

## Solution Provider Profile

### uStudio

December 2015

### Company Background

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Company At-a-Glance	
Headquarters	Austin, TX
Year Founded	2011
Employees	25
Customers	60
Market Focus	Video
Key Industry Verticals	Marketing, Training, Service/Support, Sales,
Top Key Clients	Notable customers include Ace Hardware, Alcon Novartis, the Consumer Electronics Association, EMC, HP, Keller Williams, Panasonic, Universal Music Group, the University of Arkansas and Vail Resorts.
Web site	<a href="http://www.ustudio.com">www.ustudio.com</a>

Based in Austin, Texas, uStudio Inc. provides a video management platform used by businesses that invest in video as part of their marketing, training, sales or services



practices. uStudio believes that video is a highly strategic communications asset, and that organizations have only just begun to leverage video in a meaningful way.

The company's vision is to enable video ubiquity. That is, video as an embedded corporate asset whose value accelerates with use across individuals, teams, and organizations. Think: Metcalfe's Law.

It does this by automating the video management lifecycle (ingest, organize, process, distribute, measure, analyze) so teams can focus on what they do best. Ultimately, that means helping companies:

- Increase sales and marketing velocity (engage and sell more, faster)
- Transform employee and partner productivity (reduce time to peak performance)
- Redefine customer service and satisfaction (accelerate time-to-value and -resolution)

## Product Overview

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Positioning Context:

**Video 1.0** – low impact, passive broadcasts (one-way)

- Player-dependent, bolted on point products, one-size fits all; you get what you get.

**Video 2.0** – high impact, interactive experiences (two-way)

- Player-agnostic, integrated business solutions, custom-sized to fit; you get what you need/want.

uStudio offers a cloud-based video platform that enables businesses to deploy and manage video (live and on-demand) with extreme ease, impact and efficiency, replacing low impact video broadcasts with high impact interactive experiences across their sales, marketing, training and service/support initiatives.

The uStudio platform provides a set of applications designed for easy extensibility and scalability.



1. **Video Asset Hub:** This is the starting point for your video library organization and project management. uStudio offers a cloud-based (public, private or hybrid), visual environment for ingesting, organizing and managing internal and external video, assets, and a growing set of metadata. Videos are simple to move around, preview, share, edit and download from a highly intuitive web-based interface.
2. **Video Destinations:** uStudio provides an application that can configure any library of videos to be managed on any end video destination (3rd party applications, sites, platforms, OTT, mobile, etc.). Whether that is an organization's owned and operated destination or a third-party destination, uStudio's platform automates and optimizes all of the services to process, package, and deliver videos in a way that achieves the business' strategic goals while handling the low-level encoding, metadata, streaming, hosting and delivery specs required by each unique destination.
3. **Interactive Live and VOD Video Players:** uStudio has built a modern, HTML5 player framework that allows companies to build their own set of fully interactive and customizable players using only CSS, Javascript and HTML and have those players automatically integrate with any Hub, application, or platform, providing customers with a comprehensive set of player tools and technologies to accelerate the creation or customization of their own family of players and unique viewing experiences.
4. **Video Sites:** uStudio allows organizations to instantly create private or public websites that offer a gallery of videos or a single video. The Video Site framework is flexible enough to also enable the display and tracking of important information such as surveys, quizzes, comments and ratings.
5. **Video Statistics:** uStudio aggregates and displays key video performance and audience metrics from all of the destinations where your video resides. As a result, organizations are able to gain deeper understanding of how particular video assets are being consumed, as well as the ability to measure the value of their multiple video destinations.



### Highlights and Unique Features

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uStudio is not just another video player. It's a highly configurable platform designed to deliver any video to any device or destination, regardless of viewing environment, network configuration or storage system.

Unlike other solutions, uStudio has mastered the art of video processing and transcoding, so sales/marketing/training (etc.) organizations don't have to. Just drag and drop any video and uStudio's intelligent infrastructure auto-magically does the rest.

uStudio also uniquely integrates with existing lines of business/systems of record (CRM, LMS, CMS, etc.) increasing productivity across teams, departments and organizations.

