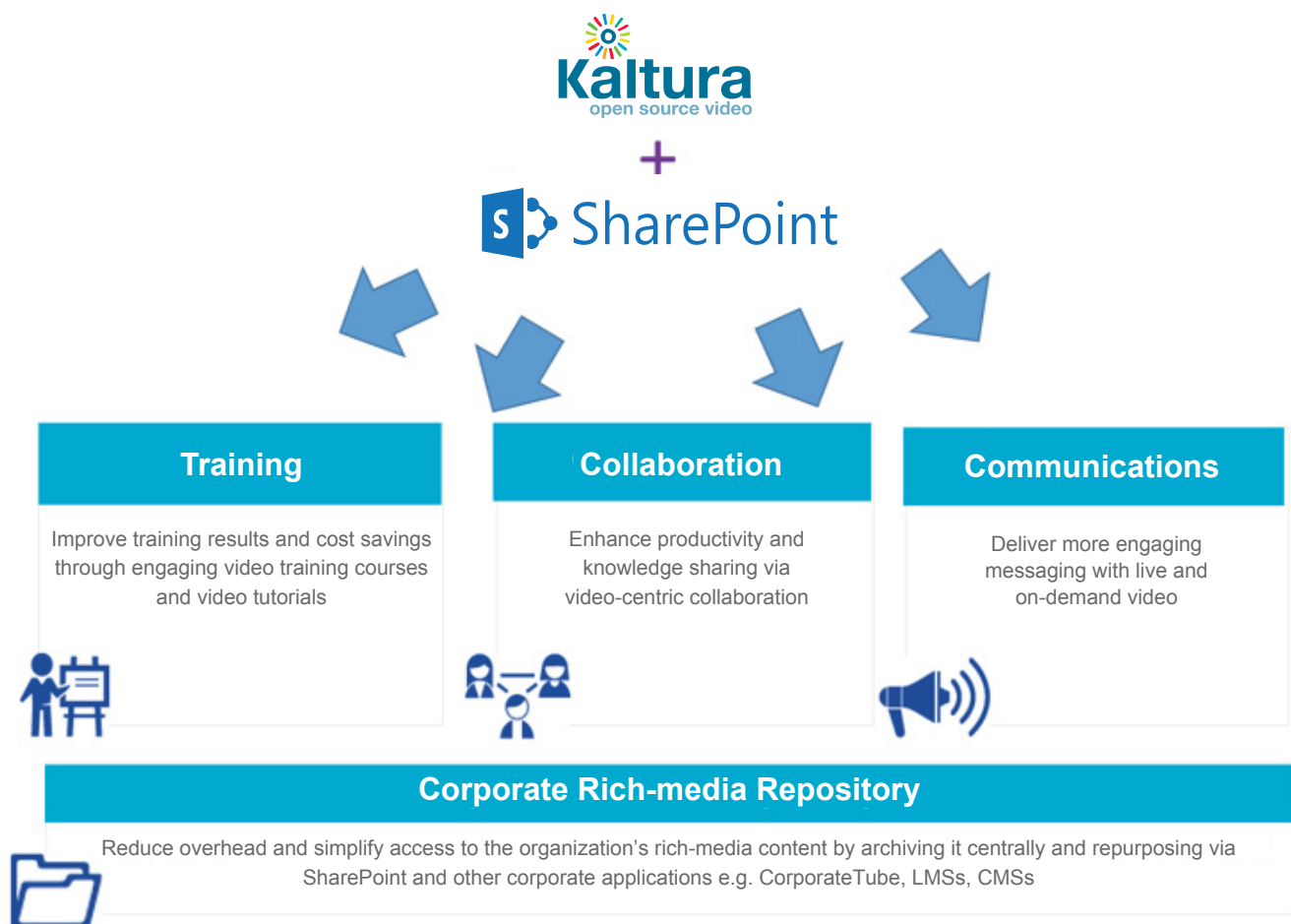
### What can I do with Kaltura's Video App for SharePoint?

