

# Kaltura Video Extension for IBM Connections

## Where Social Business Meets Enterprise Video

Today's social enterprise empowers employees to communicate, share knowledge and collaborate with their colleagues around the globe. Video increasingly plays a critical role in any social business. Therefore, today's leading companies are seamlessly integrating advanced video capabilities into existing social platforms in order to provide the optimal environment for social collaboration in the workplace and significantly boost engagement and knowledge sharing across the organization.

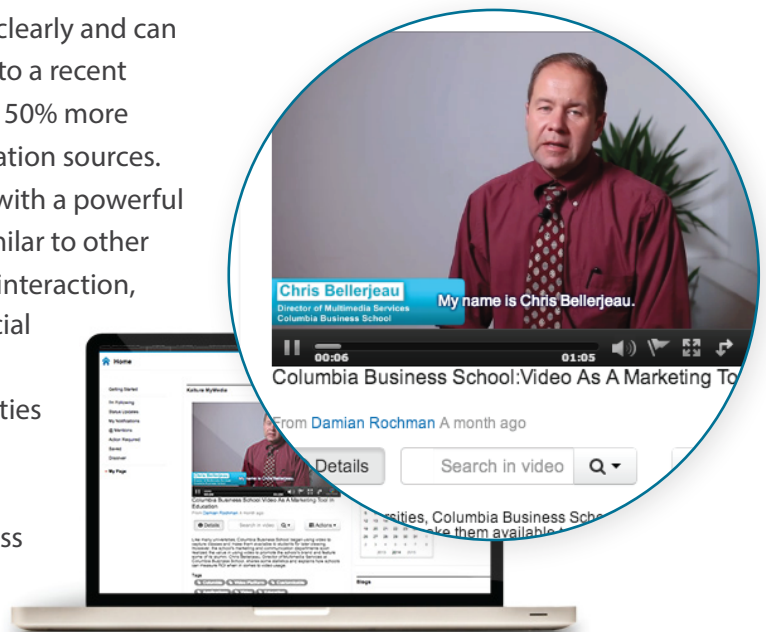


### Introducing the Kaltura Video Extension for IBM Connections

The Kaltura Video Extension for IBM Connections enhances your social business experience with Kaltura's secure and scalable video capabilities seamlessly integrated into your IBM Connections portal, enabling employees to create, edit, search, publish, and watch videos directly from within IBM Connections.

### Bring the Power of Enterprise Video into IBM Connections

Video is engaging, allows users to convey messages clearly and can easily illustrate complicated flows. In fact, according to a recent Wharton Business School study, video viewers retain 50% more material than those who just view traditional information sources. Kaltura's Video Extension enriches IBM Connections with a powerful user experience, where video is a "Class A citizen", similar to other content types, and thus accelerates enterprise-wide interaction, collaboration, and knowledge transfer within the social business context. Video transforms IBM Connections communities, blogs, wikis, forums, profiles and activities into more interactive and response-provoking collaboration tools. The result is improved employee productivity and increased adoption of social business software, extending the value of your investment.



### Kaltura Video Extension Enhances My Social Business

Kaltura empowers your employees to publish, collaborate, and share video in places where video was not natively available. They can benefit from the power of online video in day-to-day interactions in numerous areas, including:

- ▶ **Improve product collaboration:** employees can showcase their work and ideas via a screen recording (with or without webcam) and collect 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
- 🎯 **Engaging and scalable corporate communications:** executives and managers make announcements and convey effective messages to large global audiences using live and on-demand video
- 🎯 **Enrich training:** use video to train and onboard more employees and partners, faster, more cost effectively and with better results. Instructors can use IBM Connections blogs, forums, and activities to create interactive video-centric courses on the portal
- 🎯 **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 authentic way to present themselves to the community than a 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

## Key Features

**EGC (Employee Generated Content) tools:** video upload, webcam capture, screen recording, mobile device capture, all within the IBM Connections interface

