vbrick

**2025**

**COMPANY OF THE YEAR**

*Driving impact across the customer value chain*

*RECOGNIZED FOR BEST PRACTICES IN THE GLOBAL ENTERPRISE VIDEO PLATFORMS INDUSTRY*

FROST & SULLIVAN

## Table of Contents

**FROST & SULLIVAN**

## Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Vbrick excels in many of the criteria in the enterprise video platforms space.



### The Transformation of the Enterprise Video Platforms Industry

Transformative megatrends, disruptive technologies, and innovative business models are reshaping the fast-growing enterprise video platforms (EVP) industry, creating challenges and opportunities for companies operating in this space. Remote work and e-learning have become the norm in the post-pandemic world, driving a surge in video adoption across various applications, including marketing, sales, onboarding, and internal communications. In this evolving landscape, EVP providers offer powerful tools and guide users to take full advantage of their video assets. Simultaneously, companies seek to partner with EVP vendors providing robust moderation, compliance, and security controls to safeguard the increasing volume of created and shared video content.

Disruptive technologies such as artificial intelligence (AI) and machine learning are key drivers of growth in the EVP market. These technologies enable the automation of tasks like captioning, transcription, and tagging while providing analytics to inform business decisions and optimize marketing strategies. Integration with marketing automation platforms and customer relationship management tools enhances their utility further. Moreover, immersive technologies like virtual reality, augmented reality, and mixed reality, offer promising avenues to enrich video experiences.

Innovative business models are emerging as video-centric channels drive demand for comprehensive enterprise video solutions. Organizations increasingly adopt video for diverse purposes, from enhancing marketing strategies and hosting virtual events to training employees and reducing carbon footprints.

Advancements in technologies such as fifth generation, cloud-based platforms, and smart devices have reduced the costs associated with video production and distribution significantly, making it more accessible globally. Furthermore, EVPs are playing a pivotal role in e-commerce by integrating video to showcase products, engage customers, and boost sales, while also enabling advertising monetization.

The EVP market is experiencing steady growth despite macroeconomic challenges such as inflation and geopolitical instability. Frost & Sullivan estimates that the broader online video platform (OVP) market, which includes EVPs, reached $1.51 billion in revenue in 2022 and is expected to grow at a compound annual growth rate (CAGR) of 12.3%, reaching $3.41 billion by 2029.[1] The EVP segment alone exceeded $675 million in revenue in 2022, with a year-over-year growth rate of 13%,[2] while the OVP market will experience a CAGR of 12.3% from 2022 to 2029, with revenues expected to rise from $1.51 billion in 2022 to $3.41 billion by the end of the forecast period.[3] Although economic turmoil is impacting budgets and investment decisions, EVP adoption continues to expand across businesses as technological advancements are making video solutions more cost-effective.

## Unlocking Enterprise Video Efficiency with Vbrick

Founded in the United States in 1998, Vbrick offers an end-to-end, cloud-native video platform designed to help businesses manage and distribute live and on-demand video content at scale. Its platform enables enterprises to reach thousands of users while ensuring the highest levels of security and compliance. Trusted by industry leaders such as Ford, Morgan Stanley, FedEx, and Cisco, the company stands out as a premier provider in the EVP market. The platform's integration with widely used enterprise tools like Webex, Microsoft Teams, Zoom, and ServiceNow allows customers to maximize their investment in existing technologies, fostering seamless workflows and boosting efficiency.

*"With its innovative features, strategic integrations, and commitment to accessibility, Vbrick continues to redefine the enterprise video platform market, empowering businesses to unlock the full potential of video communication and collaboration."*

*- Natalia Casanovas*
*Best Practices Research Analyst*

Vbrick makes significant investments in modernizing its platform with cutting-edge features that enhance inclusivity and accessibility. The platform supports live subtitles for webinars and automated transcription in 11 languages for recorded content and eight languages for live content. Additionally, it provides automated translation for over 48 languages and supports uploading subtitles in more than 60, making video content more accessible for global, multicultural teams. Leveraging AI, Vbrick enhances functionality with features like advanced search tools that allow users to locate videos and transcripts that mention specific individuals. The October 2023 release expanded the company's AI capabilities further, introducing auto-generated summaries and a chatbot feature to provide deeper insights into video content.

