



**KALTURA**



**ENTERPRISE VIDEO  
SOLUTION GUIDE**

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## **VIDEO SOLUTIONS THAT TRANSFORM BUSINESSES IN THE 21<sup>ST</sup> CENTURY**

Video is transforming how we communicate, collaborate, teach, and share knowledge—the fundamentals of how we do business.

As employees increasingly expect to learn and connect via video, companies large and small face the challenges of effectively deploying a holistic video strategy that is secure, reliable, and offers an engaging user experience.

Kaltura offers a unified platform with solutions for all of the video use cases modern businesses require—including collaboration and communication, training and learning, knowledge sharing, webcasting, marketing, and more. Our secure video products can be accessed anytime, anywhere, on any device.

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## **INDUSTRIES WE SERVE**

Kaltura's platform is used by hundreds of companies in over 90 countries, reaching tens of millions of employees.

Here are some of the industries using Kaltura to power video across their enterprises:



Financial Services



Government



Insurance



Retail



Healthcare



Any Business



**A UNIFIED VIDEO PLATFORM FOR ALL  
OF YOUR VIDEO NEEDS. ANYTIME,  
ANYWHERE, ANY DEVICE.**

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## **HOW COMPANIES ARE USING KALTURA**

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### **KNOWLEDGE SHARING AND COLLABORATION**

Build and retain company knowledge. Improve team productivity and collaboration. Spread best practices. Media creation, collaboration, and sharing tools make it easy to record and disseminate the knowledge of your most experienced and critical employees throughout the organization, within a controlled environment

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### **CORPORATE COMMUNICATIONS**

Deliver your message more effectively. From townhalls and executive messaging to live streaming of events, ensure high quality, reliable playback for viewers and powerful, easy-to-use tools for producers.

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### **ONLINE TRAINING AND HR**

Onboard and train more employees, faster, and more cost effectively. From reducing training travel costs, to reusing video content and providing searchable training media, video improves learning results and provides better ROI on content.

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### **MARKETING AND SALES ENABLEMENT**

Engage viewers and convert them to well-informed customers. Video is a proven conversion powerhouse, and Kaltura's tools make it easier than ever to effectively manage and deliver content for an outstanding viewer experience. Give marketers, sales people, and customer service representatives the tools to engage with personal communications that work.

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### **CENTRALIZED DIGITAL ASSET MANAGEMENT**

Store, manage, search, and retrieve all rich-media content in a centralized secure repository, or seamlessly integrate video as a native content type into your existing Enterprise Content Management system. With consolidated video, ensure all content can easily be managed, secured, and distributed to all employees, wherever they are.



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# PRODUCTS

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## VIDEO PORTAL

Kaltura MediaSpace™ is a user-friendly social video portal that enables you to create your own cross-organization CorporateTube. Users can securely create, upload, share, search, browse, and watch live and on demand videos, presentations, screencasts, and other rich media content, anytime, anywhere. MediaSpace provides superb cross-device user experience, unmatched user engagement capabilities, and powerful control and governance tools.

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## WEBCASTING

Scalable, user-focused webcasting offers the best user experience for townhalls, CEO presentations, and more. No limits on number of events or users.

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## DISCOVERY AND SEARCH SOLUTION

Kaltura REACH provides a wide range of advanced captioning, transcription, and translation services, that allow you to overcome the challenge of managing enormous amounts of content, while easily enabling end-users to find the content they are looking for.

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## VIDEO ASSET MANAGEMENT SYSTEM

The Kaltura Management Console (KMC) is a rich-media management system that enables you to ingest, manage, publish, distribute, monetize and analyze your media – all in one intuitive interface. The KMC is the backbone of Kaltura’s suite of products.

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## VIDEO CAPTURE SOLUTION

Kaltura CaptureSpace combines painless recording, automated publishing, and interactive viewing to enable easy video capture for any employee across the organization.

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## INTEGRATIONS WITH EXISTING ENTERPRISE SYSTEMS

Out-of-the-box video extensions are available for SharePoint, Jive, Eloqua, Marketo, Drupal, WordPress, all leading Learning Management Systems, as well as IBM ECM, WCM, and Connections. These integrated extensions provide a full layer of video capabilities directly within the existing enterprise system.

