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Aragon Research

AI-Enabled Video Content Will Help Deliver Next-Generation Employee and Customer Experiences

Leverage AI to Deliver the Right Content at the Right Time

AI-Enabled Video Content Will Help Deliver Next-Generation Employee and Customer Experiences

Leverage AI to Deliver the Right Content at the Right Time

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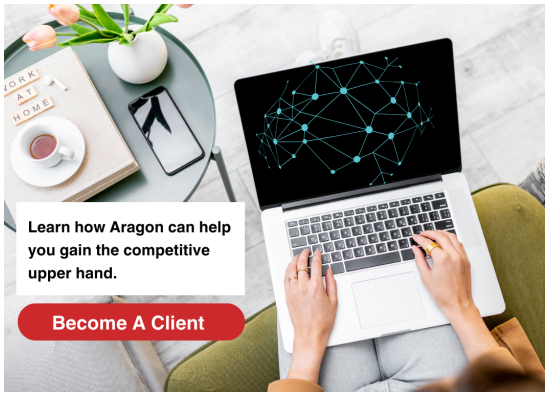

SUMMARY

The demand for more video in the enterprise is being fueled by both employees and customers. AI is poised to unleash a new level of use cases that will revolutionize digital experiences by creating smarter ways to integrate video into workflows.

INTRODUCTION

Keyword searches and snippets revolutionized the way people search documents and other text-based resources. Artificial intelligence will do the same thing for video content in the enterprise. Employees and customers alike will be served videos—and the specific content within those videos—that are pertinent to their unique needs when they demand it. Use cases will explode thanks to integrating videos into workflows with AI. This Research Note will explore how AI-enabled video content will change the landscape of digital experiences to delight employees and customers alike.

RESEARCH NOTE

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Introduction

Time is one of the most valuable commodities in business today. Employees' and customers' time is precious and increasingly limited. Applications that have dominated the consumer sphere, such as TikTok and Instagram Reels, have demonstrated that video is a key way to share information quickly. If people cannot find the information they need, they will seek that information elsewhere. Enterprises have repositories of video content that contain valuable information, but too often, that information isn't integrated into workflows in a way that makes it accessible to employees and customers. Additionally, focusing on customer, employee, and partner experience and engagement, regardless of the type of device being used, has been a major investment for many organizations. These experiences are increasingly moving beyond websites and ordering applications to video-centric content.

With AI-enabled video content, videos can be searched and summarized in a way that was previously impossible. New videos can even be generated and edited with little manual effort required from humans. Enterprises can design smarter workflows that serve video and the content within videos to employees and customers when it is needed most. This Research Note will examine the impact of AI-enabled video content on employee and customer experiences.

Employees and Customers Are Demanding More Video

Consumer trends in video have influenced trends in the enterprise. People are now used to having customized video feeds on their social media channels—feeds that adapt to their preferences based on their engagement. Their feeds become more and more personalized by recommending the video content they are most likely to interact with. The platform's algorithms then learn and modify recommendations based on the feedback from the users.

In the workplace, employees want a similar experience. They want to be served video content tied to their specific job and skills. Whether they are moving between a video meeting to start a chat, creating a new piece of marketing content, or onboarding a new hire, employees are demanding video content to meet them where they are. Customers desire the same experience when interfacing with a business. Video can help speed up customer support and self-service, making it easier for a customer to get onboarded or troubleshoot issues without having to wait several minutes to hours for phone or online assistance. Video can also be used in tandem with live support to supplement the help the customer is receiving. On the employee-facing end, enterprises can use video to support remote and distributed sales teams, marketers, field workers, and more.

The Race to Intelligence in Enterprise Video

Intelligence will help enterprises level up their video experiences and use cases. Gone are the days when enterprises kept their video content siloed. With intelligence, enterprises will be able to integrate their video content into existing workflows. Users can be served personalized recommendations based on their role, task, or query. They can also search for the information they need and be given a specific moment within a video that answers or completes their query, taking the guesswork completely out of the search. AI-enabled video content has the

power to deliver information faster than ever before to employees and customers. Video will become even more accessible and comprehensive. The manual process of combing through large volumes of video content to find the right information will become obsolete, leading to much faster outcomes.