---

[1] *Frost Radar™: Enterprise Video Platforms*, Frost & Sullivan, September 2023.

[2] Ibid.

[3] Online Video Platform Growth Opportunities, Frost & Sullivan, June 2023.

Vbrick distinguishes itself in the EVP market with its built-in enterprise content delivery network (eCDN), which ensures a seamless video experience by eliminating bandwidth and latency issues. The company solidified its eCDN offerings by acquiring Ramp in December 2022, completing its technology portfolio of edge caching, peer-to-peer, multicast, and global CDN capabilities with a software development kit (SDK) to enable integrations. Vbrick's video platform as a service for developers is another growth driver; this service empowers technical teams to integrate video into workflows using application programming interfaces and SDKs while leveraging the platform's robust and adaptable video technology.

With its innovative features, strategic integrations, and commitment to accessibility, Vbrick continues to redefine the enterprise video platform market, empowering businesses to unlock the full potential of video communication and collaboration.

### Transforming Enterprise Video Experiences with Vbrick's Innovation

Vbrick stands out as a secure, scalable, AI-driven enterprise video platform that enhances customer and employee experiences while driving organizational success. The platform consolidates all enterprise video content—whether recorded meetings, marketing sessions, training modules, or live events—into a central federated repository. This centralized approach, combined with the company's advanced AI capabilities, enables businesses to unlock the full potential of their video content by integrating it seamlessly into existing business processes and applications.

Vbrick's AI-powered platform is designed to improve productivity and provide actionable insights by analyzing and organizing vast amounts of video data. With integrations into platforms like ServiceNow, Salesforce, and other third-party enterprise software, the company delivers video content directly within the tools employees and customers already use. These integrations make video content accessible wherever teams need it, from internal operations to external marketing and customer interactions.

The flexibility and robust security features of Vbrick's platform ensure that businesses can trust their video content is protected while utilizing it across various processes efficiently. The platform's ability to centralize all types of video content seamlessly and embed it into widely used business applications is essential in today's enterprise landscape, where video is a cornerstone of communication and collaboration.

Vbrick's ongoing innovation, such as generative AI capabilities and deep integration with enterprise tools like ServiceNow, cements its position as a leader in the EVP market. By leveraging AI to manage and utilize video content more effectively, the company provides businesses with cutting-edge tools to increase productivity across business workflows.

# FROST & SULLIVAN

## Leading the Way in Enterprise Video Transformation

Vbrick continues to innovate its AI-driven video platform, delivering enterprise-wide solutions that transform how organizations manage, analyze, and utilize video content. Among the newest capabilities are Smart Search, which searches on concepts, not just keywords; Video Assistant, allowing users to ask questions based on video transcripts; Content Intelligence, which flags sensitive information for review before publication; and Summarization, enabling quick video overviews. Users can apply these features, along with transcript translation, user tagging, and chaptering, individually or in bulk, streamlining video management for organizations with vast video libraries. For example, a major credit card processor recently leveraged the company's platform to transcribe 21,000 video files, enabling employees to access answers quickly and efficiently. Similarly, a German bank uses Vbrick's AI tools to automatically create titles, tags, and descriptions for incoming videos, saving significant time and resources. These tools make video content easier to manage and ensure its seamless integration into essential business workflows, such as information technology (IT), human resources, and customer support processes.

> *"Vbrick's ongoing innovation, such as generative AI capabilities and deep integration with enterprise tools like ServiceNow, cements its position as a leader in the EVP market. By leveraging AI to manage and utilize video content more effectively, the company provides businesses with cutting-edge tools to increase productivity across business workflows."*
>
> *- Lara Forlino*
> *ICT Industry Analyst*

Vbrick's AI capabilities also support growing sales and marketing needs by aligning video content with broader organizational goals. While marketing often leads with structured and widely accessible content, other areas like IT and customer support are tapping into the platform's robust features to manage complex, proprietary video assets effectively. Additionally, the company's platform supports dynamic playlists that update with new content automatically, enhancing usability for enterprises managing large-scale video libraries. These features make Vbrick a trusted choice for organizations prioritizing security and scalability.