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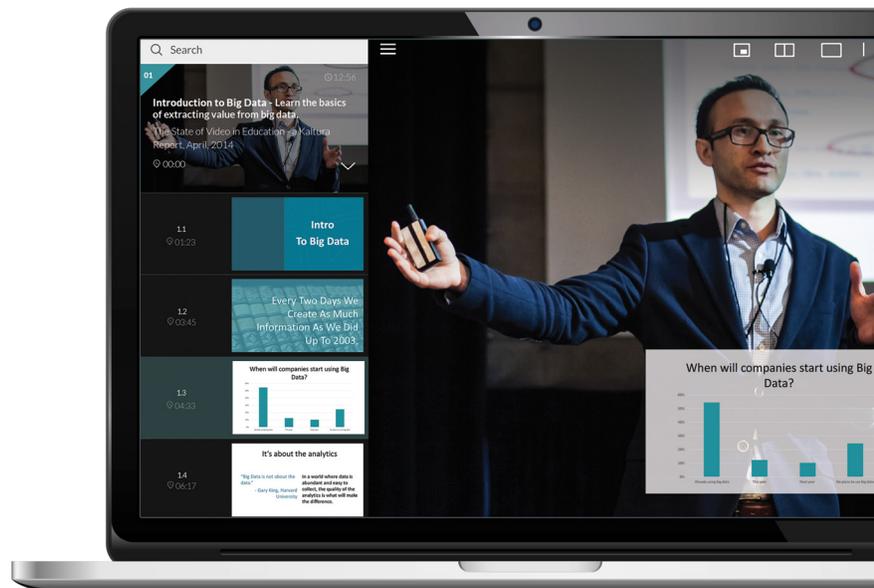
## MOBILE VIDEO

A native mobile app uses our pioneering HTML5 video player, and allows for choice between wifi/4G/LTE/etc., offline playback, mobile notifications, and more.

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## SEAMLESS DELIVERY SOLUTION

Whether behind a firewall with Kaltura’s eCDN or to external audiences, stream live and on-demand video securely and reliably, without impacting your corporate network.



## KEY FEATURES

### THE MOST POWERFUL VIDEO PLAYER ON THE MARKET

Responsive design, customizable branding, and adaptive bitrate HTML5 delivery for optimal experience across any device or screen

### CONTENT CREATION TOOLS

Upload, import and record in a variety of ingestion methods, and then leverage our built in editing and annotation tools

### VOD OR LIVE

Provides the optimal video experience for video delivery on demand as well as reliable, high quality, low-latency broadcasting for live events

### BUILT IN ANALYTICS

Make educated decisions based on built-in granular reports

### SOCIAL TOOLS

Comments, likes, and instant social sharing and embedding directly from the player

### DISCOVERABILITY

Searchable video, recommended content, and automated transcription and SEO for easy accessibility and navigation

### SECURITY

Fine-grain access control and content segregation

### ENGAGEMENT AND INTERACTIVITY

Chaptering, choice between multiple feeds, in-video quizzes, and more

### MULTIPLE HOSTING AND DEPLOYMENT OPTIONS

Cloud-based, on-prem, or hybrid solutions

The image shows a video player interface with several callouts pointing to specific features:

- Leads with HTML5**: Points to the HTML5 logo in the top left corner.
- Concise Embed Code**: Points to a small circular icon in the top left corner.
- Social Tools**: Points to a row of social media sharing icons (Facebook, Twitter, Pinterest, and a custom logo) in the top right corner.
- Easy Player Customization**: Points to the text "your LOGO" in the bottom right corner of the video frame.
- Live Stream Support**: Points to a row of control icons (play, volume, progress, Wi-Fi, and a star icon) in the bottom right corner of the player.

