



# The Ultimate Enterprise Video Platform Buyer's Guide



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# INTRODUCTION: ENTERPRISE VIDEO USE IS EXPLODING – AND IT'S HERE TO STAY

Global use of digital services such as video conferencing has **grown tenfold** since 2020<sup>1</sup>

Enterprise video market to reach **\$48.37 billion** by 2026  
at a **20% CAGR** between 2021–2026<sup>2</sup>

Enterprise video has emerged as a very **critical element of a company's content marketing strategy**, for both internal and external operations<sup>3</sup>

**2022**  
the year video become a major component of remote work and customer engagement<sup>4</sup>

Live and asynchronous video use in the enterprise has exploded, transforming the way people engage, learn, innovate, and build powerful brands. The shift to hybrid work models only further accelerated a massive, global trend that was already in motion, firmly cementing video as a foundational pillar of modern enterprise communications.

Taking their cue from leading brands at the forefront of the enterprise video revolution, organizations across industries and geographies are turning to comprehensive enterprise video platforms (EVPs) to unlock the true power of video.

Relatively new to the scene, EVPs promise to unify video capabilities, delivering a single, end-to-end way to manage video content and deliver video experiences across large, global networks – no matter where viewers are located or what devices they use.

Yet not all EVPs are created equal. Platform functionality and overall quality varies significantly from provider to provider today. While the total addressable market for EVPs is vast and continuously growing, it is still largely uncharted. Facing heightened enterprise requirements, existing video content industry players continue to struggle to overcome pervasive operational, performance, security, and integration challenges and successfully adapt their services.

So how do you make the best choice for your enterprise? This guide highlights key requirements to help you select the right EVP partner for your unique – and ever-expanding – enterprise video needs. Use the questions throughout the guide when evaluating providers, so you can build a winning, comprehensive enterprise video communications strategy for today – and tomorrow.

<sup>1</sup>Source: [World Economic Forum](#)

<sup>2</sup>Source: [Mordor Intelligence](#)

<sup>3</sup>Source: [Mordor Intelligence](#)

<sup>4</sup>Source: [Aragon Research](#)

# WHAT AN ENTERPRISE VIDEO PLATFORM IS – AND IS NOT

Before delving into key purchasing considerations, it's important to clearly define what an enterprise video platform is...and is not.

EVPs are often confused with video streaming services – such as Netflix and YouTube that have transformed consumers' online entertainment experiences – as well as video conferencing solutions – such as Zoom, Webex, and Microsoft

Teams, that became central to maintaining business operations in the wake of COVID-19. Yet EVPs are neither of these things.

Following is a comparison of the most comprehensive EVP on the market alongside a typical video conferencing solution and video streaming service.

	Best-in-Class Enterprise Video Platform	Video Conferencing Solution	Consumer Video Streaming Service
<b>End-to-End Functionality</b>	✓	×	×
<b>Enterprise Distribution</b>	Leverages an enterprise content delivery network (eCDN) to broadcast live and on-demand video to tens of thousands of people simultaneously – without crashing private networks  Ensures that every member of the organization can access video content when they need it, where they need it	×	×
<b>Enterprise Video Collaboration</b>	Integrates with – or embeds video experiences into – popular video collaboration tools and third-party applications to enhance their value	Enables one or several individuals to communicate and collaborate virtually	×
<b>Enterprise Content Management</b>	Provides robust content management capabilities that enable easy enrichment, storage, and sharing	×	×
<b>Enterprise Security and Governance</b>	Delivers end-to-end security controls to meet the most stringent requirements for confidentiality, data protection, and availability	Offers baseline security features	×
<b>Enterprise Analytics</b>	Offers comprehensive analytics at the user level and real-time performance monitoring	Analytics capabilities vary by provider	×
<b>Enterprise Integrations</b>	Vendor agnostic and extensible across a wide variety of providers	Integration capabilities vary by provider	×

# CONSIDERATION 1: END-TO-END FUNCTIONALITY

Your enterprise video requirements are growing rapidly to enable business-critical communications across your ecosystem of employees, partners, and customers.

Instead of investing in multiple tools to address various use cases, you need an end-to-end solution that's comprehensive yet flexible enough to evolve with your business.