The Role of Computer Vision: Object and Scene Detection Means More Accurate Search

Computer vision is about the ability of algorithms to detect objects and scenes inside of a video, either in live or recorded content. One of the reasons that computer vision is expected to become so popular is it makes search and finding the right people or objects inside of video much faster. When scene detection can be turned on, in many cases, a video that might have been very hard to find can suddenly be found in seconds.

Aragon expects Enterprise Video search to get much better and more refined when objects and scenes are searchable. New use cases will be unlocked in the enterprise—but it all starts with automating the search function.

There are many use cases in which computer vision-based applications are expected to become very popular. Not only for media and entertainment or corporate communications in town halls, but also for areas such as locating a recording very quickly.

What Are the Key Criteria for Intelligent Enterprise Video Platforms?

Intelligent Enterprise Video solutions must offer comprehensive video content management that is powered by AI. They should allow users to leverage video across and within workflows not limited to the video repository. Key features will include:

- **Video Content Management:** secure, cloud-based video storage that meets industry-specific security and compliance standards. Encrypts content in transit and at rest.
- **Live Video Streaming:** supports video streaming at scale (tens of thousands of people) and offers a high-quality experience no matter the user's location or device.
- **Enterprise Content Delivery Network (eCDN):** delivers high-quality video experiences to employees, customers, and partners on a consistent basis. Should include options for edge caching, peer-assisted or peer-to-peer, and multicast.
- **Video Production:** gives the ability to create and deliver high-quality videos and broadcasts that can be translated, transcribed, and tagged. Supports easy-to-create user-generated content that can be done directly from a browser or video conferencing application or device.
- **AI-Powered Search and Tagging:** leverages generative AI algorithms, a new set of capabilities, to find important video content. Conversational search supports the search, access, and sharing of videos in seconds thanks to AI and its ability to find the right part of videos that users are looking for. Enables videos to be found based on what has been done or spoken, video length, speakers, and more.

- **Integration:** integrates with leading technology providers (such as video conferencing, service and support, sales and marketing automation, etc.) to deliver video wherever work is being done.

What Will Be the Role of Intelligent Assistants in Video Platforms?

Intelligent assistants are still emerging but will help users with creating video content and video-related tasks, such as starting a meeting and performing action items during the meeting. Intelligent assistants will take care of routine tasks, thus freeing up employees to focus on more important aspects of a video project or meeting. For example, an intelligent assistant could add a pre-approved company video intro and outro to a new piece of user-generated video content, so that an employee does not have to manually add these components themselves when editing on-the-fly. During a meeting, an intelligent assistant could automatically take notes and then even translate those notes into multiple languages.

Over time, intelligent assistants will get smarter and be able to do more. Some of the capabilities Aragon views as high potential include:

- Identifying customer sentiment
- Diagnosing user issues
- Assisting a human host or admin with video meeting administration via a chat or voice interface so that the human can focus on the meeting
- Increasingly having full conversations with humans about their video needs and configuring video-based content such as training videos or meetings, and then sharing action items related to that content

How Will the Overall Enterprise Video Market Become Intelligent?

The sheer volume of video content that enterprises must manage—due in part to the explosion of user-generated video content and recorded online meetings—has put pressure on the enterprise video market to offer smarter, more effective ways of managing video. The answer lies in adding intelligence, and the market has already begun to transition to more intelligence-based capabilities. Remote work, hypermobility (focusing on the employee, customer, and partner experience from any device and location), and the global ecosystem have also led to a faster shift to more intelligent ways of managing video content.

Without intelligence, users are saddled with tedious, time-consuming tasks, such as manually sifting through video content to find a specific clip they need or having to disrupt their workflow to switch applications and find video content, which creates a less-than-ideal user experience. Enterprises will increasingly look to providers offering intelligence capabilities, increasing demand. Some providers have already made their intelligence capabilities readily available.

How Will Employees and Customers Benefit from Intelligent Enterprise Video?