By addressing use cases across departments and enabling centralized video repositories with advanced tools, Vbrick positions itself as a true end-to-end enterprise solution. Its ability to streamline video workflows, enhance security, and deliver insights across business functions makes it a highly strategic partner for organizations looking to maximize the potential of their video assets.

## Comprehensive Approach to Enterprise Video Security and Scalability

Vbrick stands out in the EVP space with a strong focus on security, advanced integration capabilities, and a commitment to delivering a seamless video experience. Security remains a core differentiator, particularly for organizations with sophisticated privacy and compliance needs, maintaining roles and permissions even when videos are embedded into external platforms. This robust system allows organizations to control access effectively, ensuring that users view only authorized content. Completeness is another key advantage of Vbrick. Unlike competitors that offer fragmented solutions, the company provides an integrated platform encompassing all the tools necessary for live streaming and on-

demand video use cases within a single technology stack. This unified approach reduces operating costs, improves performance, and simplifies management for enterprises.

A major highlight of Vbrick is its adaptability and ease of use. The platform's robust integration ecosystem allows embedding video content directly into leading business applications like ServiceNow's Employee Center Pro. This integration ensures videos are accessible within the tools employees already rely on, streamlining workflows and increasing engagement. The company's design philosophy focuses on delivering simplicity for end-users (where they can simply press play) while providing advanced controls for network teams and administrators. The balance between user-friendliness and comprehensive functionality ensures the platform meets the needs of its various stakeholders.

Looking ahead, Vbrick continues to invest in innovation, with a strategic emphasis on AI-driven features and user experience enhancements. The company is exploring solutions for content authenticity to address challenges like deepfake content and ensuring trust in enterprise video. With a steadfast focus on enterprise needs, including compliance, governance, and scalability, Vbrick solidifies its position as a leading video platform, offering unparalleled value and reliability. The company's customer base includes organizations at various stages of video adoption, ranging from businesses just beginning to integrate video to advanced users deploying video at scale across global operations. Vbrick's commitment to customer success is reflected in its iterative product development process, which incorporates customer feedback to refine capabilities and introduce new features. By building partnerships and maintaining a robust roadmap, the company empowers customers to innovate and maximize their video strategies, continually exploring new ways to expand and enhance video utilization.

Financially, Vbrick demonstrates a significant ability to drive growth, with annual recurring revenue (ARR) increasing by 19% in 2023 and net new ARR sales surging by 80%.[4] The company has achieved a break-even EBITDA (earnings before interest, taxes, depreciation, and amortization) position and boasts impressive gross and net retention rates, highlighting its strong value proposition among enterprise clients. Despite global economic challenges, Vbrick sustains a robust growth performance, thanks to its targeted focus on serving the needs of large enterprises and a commitment to operational efficiency. With plans for further growth in 2025, including geographic expansion and strategic partnerships, the company remains well-positioned to continue scaling its enterprise-grade video solutions globally.

With a strong financial trajectory and continued innovation, the company is poised to lead the EVP market, delivering unmatched value and support to its growing global customer base. Frost & Sullivan praises Vbrick for its comprehensive approach to enterprise video solutions, combining robust security, seamless integrations, and advanced enterprise delivery capabilities to meet the evolving needs of global organizations.

---

[4] https://www.businesswire.com/news/home/20240313674772/en/Vbrick-Achieves-Strong-Financial-Momentum-Propelling-Growth-and-Success-in-2023, accessed December 2024

## Conclusion

The enterprise video platforms (EVP) industry is experiencing a dynamic evolution, driven by technological advancements and shifting business needs. Vbrick stands at the forefront of this transformation, leveraging modern technologies and a powerful integration ecosystem to offer a safe, scalable, and innovative video platform capable of addressing the various demands of modern enterprises. With its artificial intelligence-powered features, seamless integrations, and a focus on accessibility and security, the company empowers organizations to optimize their video content, enhance employee and end-user engagement, and maximize efficiency. As the market continues to grow, Vbrick's commitment to innovation and customer success positions it as a leader in the EVP space, ensuring it remains a trusted partner for businesses navigating the future of video usage across the enterprise space.

