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## Hot Vendors in Enterprise Video, 2016

**Summary:** *Video is becoming a dominant form of Content and Collaboration. Our 2016 Hot Vendors in Enterprise Video are helping enterprises to gain a competitive advantage.*

### Introduction

Video is becoming a consistent part of the workplace because it accelerates the rate at which information is acquired - by enabling easier and faster access to content and by facilitating better collaboration. As meetings and video content become more vital for just-in-time recall, the need for a full video platform in the enterprise becomes imperative. This research note discusses the shift to Enterprise Video and identifies four hot vendors to watch.

### The Workplace Turns Interactive

Video is on the path to becoming an integral component of the workplace as enterprises find themselves in a much broader and more diverse ecosystem of organizations that are enmeshed in a dense web of interactions. It allows users to get the information they need nearly instantaneously. The challenge in the enterprise, however, is that video execution has not been easy - in part because of technical limitations of networks, end points, and video providers.

The need to manage all forms of video, from capture to editing, to storage, playback, and live broadcast, is what Enterprise Video is all about. Two years ago, the market was more limited in its ability to deliver the YouTube for the enterprise. In 2016, an enterprise can acquire all of the video capabilities it needs from one provider.

### Video Capture and Editing

Video creation is part of the innovation that is occurring overall in Enterprise Video. Given the growth of camera-equipped smartphones, there are many people who are now becoming experts at creating a basic video, thanks to easy-to-use editing

**Topic:** Enterprise Video

**Issue:** Who are the Enterprise Video providers and how will they evolve?

Aragon Research

2016 HOT VENDOR

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tools that now work on iPhones, Android Phones, and Tablets. This is important because business users can now create videos that look professional. This has become a trend in areas such as Sales, where many vendors have emerged with offerings that make it easy to create business videos to share with clients and prospects.

**Prediction:** By YE 2018, creating and editing a video will be as easy as editing a text document.

Editing videos is about to get even easier as tools become smarter and more intuitive. We are already seeing the use of templates coming online. The ability to edit videos into shorter digestible clips has been popularized by Vine and other applications.

### **Live Video and Video Content**

While Live Video Communications is important, and in some cases is the product, the need for recall – to playback a video meeting, a sporting event, or a corporate event - is becoming more valuable, particularly as search and tagging grow more sophisticated. Video platforms that enable live video and serve it back to users via a Video Cloud Platform are the way forward.

### **Enterprise Video is Here**

Enterprise Video is the evolution of Video Content Management with the addition of live broadcast. The ability to do all of this seamlessly will be attractive to enterprise buyers.

The timing is fitting as well, since workplace expectations are high for seamless, high-quality, real-time video for internal and external use cases. The BYOD and consumerization phenomena have made video accessible to anyone, anywhere, anytime; people want the same access in their professional lives as they have in their consumer lives to get their work done.

### **2016 Hot Vendors for Enterprise Video**

This research note is not intended to be a complete list of vendors in Enterprise Video. Rather, it highlights vendors with interesting and cutting-edge products, services, or technologies.

For 2016, we highlight four Hot Vendors in Enterprise Video:

- ***Haivision***
- ***Sonic Foundry***
- ***uStudio***
- ***Vidyard***

## Haivision

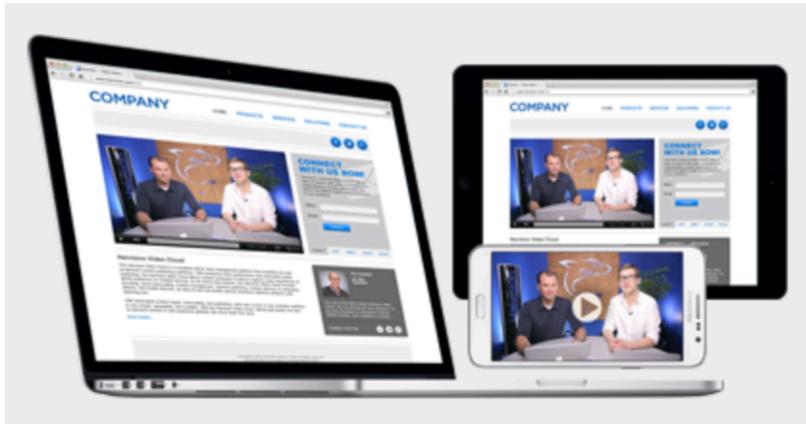


Figure 1: Haivision Video Cloud makes video easy to consume on any device.