Best-in-class enterprise video platforms provide a broad range of capabilities to enable live video and on-demand streaming, content enrichment, distribution, and governance in one centralized, intuitive solution. And as organizations increasingly turn to SaaS to reduce costs and operational complexity while accelerating time to value, cloud-native EVPs offer auto-scaling based on current requirements — so you only ever pay for what you use.

## Experience Matters

When you consider the increasingly critical role video plays in your organization, the experience of your technology provider matters.

The right EVP partner needs to be one with a proven track record, visionary product approach, impressive client roster, and world-class team committed to your continued success. And as data security and privacy requirements increase around the world, selecting a partner that can protect your sensitive video assets — from intellectual property to confidential internal communications — is paramount to preserving your brand reputation and competitive edge in the market.

## Evaluation Considerations Does This EVP..

- ⦿ Centralize enterprise video tools in a single cloud-native solution?
- ⦿ Have a proven track record with global enterprise customers in your industry?
- ⦿ Consistently demonstrate market leadership and validation by top industry analysts?
- ⦿ Offer a flexible, consumption-based pricing model so you only pay for what you need, when you need it?

## EVP IN ACTION

A **global logistics company** uses its EVP to offer multi-language diversity training across its distributed workforce of more than **300,000 employees**, and provide continued development and upward growth opportunities that help bolster retention and employee satisfaction.



## CONSIDERATION 2: VIDEO STREAMING

The number one priority for most organizations in the market for EVPs is reliable video streaming for both live and on-demand content at scale.

Whether it's a company-wide meeting, a training course, or a division announcement, organizations need a way to deliver high-quality video to every single participant – whether there are 100 or 100,000 people in attendance.

Yet too often, individuals responsible for virtual meetings have seen presenter and user experiences suffer due to slow networks, diminishing the overall quality of the event, and sometimes even tarnishing brand reputation. The shift to long-term hybrid work models pushed video streaming to the limits, underscoring the need for highly reliable delivery mechanisms that can handle unprecedented bandwidth and performance requirements.

By leveraging commercial video enterprise content delivery networks (eCDNs), cloud-native EVPs make it possible to deliver amazing video experiences to every person, on every device, every time.

### Evaluation Considerations Does This EVP..

- ⦿ Utilize an industry-leading enterprise content delivery network (eCDN) to distribute video?
- ⦿ Reliably broadcast to *tens of thousands* of people simultaneously?
- ⦿ Eliminate bandwidth and latency challenges that often arise when streaming on a private network?
- ⦿ Demonstrate the flexibility needed to meet the demands of your organization's global, distributed workforce?
- ⦿ Provide a wide variety of native eCDN tools, such as edge caching, peer-assisted or peer-to-peer, or multicast options, to fit the needs of your network?

### EVP IN ACTION

Video has become an integral piece of a **large regional transportation authority's** multi-channel **crisis communications strategy**. Reliable video distribution to key stakeholders in disparate locations has enabled rapid dissemination of critical, timely information.



## CONSIDERATION 2: VIDEO STREAMING (CONT.)

### Enter eCDNs: An Essential Video Distribution Component

The best eCDNs flawlessly deliver live video streaming to multiple locations using the **corporate network**. Not all eCDNs are created equal though – some only use one type of distribution technology. Choosing an EVP with a variety of options, like edge caching, peer-to-peer, and multicast, helps you optimize your network and create the best solution based on your office locations, the number of people working in them, and the infrastructure.

As part of your evaluation, consider your work from home policy and account for employees who will be splitting their time between home and the office. Work with an experienced EVP provider that has a team of experts who can understand your infrastructure and recommend the best design. EVPs that have a built-in eCDN should include a dashboard that shows real-time performance to monitor users' experience and pinpoint any network bottlenecks. With the right solution in place, latency and buffering issues that can arise with live and on-demand video viewing will be a thing of the past.