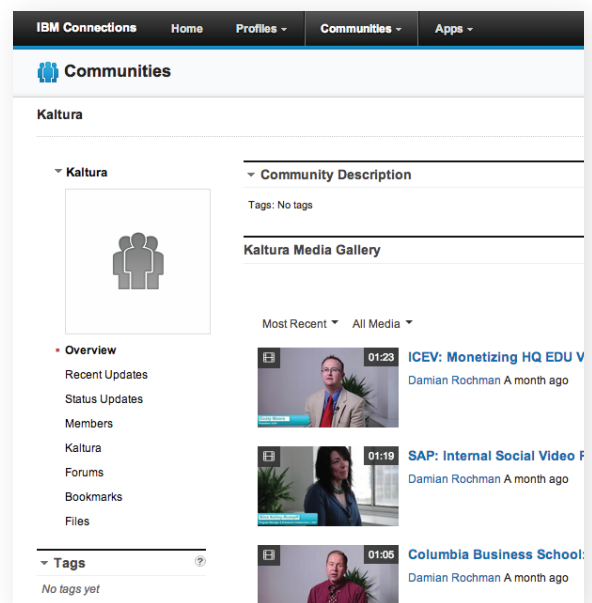
**Optimal viewing experience on any device:** automatic transcoding of uploaded videos to seamlessly support various devices, connections and adaptive streaming

### Video editing

**Customizable video player:** branding, functionality and design through a WYSIWYG interface

**Video everywhere:** media can be reused and embedded with single-click within IBM Connections forums, wikis, activities, profiles, etc.

**Community media galleries:** searchable library of videos, with granular access control, content moderation workflows, and roles (viewer, contributor, manager, moderator)



Community Media Gallery

- 🌈 **In-video search:** find what you are looking for and point to the exact location within the video
- 🌈 **Supports both live broadcast and on-demand recorded video**
- 🌈 **Superb playback quality:** with scalable and reliable delivery that will not affect network /application performance
- 🌈 **Solution available both on-premise, on the cloud, and hybrid models**
- 🌈 **End-to-end security throughout the entire content life cycle**
- 🌈 **Analytics and insights:** who watched, which videos, how long, from which page, etc.
- 🌈 **Central media repository:** upload once - publish anywhere (IBM Connections, LMS, CorporateTube, etc.) via “My Media”



## Flexible Deployment Models

The Kaltura Video Extension for IBM Connections is installed on your IBM Connections server and supports IBM Connections versions 3.01, 4.0, and 4.5. Content is not stored or delivered from IBM Connections servers, therefore it does not have impact on the IBM Connections performance.

Kaltura offers the most flexible deployment options in the industry today. You can install the Kaltura platform using SaaS (Kaltura’s secure cloud), On-Premise, or leverage various Hybrid deployment models. In addition Kaltura’s open architecture allows you to integrate with any third party CDN, or eCDN of your choice.

## 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:** market tested SaaS, OnPrem, and Hybrid solutions

**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.

**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 [html5video.org](http://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 wildly successful Inspire Webinar program, virtual video summits, and annual “Kaltura Connect” industry conference, attended by the industry’s most progressive enterprise leaders

## Learn More

Information and Resources



Contact our Sales Team



+1-800-871-5224

## Company Overview

Kaltura’s mission is to power any video experience. Provider of the world’s first Open Source Online Video Platform, Kaltura simplifies the creation of video experiences, and provides tools that facilitate innovative and engaging experiences that create value. The Kaltura platform engages hundreds of millions of viewers by providing media companies with advanced video management, publishing, and monetization tools that increase their reach and monetization and simplify their video operations. Kaltura improves productivity and interaction among millions of employees by providing enterprises with powerful online video tools for boosting internal knowledge sharing, training, and collaboration, and for more effective marketing. Kaltura offers next generation learning for millions of students and teachers by providing educational institutions with disruptive online video solutions for improved teaching, learning, and increased engagement across campuses and beyond. For more information: [www.kaltura.com](http://www.kaltura.com), to join Kaltura’s community visit: [www.kaltura.org](http://www.kaltura.org) and [www.html5video.org](http://www.html5video.org).



**Chris Bellerjeau**

Director of Multimedia Services  
Columbia Business School

My name is Chris Bellerjeau.

00:06

01:05

From **Damian Rochman** A month ago

Details

Search in video



...sities, Columbia Business School  
...make them available t