With its strong overall performance, Vbrick earns Frost & Sullivan's 2025 Global Company of the Year Recognition in the EVP industry.

# What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

## Best Practices Recognition Analysis

For the Company of the Year Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

### Visionary Innovation & Performance

**Addressing Unmet Needs**: Customers' unmet or under-served needs are unearthed and addressed to create growth opportunities across the entire value chain

**Visionary Scenarios Through Megatrends**: Long-range scenarios are incorporated into the innovation strategy by leveraging mega trends and cutting-edge technologies, thereby accelerating the transformational growth journey

**Leadership Focus**: The company focuses on building a leadership position in core markets to create stiff barriers to entry for new competitors and enhance its future growth potential

**Best Practices Implementation**: Best-in-class implementation is characterized by processes, tools, or activities that generate consistent, repeatable, and scalable success

**Financial Performance**: Strong overall business performance is achieved by striking the optimal balance between investing in revenue growth and maximizing operating margin

### Customer Impact

**Price/Performance Value**: Products or services offer the best ROI and superior value compared to similar market offerings

**Customer Purchase Experience**: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

**Customer Ownership Excellence**: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

**Customer Service Experience**: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

**Brand Equity**: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

# Best Practices Recognition Analytics Methodology

## Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

**VALUE IMPACT**

| STEP | | WHAT | WHY |
|---|---|---|---|
| 1 | Opportunity Universe | Identify Sectors with the Greatest Impact on the Global Economy | Value to Economic Development |
| 2 | Transformational Model | Analyze Strategic Imperatives That Drive Transformation | Understand and Create a Winning Strategy |
| 3 | Ecosystem | Map Critical Value Chains | Comprehensive Community that Shapes the Sector |
| 4 | Growth Generator | Data Foundation That Provides Decision Support System | Spark Opportunities and Accelerate Decision-making |
| 5 | Growth Opportunities | Identify Opportunities Generated by Companies | Drive the Transformation of the Industry |
| 6 | Frost Radar | Benchmark Companies on Future Growth Potential | Identify Most Powerful Companies to Action |
| 7 | Best Practices | Identify Companies Achieving Best Practices in All Critical Perspectives | Inspire the World |
| 8 | Companies to Action | Tell Your Story to the World (BICEP*) | Ecosystem Community Supporting Future Success |

*Board of Directors, Investors, Customers, Employees, Partners

## Benefits & Impact

Receiving a Best Practices Recognition allows recipients to take a step back and reflect on their achievements and celebrate them. Many might be at the very beginning of that journey, and for some, this comes as validation of years of hard work. We take pride in helping these trailblazers promote their recognition and showcase how Best Practices Recognition recipients are changing the world.

This recognition results from many individuals making daily critical decisions to support your organization and contribute to its future. Frost & Sullivan enthusiastically acknowledges and celebrates their contributions.

### Flexing Your BICEP for Growth

Are your stakeholders fully engaged and inspired?

**B** **Board of Directors** - Setting Agenda for Transformation Growth Strategy

**I** **Investors** - Increasing Buy-side Demand from an Industry Analyst Perspective

**C** **Customers** - Spark Confidence, Loyalty, and Engagement

**E** **Employees** - Inspire Team to Drive Competitive Strategy and Customer Value

**P** **Partners** - Building a Powerful Growth Ecosystem of Best-in-Class Partners

![Frost & Sullivan logo] FROST & SULLIVAN

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

### The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

Learn more.

*Key Impacts*:

- **Growth Pipeline:** *Continuous Flow of Growth Opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*



### The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

*Analytical Perspectives*:

- Megatrend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)