# CONSIDERATION 3: VIDEO CONTENT MANAGEMENT

Teams across your enterprise have spent significant time and resources creating compelling video content – from training videos that help bridge skills gaps, to industry webinars that showcase thought leadership. But as video libraries expand, the following content management challenges become more pronounced:

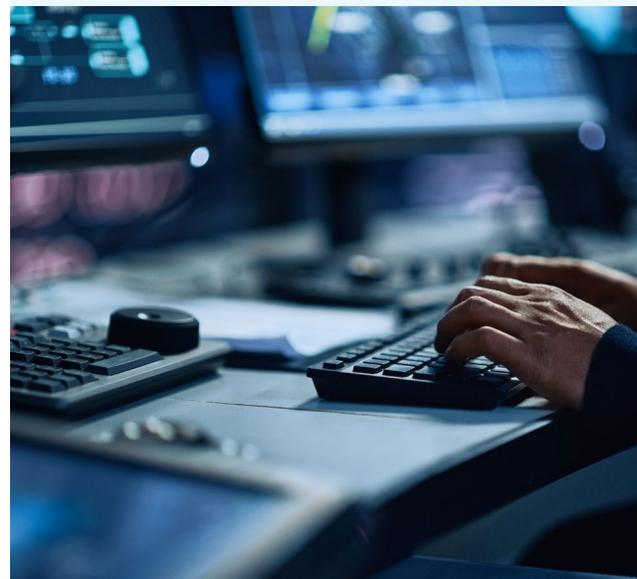
- Massive HD video files can quickly push internal storage capacities to the max, while sharing these unwieldy files can be challenging.
- People spend valuable time and resources creating compelling content. But these assets often get overlooked, lost in emails or chats, or even duplicated because people don't know they exist.
- Critical information-sharing lags as content goes through costly and time-intensive translation and transcription cycles.

The right EVP can help your organization overcome these hurdles by making it easy to create, search, share, and enrich video content.

EVPs empower users with self-service video creation and editing capabilities that only require a web browser, webcam, and/or the user's video conferencing platform of choice. Once content is created, it is stored in a single, secure cloud repository. AI-powered searchability – by speaker, topic, or clip – helps users navigate the content library and quickly find the videos they're looking for.

## Evaluation Considerations Does This EVP..

- ⦿ Enable native video capture and simple online editing?
- ⦿ Offer AI-powered search and tagging functionality?
- ⦿ Enrich content with robust translation and transcription services?
- ⦿ Encrypt and protect all video content – both “in transit” and “at rest”?



## CONSIDERATION 3: VIDEO CONTENT MANAGEMENT (CONT.)

Real-time translation and transcription functionality make video content instantly accessible and inclusive for large, diverse audiences. Because these services are automatic, they can also be used to enhance search capabilities. For instance, if users can't remember the title of a video or when it was recorded, they can simply search relevant keywords mentioned in a transcription to narrow their search.

Combined, these advanced content management features drive increased engagement and productivity by ensuring people can access the right information, right when they need it.

### EVP IN ACTION

An **IT admin in the agriculture consulting industry** relies on an EVP to **elevate the user experience and remove technical complexity**. Corporate recordings of all kinds – including audio-only podcasts – are easily uploaded, transcoded, and delivered to end users. Highlighting videos on the portal's homepage helps ensure viewers receive timely information and reinforces important messages.

By deploying an EVP, a **leading automotive company** has **transformed the way information is shared** across colleagues and teams in a highly dynamic and interactive work environment.



# CONSIDERATION 4: DATA PROTECTION

As cybercrime becomes more profitable and organized, digital attacks have reached an all-time high.

**\$10.5 trillion**

predicted cost of cybercrime globally by 2025<sup>1</sup>

**\$4.24 million**

average cost of a data breach in 2021<sup>2</sup>

**68%**

record rise in data breaches from 2020 to 2021<sup>3</sup>

**>22 billion records exposed**

average cost of a data breach in 2021<sup>4</sup>

**925**

number of cyberattacks each organization faced weekly in Q4 '21<sup>5</sup>

Without proper security protections in place, enterprise video content can expose sensitive information and create risk – from when it's first created, to when it is live-streamed, to when it is stored, shared, and accessed on demand. Yet many popular video platforms weren't designed with [enterprise security requirements](#) in mind.

The right EVP should enhance your organization's overall security posture and help keep sensitive video content – such as earnings or pre-acquisition communications, internal product launch previews, or even proprietary training tutorials – out of the wrong hands.

