

Operationalize Your Organization's Intelligence With Video

**VBRICK'S ENTERPRISE VIDEO PLATFORM (EVP)
HELPS YOU USE ENTERPRISE KNOWLEDGE AS
A STRATEGIC ASSET**



The most valuable knowledge in your organization lives in people's heads, not in your knowledge base. When a senior engineer explains a workaround on a call, a sales leader walks a new rep through a complex deal, or a support specialist handles an edge case with practiced ease – that expertise disappears the moment the conversation ends.

Adding to the challenge: the content you do have is scattered, untagged, outdated, and hard to find. Employees search, come up empty, and either give up or create a ticket, adding noise to queues that your team then has to manage.

VIDEO: THE MISSING DATA LAYER IN YOUR KNOWLEDGE STRATEGY

Text-based documentation is essential, but it has a fundamental limitation: it can't capture how experts actually think. Video changes this. A five-minute walkthrough from a senior architect captures nuance, reasoning, and context that a 20-page document never could. Plus, video is a format that is much easier to consume, allowing people to see what they need to know.

Capture Tacit Knowledge

Turn expert conversations, demos, and walkthroughs into searchable, reusable knowledge assets before expertise walks out the door.

Enrich Knowledge Articles

Embed contextual video directly inside knowledge bases like Confluence, ServiceNow, or Guru – right where employees need it.

Drive Self-Service

Employees who find answers in videos deflect support tickets, reduce SME interruptions, and save time by solving problems independently.

Feed AI Ecosystems

Utilize the unstructured data contained in videos to power any AI ecosystem, accelerating work and decision-making.

THE POWER OF AN ENTERPRISE VIDEO PLATFORM

Vbrick EVP centrally stores and manages any videos so they become a first-class knowledge asset – searchable, embeddable, and AI-enriched – with data that can be used to fuel AI ecosystems and agentic AI.



Capability	Benefit
Roles & Permissions	Define who can upload, edit, approve, and publish video content across departments, teams, and geographies. Ensure only trusted, vetted content reaches your knowledge base while giving contributors a clear, governed path to contribute.
Content Governance & Lifecycle	Assign ownership, set review schedules, and automatically flag content for refresh or retirement. Combat content decay and maintain a knowledge base your employees can trust – and that leadership can stand behind.
AI-Generated Metadata	Vbrick's AI automatically generates titles, descriptions, chapters, transcripts, and keyword tags from video content. Content becomes instantly searchable without requiring contributors to manually tag anything, dramatically lowering the barrier to contribution.
Enterprise Search Integration	Video transcripts and AI-enriched metadata surface inside enterprise search tools, so a query in SharePoint, ServiceNow, or your intranet returns relevant video results alongside text articles, not just links to a separate video portal.
Embeddable Video Player	Drop contextually relevant video directly into any knowledge article, FAQ, or support doc via a simple embed. Employees stay in their workflow – whether that's ServiceNow, Salesforce, Slack, or Cornerstone – and get richer, more complete answers.
MCP Server for AI Systems	Vbrick's Model Context Protocol (MCP) server exposes your video knowledge library to enterprise AI assistants and LLM-powered tools. Your AI systems can retrieve, surface, and reason over video-derived knowledge – making Vbrick a foundational layer in your AI knowledge ecosystem.
Analytics & Reporting	Track views, video engagement, and content health scores to correlate with case deflection metrics. Get the data you need to demonstrate ROI to leadership and identify the knowledge gaps that matter most.

MAKE VIDEO A CORE COMPONENT OF YOUR KNOWLEDGE STRATEGY

Talk to our team or request a demo today.
Visit www.vbrick.com/demo or email: contactus@vbrick.com



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