Finally, uStudio adapts with infrastructure changes, delivering the maximum business agility with the minimum amount of effort.

### Cost of Ownership Models

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The uStudio platform and applications are priced by license based on number of users and videos.

There are six factors that determine the price of the license:

- Number of users on the uStudio platform: minimum 5 – 10,000+
- Number of videos managed by uStudio platform: 100 – 10,000+

In addition, all accounts come with support which includes 24x7 self-service/knowledgebase, email/phone, and premium engineering support. Professional Services for custom configurations and/or integrations are available at both an hourly rate or a project fee.

### Future Directions

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uStudio's product investment strategy over the next three years will focus on the following:

- Platform-first: It will continue its API-first development, exposing more and more APIs for video capabilities to fulfill the promise of application integration, customer, developer and partner success.



- **Interactivity & Live:** Interactive and live video experiences, powered by continued investment in HTML5 framework modules that can power the uStudio player or any third-party player – Live or VOD.
- **“Big Video” Analytics:** Helping organizations apply predictive video algorithms based on extracting value from raw encoded content information in video files, usage information across a wide range of audiences and devices, consumption and interaction data around users and use cases, etc.

uStudio’s customer strategy over the next few years will continue to emphasize quality revenue and relationships that continue to push the company at the leading edge of enterprise use and applications of video.

The provider’s partner strategy will largely focus on cloud service providers who are continually moving up the value stack to offer more application logic as well as ISVs where video is core to their value proposition and long-term sustainability.

### **Analyst Insights**

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95% of companies are using video in some form or fashion to support training, according to the 2015 Brandon Hall Group Video Learning Study. But just how are they using it and why? This briefing with the leadership of uStudio offered some great insights into how companies are using video not just as one-way communications, but as the centerpiece for social interactions and data analysis.

CEO Jen Grogono told me that the company takes a platform-first approach. It’s not just a simple video player. Targeting the medium-to-large enterprise range of companies, uStudio helps companies use video content to create engaging moments for employees. Instead of the standard play/pause button being the extent of the interactivity, the company’s video wrapper allows users to annotate, comment, embed files, and offer polls—all without driving someone away from the video content.

The provider can even take live streaming content and embed it into a website using HTML, making live training accessible anywhere people have an Internet connection.

Worried about tracking? The system can tie in with the LMS to feed data points back into the system, keeping track of a variety of video analytics. Users can also plug in Google Analytics tracking, for example, if that is the client’s preferred analytics package. uStudio works to ensure companies don’t have to move to a proprietary platform entirely in order



to get the most out of the system. In addition, uploading, streaming, etc. can all be done within the native environment, even if the platform is integrated with an LMS or other system.

The company has a distinct set of goals within the video technology stack: configurable infrastructure, APIs, and applications. They also have specific solutions that are cutting edge: uStudio is focusing on offering video via TV-top access, and one customer in Texas even streams content to Roku via uStudio.

I was very impressed with the work that uStudio is doing in the video space, and I'm excited to see what is next as we push the boundaries of video learning. As we have demonstrated here, it's not just about video completions or passively consuming content. This is an interactive experience that can power a range of helpful learning data.

***-Ben Eubanks, Learning Analyst, Brandon Hall Group***



### About Brandon Hall Group

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Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition and HR/Workforce Management.

With more than 10,000 clients globally and 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

At the core of our offerings is a Membership Program that combines research, benchmarking and unlimited access to data and analysts. The Membership Program offers insights and best practices to enable executives and practitioners to make the right decisions about people, processes, and systems, coalesced with analyst advisory services which aim to put the research into action in a way that is practical and efficient.

### The Value of Membership

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- **Cutting-Edge Information** – Our rigorous approach for conducting research is constantly evolving and up-to-date, providing your organization with current and future trends, as well as practical insights.
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- **Unlimited Access** – Every member of your team has the ability to utilize research, best practices, and advisory services when they need it most.

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