## Evaluation Considerations Does This EVP..

- Provide independent assurance and industry certifications to validate security protections?
- Encrypt all video content – in both “at rest” and “in transit” phases?
- Meet your industry- and customer-specific compliance requirements?
- Run on best-in-class core technologies designed for high performance and availability?

<sup>1</sup>Source: [Cybersecurity Ventures](#)

<sup>2</sup>Source: [IBM](#)

<sup>3</sup>Source: [Identity Theft Resource Center](#)

<sup>4</sup>Source: [Risk Based Security/Flashpoint](#)

<sup>5</sup>Source: [Check Point Research](#)

## CONSIDERATION 4: DATA PROTECTION (CONT.)

This starts by encrypting and protecting all video content – in both “at rest” and “in transit” phases – to minimize data leaks. Look for platforms that offer end-to-end governance that integrates and aligns with your organization’s access permissions, retention policies, and network requirements. This is particularly important for organizations in highly regulated industries such as financial services and healthcare.

Tight security controls don’t just keep malicious attackers from accessing sensitive data, they

also ensure users have the proper permissions before creating, posting, and sharing sensitive video content. For maximum oversight, design publication workflows can be implemented to confirm content is properly vetted and approved before it’s broadcast or added to the content library.

As part of the evaluation process, potential EVP partners should provide independent validation that their platform meets the highest industry standards for security and compliance.

### EVP IN ACTION

With security as its No. 1 requirement, a **U.S. civilian federal agency** turned to the **only FedRAMP-certified EVP** on the market to enable agency-wide meetings and collaboration in the post-COVID “new normal.” **Since then, live events have surged by 64%, and on-demand content consumption is up 53%.**



# CONSIDERATION 5: ANALYTICS

**The best EVP for your business will provide video analytics that unlock powerful new insights on user preferences and behaviors.**

Platforms that provide comprehensive data on viewing times, drop offs, completion rates, and more at the individual viewer level can help drive numerous strategic improvements.

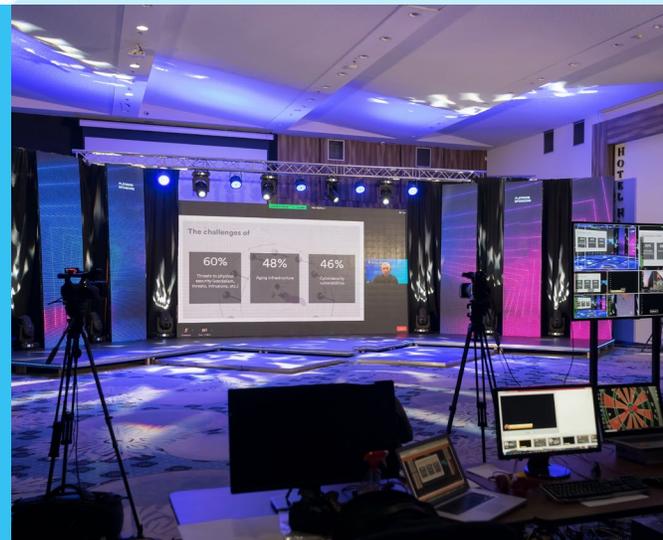
- **For content amplification and personalization**, by identifying which individual videos are driving the most value for users
- **For live event optimization**, by surfacing real-time analytics that can be used by tech teams to optimize the user experience and troubleshoot any streaming issues that arise at either the network or user level
- **For compliance**, by understanding who has (and has not) viewed mandatory videos
- **For identifying big-picture trends**, by aggregating user analytics to drive continuous improvements to your video communications and overall engagement strategies

## Evaluation Considerations Does This EVP..

- ⦿ Deliver granular insights at the user level?
- ⦿ Provide comprehensive reporting capabilities?
- ⦿ Simplify data aggregation and analysis?
- ⦿ Monitor video performance in real time?

## EVP IN ACTION

A **large organization** deployed an EVP after its **annual flagship conference went virtual**. Thanks to robust analytics, the event team further optimized its virtual format and achieved record-breaking attendance in 2022.



# CONSIDERATION 6: INTEGRATIONS AND PARTNER ECOSYSTEM

An effective EVP should demonstrate an ability to maximize customer value by partnering with a robust ecosystem of technology, application, integration, channel, and service partners.