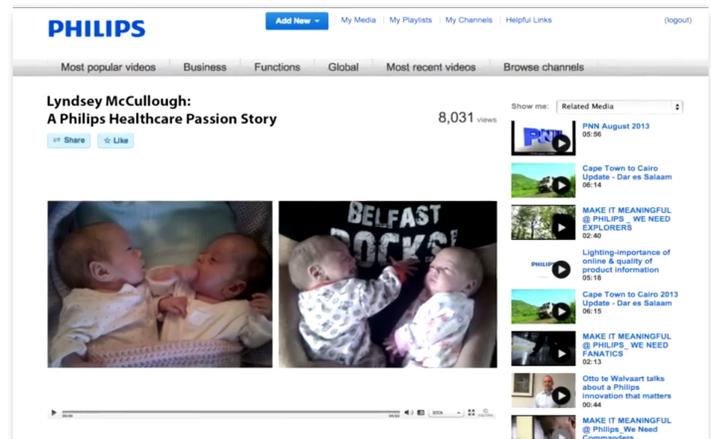
The video player itself shows a play button in the center, a progress bar at the bottom, and a video of a man in a suit speaking into a microphone.

## CASE STUDIES

### EMPLOYEE COMMUNICATION: PHILIPS

A diversified technology company based in the Netherlands, Philips needed a way to increase internal communications between and within their departments.

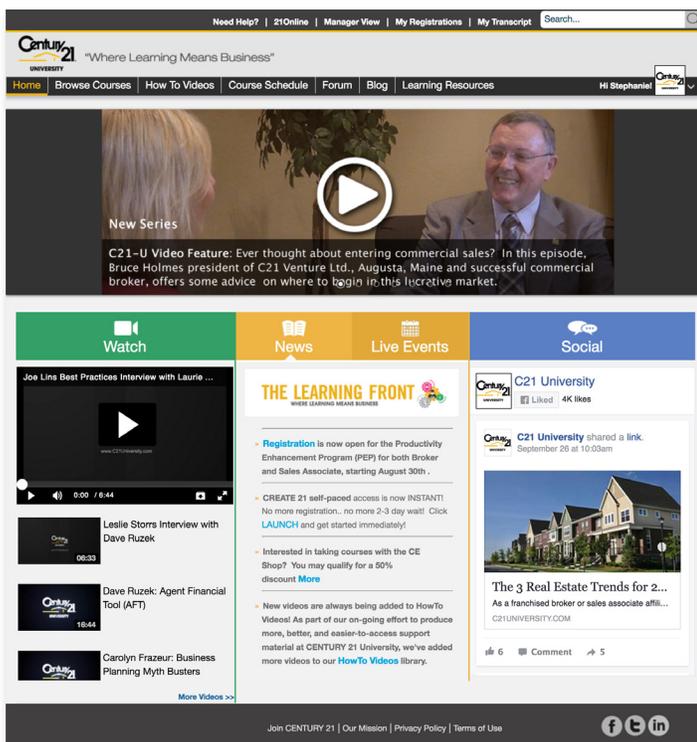
- Deployed BlueTube, an internal video portal
- Integrated video into existing SharePoint environment
- Ran “Brand Jam” – encouraged employees to share their own Philips stories via video
- Increased employee communication, loyalty, and satisfaction



### ONLINE TRAINING: CENTURY 21 REAL ESTATE, LLC

With over 80,000 independent sales agents worldwide, speaking 18 languages, CENTURY 21 Real Estate, LLC needed a way to help educate their global sales force at scale.

- Built a custom social learning portal incorporating ‘micro learning burst’ streaming video
- Leveraged a custom video player maintaining CENTURY 21 branding
- Incorporated User Generated Content and commenting features enabling sales agents to share best practices and reinforcing a culture of learning
- Responsive portal is accessible to agents on mobile, laptop or desktop, 24/7



## CUSTOMER COMMUNICATIONS:

### NNIT

NNIT provides IT solutions. One of their clients, an international pharmaceutical company, was required by government regulations to provide patients with an additional source of explanation on how to inject their insulin.

- Decided to use video in order to provide the most descriptive and visual instruction for such critical information
- Needed to deliver the video in an extremely reliable and secured manner that could meet stringent compliance regulations
- Patients are now able to access short, easy-to-understand videos on any device, without compromising their privacy



## ABOUT US

With the mission to power any video experience, Kaltura has emerged as the fastest growing video platform. Kaltura is deployed globally in thousands of enterprises, media companies, service providers, and educational institutions and engages hundreds of millions of viewers at work, at home, and at school.

For more information visit: <https://corp.kaltura.com/Enterprise-Solutions/enterprise>

**Get in touch:** Contact us at <https://corp.kaltura.com/company/contact-us>



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