Kaltura empowers your employees to publish, collaborate, and share video in ways that were not natively available before. They can benefit from leveraging the power of online video in day-to-day interactions, including:

- **Improve product collaboration:** Employees can showcase their work and ideas via a screen recording (with or without webcam) and collect their team's feedback for faster decision making.
- **Empower sales:** Sales reps can collaborate on customer opportunities, share best practices and customer testimonials, using live and on-demand video, and access product videos online during customer presentations.
- **Bring dispersed teams closer:** Publish searchable video recordings of the latest team meetings for team members to watch and comment on.
- **Enable engaging and scalable corporate communications:** Executives and managers can make announcements and convey effective messages to large global audiences using live and on-demand video directly within SharePoint.
- **Enrich training:** Use video to train and onboard more employees and partners - faster, more cost effectively and with better results. Instructors can launch a Training Center that includes professionally produced content alongside select EGC (Employee Generated Content) campaigns, where content is categorized and easy to discover.
- **Share knowledge and expertise with video:** Employees can record knowledge videos, how-to tutorials, and success stories, via webcam or screen capture, to include in their blogs and wikis.



- **Break the ice with video-powered authenticity:** Employees can record a short video to publish on their user profile – a more personal way to present themselves to the community than photo and text.
- **Promote company initiatives:** Promote company-wide initiatives and programs using “internal marketing” video campaigns, and simplify complex employee benefits booklets with the power of video.
- **Help Desk and Support:** Use screen capture to explore and resolve software issues. Store product, troubleshooting, and resolution best practices in a Help Desk video knowledge base or the Help-Desk SharePoint site.
- **Corporate Archive:** Easily migrate large volumes of media from existing locations and formats while every new media asset is automatically archived. Quickly and easily organize, search, view, reuse and repurpose media assets via native SharePoint screens.

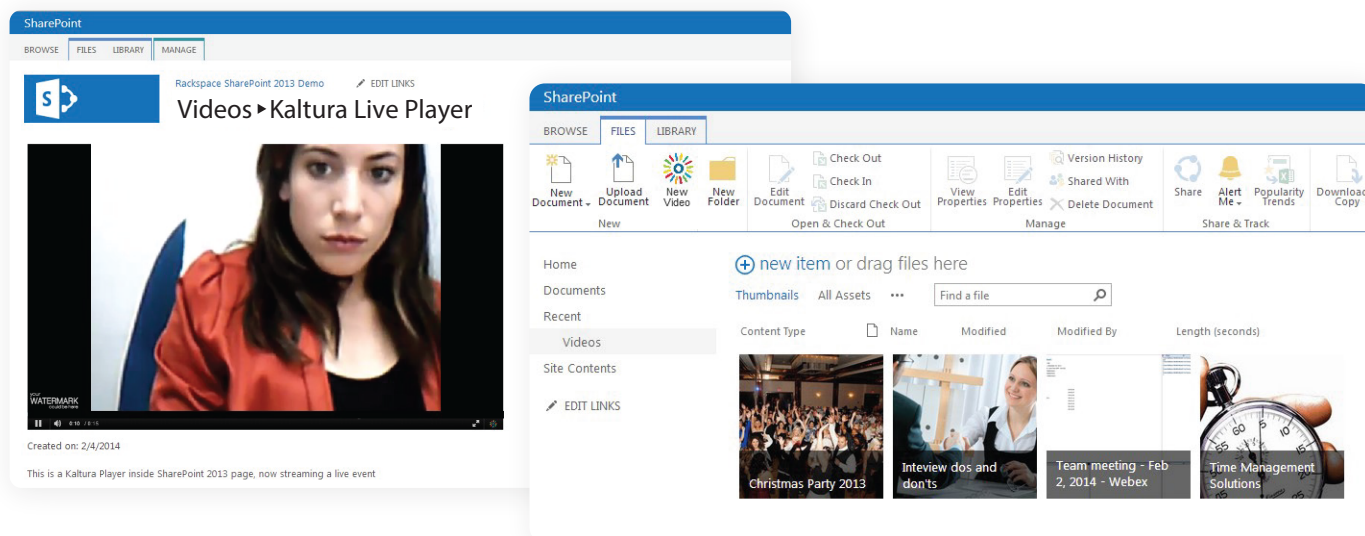


**Key Features**

- **Video creation tools for UGC/EGC:** webcam recorder, screen recorder
- **Upload video/audio in any format:** Kaltura automatically transcodes media to various renditions for optimal playback across devices
- **A central media repository:** for adding, managing, and reusing media content across all enterprise applications that contain video, including SharePoint
- **Both live broadcast and on-demand video:** available directly within SharePoint
- **Customize player branding and design:** through a WYSIWYG interface
- **Always find what you are looking for:** videos appear in search results, along with other docs