For example, by [integrating the EVP with popular video conferencing solutions](#) such as Microsoft Teams, Webex, and Zoom, enterprises can leverage their existing unified communications investments while taking advantage of enhanced user features – from live captioning and chat capabilities, to browser-based video creation and editing tools, to one-click searches that make finding and sharing video content easy.

IT decision makers should be cautious of EVP options that seem less costly at first, but don't provide sufficient integrations or support alliances with other product offerings. Skimping on proven integration techniques or failing to take advantage of the collective strengths of leading technology, application, and service partners can result in infrastructure challenges, added complexity, and technical debt down the road.

## Evaluation Considerations Does This EVP...

- ⦿ Offer flexible integration options that help simplify and secure video delivery?
- ⦿ Support integration through an extensible cloud platform?
- ⦿ Help extend the value of existing hardware, software, and UCaaS tech investments?

## EVP IN ACTION

A **Fortune 500 Value Added Reseller (VAR)** entered a partnership with the market-leading EVP based on its **platform-agnostic approach, plus its ability to stream to virtually ANY number of users** and comprehensive video enrichment and analytics features.



# Enterprise Video Platform Buyer's Checklist

Not all EVPs are created equal. Use these questions when evaluating potential partners, so you can build a winning, comprehensive enterprise video communications strategy for today – and tomorrow.

## End-to-End Functionality

*Does the EVP...*

- Centralize enterprise video tools in a single cloud-native solution?
- Have a proven track record with global enterprise customers?
- Consistently demonstrate market leadership?
- Offer a flexible, consumption-based pricing model?

## Video Streaming

*Does the EVP...*

- Utilize an industry-leading enterprise content delivery network (eCDN)?
- Reliably broadcast to tens of thousands of people?
- Eliminate bandwidth and latency challenges that often arise when streaming on a private network?

## Content Management

*Does the EVP...*

- Enable native video capture and simple online editing?
- Offer AI-powered search and tagging functionality?
- Enrich content with robust translation and transcription services?

## Data Protection

*Does the EVP...*

- Provide independent assurance to validate security protections?
- Encrypt all video content – in both “at rest” and “in transit” phases?
- Meet your industry- and customer-specific compliance requirements?
- Run on best-in-class core technologies designed for high performance and availability?

## Analytics

*Does the EVP...*

- Deliver granular insights at the user level?
- Provide comprehensive reporting capabilities?
- Simplify data aggregation and analysis?
- Monitor video performance in real time?

## Integrations

*Does the EVP...*

- Offer flexible integration options that help simplify and secure video delivery?
- Support integration through an extensible cloud platform?
- Help extend the value of existing hardware, software, and UCaaS tech investments?

With the right EVP in place, backed by a proven, experienced industry player, the transformative possibilities for video are endless. *The only question is, where will you start?*

# Partner with the Right EVP Provider

Vbrick is the leading cloud-native enterprise video platform on the market. The end-to-end, cloud-native solution removes operational, performance, security, and integration barriers to adoption, unlocking the true power of video for the enterprise.

The Vbrick Enterprise Video Platform enables the modern digital workplace with live and on-demand video streaming at scale, video capture, video content management, comprehensive analytics, and seamless integration with leading video conferencing solutions. Its unique ability to deliver the right video content to the right people at the right time, in the most highly secure fashion, is unmatched in the industry.



# The Proof is in the Numbers

**3M+**  
enterprise  
subscribers

**1000+**  
global  
customers

**7x leader**  
in Aragon Globe  
for Enterprise Video

**8 patents**  
for video technology

**99.99%**  
system uptime

**the industry's  
ONLY**  
FedRAMP-certified EVP

**50%  
increase**  
in Vbrick EVP users  
from 2020 to 2021

**21% more**  
videos uploaded  
by Vbrick EVP users  
in 2021 vs. 2020

**>23,000  
webcasts**  
delivered in 2021  
(many exceeded  
10,000 participants)

Discover why the world's most widely recognized brands rely on Vbrick's proven unified streaming, video on demand, and content management capabilities to engage, empower, and transform their organizations at scale.

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