Haivision, based in Montreal and Chicago, is all about making video easy to deliver to any device in just about any network environment (see Note 1). With a robust set of offerings that are gaining traction in the market, Haivision has become a Video provider to watch (see Figure 1).

What makes Haivision hot is its full suite of offerings, which include live event streaming for internal events like all company meetings and external events like webinars, VOD sharing and management, capture, live IPTV Delivery, and multiple options to deploy solutions on-premise or in the cloud. The ability to send end-to-end encrypted, high quality video to employees across distributed offices and on any device makes Haivision ideal for any enterprise that is concerned about secure communications.

### Who Should Evaluate Haivision?

Enterprises seeking a video platform that is capable of and ideal for delivering live and on-demand video to internal company employees and larger, external Internet audiences should evaluate Haivision. Additionally, the ability to securely stream and deliver high quality video content seamlessly makes Haivision ideal for large global organizations.

### Note 1: Haivision at a Glance

Haivision offers a full video platform for delivering secure live and on-demand enterprise video to internal and external audiences on any device. Haivision excels at video delivery over any network.

**Location:** Montreal, Canada and Chicago, Illinois

**CEO:** Miroslav (Mirko) Wicha

**Key Offerings:** Haivision Enterprise Video Platform, Calypso

Haivision Video Cloud

**Availability:** Available online

**Website:** [www.haivision.com](http://www.haivision.com)

## Sonic Foundry

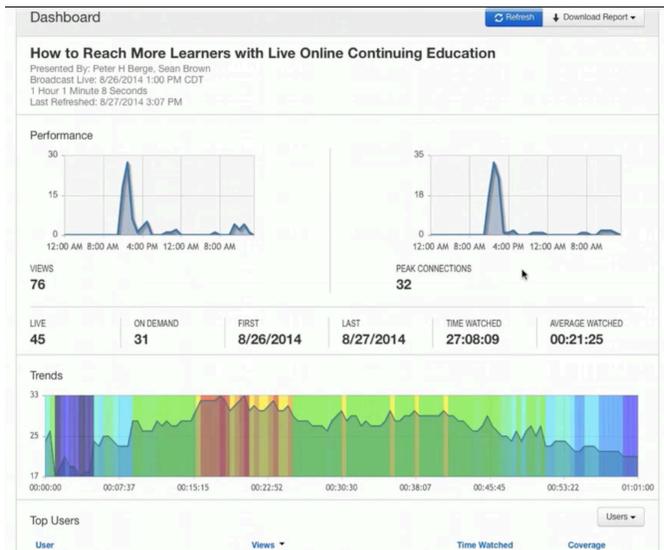


Figure 2: Sonic Foundry's Mediasite provides advanced analytics to understand who is watching what.

Sonic Foundry, based in Madison, Wisconsin, offers an intuitive Mediasite Video Platform that features video capture as a key capability. With a full and intuitive platform, Sonic Foundry has built a global customer base that includes both higher education and corporate clients.

What makes Sonic Foundry hot is the power of Mediasite's capture, editing, and delivery capabilities (see Figure 2). When combined with their professional services offering, Sonic Foundry offers the ability to capture live events at scale and then share them via their Mediasite Video Cloud. Additionally, they have been gaining traction with their new Mediasite Join Video Conference Capture solution. Join integrates with all leading video conferencing providers and automatically records video conferences, transforming them into valuable, searchable video on-demand.

### Who Should Evaluate Sonic Foundry?

Enterprises looking for an easy-to-use video platform that handles the complete life cycle of video should evaluate Sonic Foundry. As learning and visual knowledge become more critical, the need to record meetings, events, and classes will grow. This makes Sonic Foundry a key platform to consider.

### Note 2: Sonic Foundry at a Glance

Sonic Foundry offers a Video Platform that enables video capture, playback, and management of videos both online and offline.