- **Superb quality** with adaptive streaming technologies, delivered through tier1 CDNs or Kaltura’s delivery solution behind the firewall; scalable delivery infrastructure that will not affect network /application performance
- **Video on any device:** using Kaltura transcoding and Flash, HTML5 or Silverlight video players
- **Maximum security:** with full access control, moderation workflows, and user entitlements that adhere to SharePoint’s permission set for the site collection or page
- **Video Analytics** to improve engagement and achieve your goals: who watched, which videos, how long, from which page, and more
- **Connect to Kaltura CorporateTube™** - an internal YouTube™-like site: allows selected content generated within SharePoint to be automatically published and displayed on the organization’s CorporateTube and vice-versa



## Hosting and Deployment Options

Kaltura offers the most flexible deployment options in the industry. Kaltura’s App for SharePoint 2013 seamlessly integrates the Kaltura Enterprise Video Platform within an organization’s self-hosted (on-premises) SharePoint installation or on a SharePoint Online (part of Office 365 suite) cloud implementation.

More specifically, the rich-media content, its metadata as well as the specific publishing settings and usage information that are stored in the Kaltura system, can be hosted by Kaltura (Kaltura SaaS), with no need for a CDN relationship or video streaming solution. It can also be hosted by customers as part of a self-hosted deployment of Kaltura’s video platform (Kaltura On-Prem™) and Behind-the-Firewall Delivery solution or as a hybrid model that leverages the best from both worlds. In addition Kaltura’s open architecture allows you to integrate with any third party CDN or eCDN.

## Why Kaltura?

- **Industry recognized leader in enterprise video:** serving hundreds of the world’s largest enterprises
- **Leverage best practices and innovation:** from Kaltura’s cross-vertical expertise working with the world’s largest media companies, and most reputable educational institutions worldwide
- **The only video platform for both internal and external video:** both social business and marketing
- **Built for flexibility, openness, and modularity:** API-driven ease of customization and integration
- **Deployment flexibility:** SaaS, On Prem, and Hybrid solutions



**KALTURA**

- **Kaltura Exchange:** Kaltura's large partner ecosystem and application marketplace provides a myriad of plugins and out-of-the-box integrations with Kaltura's platform. Learn more at [www.exchange.kaltura.com](http://www.exchange.kaltura.com)
- **Innovation:** backed by a massive open-source developer community and a large eco-system
- **Market leader in mobility:** the first video platform to adopt HTML5, and founder of [www.html5video.org](http://www.html5video.org)
- **Scalability, reliability, and security focused:** future-proof infrastructure, audited by world-class enterprises and stress-tested by millions of end users daily
- **Customer focused:** strong Professional Services offering and dedicated Customer Success Managers
- **Community and thought-leadership:** with its successful Inspire Webinar program, virtual video summits, and annual Kaltura Connect industry conference, attended by the industry's most progressive video leaders

Sign up for upcoming Webinars <http://corp.kaltura.com/live-webinars> | Watch the Video Summit on VOD <http://1259951.mediaspace.kaltura.com/> |  
Learn about Kaltura Connect <http://connect.kaltura.com/>

## Getting Started

Contact us and one of our video experts will help you find the right solution for your needs:  
Call us: **+1-800-871-5224** or fill out this form: <http://corp.kaltura.com/company/contact-us>



## Try Kaltura

Start your free trial of our Media Management & Publishing Console and CorporateTube  
<http://corp.kaltura.com/free-trial>



Learn more and start your free trial of our SharePoint 2010 extension or contact us for a trial of the Kaltura App for SharePoint 2013  
<http://corp.kaltura.com/Products/Video-Applications/SharePoint-Video-Extension>



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