**Location:** Headquarters in Madison, Wisconsin

**CEO:** Gary Weis

**Key Offering:** Mediasite Video Platform

**Availability:** Available online

**Website:** [www.sonicfoundry.com](http://www.sonicfoundry.com)

## uStudio

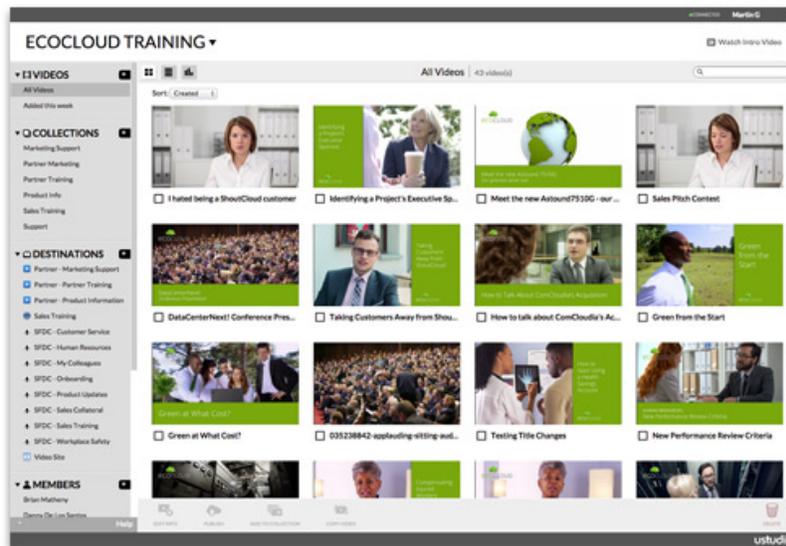


Figure 3: uStudio Video Management Interface example.

### Note 3: uStudio at a Glance

uStudio is a cloud-based video management and distribution platform that allows enterprises to manage their video content at scale.

**Location:** Headquarters in Austin, Texas

**CEO:** Jen Grogono

**Key Offering:** uStudio

**Availability:** Available online

**Website:** <https://ustudio.com/>

uStudio is an Enterprise Video offering that meets the needs of small and large enterprises (see Note 3). uStudio has a true video platform approach and a player framework that allow enterprises to share videos anywhere. This makes it particularly attractive for very large-scale needs and in areas like marketing, where user data is vital.

What makes uStudio hot is its ability to manage videos across multiple platforms and to allow enterprises to publish interactive experiences anywhere – inside of applications, mobile, and websites, etc. – while capturing advanced analytics on usage (see Figure 3). These capabilities allow video campaigns to be managed and tracked more effectively, making uStudio an ideal solution for marketing, support, and learning.

### Who Should Evaluate uStudio?

Enterprises looking for a scalable Video Platform for multiple use cases should evaluate uStudio. This includes the ability to manage private and public video experiences - across any application environment, multiple websites, video portals, and third-party social platforms – all with interactive experiences and what Aragon has termed ‘big video’ analytics.

**Vidyard**

Figure 4: Vidyard offers the ability to personalize videos with unique content specific to each individual viewer.

Vidyard has been in the video market for a number of years and has been focused on marketing and sales buyers, as video for marketing and customer engagement is one of the fastest growing use cases. Vidyard offers a complete Video Platform that offers content, portal, and live video options (see Note 4).

Vidyard is hot because of its ability to customize videos in a similar way to how emails are customized for mass marketing (see Figure 4). While this is a new capability, we expect it to become more sophisticated over time.

**Who Should Evaluate Vidyard?**

Enterprises looking for a video platform that is highly tuned for Sales and Marketing should evaluate Vidyard. Vidyard has been innovating in Video and others should be expected to follow suit.

**Note 4: Vidyard at a Glance**

Vidyard is an Enterprise Video Platform that focuses on video analytics and video for marketing and sales enablement

**Location:** Kitchener, Ontario

**CEO:** Michael Litt

**Key Offering:** Vidyard

**Availability:** Online

**Website:** [www.vidyard.com](http://www.vidyard.com)

### **Aragon Advisory**

- Enterprises need to plan for and implement an Enterprise Video Platform.
- Make video an integral part of your overall collaboration strategy.
- When evaluating providers, look for roadmaps and the ability to support multiple forms of video delivery, including live and offline.

### **Bottom Line**

Video is at a crossroads: user demand for video is outstripping the ability of the enterprise to deliver on the promise of a YouTube for the enterprise. Enterprises need to evaluate Enterprise Video Providers and realize that the ability to deliver video to employees and customers is strategic.