Intelligent Enterprise Video will make employees' and customers' lives easier by minimizing—and sometimes, even eliminating—once painful tasks and wait times. With intelligence, a customer has the power to search their query in a support center and be served the exact clip they are looking for within a tutorial video that answers their question, getting their answer in record time and freeing up support staff to focus on more challenging issues. A marketing employee creating a new video for social media can be recommended relevant video clips from an enterprise's repository to include based on what they're already creating. AI could also flag when brand guidelines are being violated, ensuring that videos clearly and effectively communicate an enterprise's ethos.

Intelligent Enterprise Video has the ability to bring relevant videos to the places people already go for information in a secure, pre-approved format. Application switching—leaving one application to log into another application to find relevant information—has been shown to be a major disruptor to getting work done. By integrating Intelligent Enterprise Video into existing business processes and workflows, people can find videos relevant to their role, task, or query faster than ever before. Employees and customers can find videos based on AI-tagging and can be served additional recommendations of videos based on their unique needs and engagement behavior. One of the providers that currently offers AI-enabled video capabilities is Vbrick (see Notes 1 and 2).

Key Use Cases and Markets Where Intelligent Video Will Be Critical

Use Case: Marketing

Marketers are responsible for creating, managing, and distributing branded content that tells an enterprise's product or solution story. Video is key to delivering this information to prospective and current customers and partners. Emerging marketing offerings are beginning to provide robust enterprise video capabilities to help marketers create and manage video where they natively work. With intelligence, the ability for marketers to create

Note 1: Vbrick Overview

Location: Herndon, Virginia

CEO: Paul Sparta

Key Offerings: Vbrick Enterprise Video Platform

The Vbrick Enterprise Video Platform helps enterprises manage huge volumes of company and user-generated video content. The AI-driven platform provides video capture, enrichment, production, video content management, live video streaming at scale, distribution, reporting and analytics, and integrations. Vbrick's generative AI capabilities include a video assistant and summaries, user tagging, live transcription, and translations.

Vbrick's Enterprise Video Platform also meets the highest security standards by offering encryption at rest and in transit and by integrating with organizational policies, compliance, and governance. It is the industry's only FedRAMP-certified enterprise video platform.

Vbrick leverages seamless integrations and APIs to help enterprises embed their video experiences into their existing systems and business applications.

Availability: Available Now

Website: vbrick.com

and distribute new and existing video content at scale will become even easier. Users can be recommended video clips or segments to include in new videos based on the content of the story they're telling or simple search terms. They can be served informational videos on company brand guidelines or the latest product information to make sure that their assets are compliant and up to date.

Use Case: Learning and Training

Conducting learning and training virtually is something most, if not all, enterprises are doing, given the nature of the global, hybrid workforce. Video is a key enabler for this, especially short-form video that employees can use to refresh or expand their knowledge. Intelligent Enterprise Video can give learning and training teams the ability to embed video into their existing learning management applications to serve educational content where employees are already working and learning. Translation and transcription of videos can be automatically done with intelligence to enrich content and provide learning in an accessible way.

Use Case: Customer Support

While video-based customer support is not new, support using live video or how-to videos—especially short-form videos—is still emerging. Customer support is often hampered by applications that don't support video, but Intelligent Enterprise Video will change that. Support staff will be able to quickly find and share supplementary videos with a customer while on a live call thanks to AI tagging and search.

Key Market: Financial Services

Financial services organizations are increasingly seeing video become a necessary part of their events, R&D and client meetings, trainings, and more. However, safeguarding data and enforcing compliance are of the utmost importance. Video content needs to be managed with proper protections to thwart any security risks. Intelligent Enterprise Video will give financial services organizations the power to properly capture, manage, and store their video content. Video can be seamlessly integrated into their critical business applications, and features such as automating expiration of outdated content and using policy-based approval workflows to prevent actions such as downloading sensitive videos can keep content up to date and secure.

Note 2: Vbrick's AI-Enabled Video Offering

Vbrick leverages enhanced and generative AI to help enterprises intelligently and seamlessly integrate videos into existing workflows to improve productivity, collaboration, and knowledge sharing. Some of Vbrick's capabilities include:

AI-Powered Search and Tagging

- Automatically tag users in videos with facial recognition
- Identify who is in the video and when they appear on the video timeline
- Find a specific speaker, topic, or clip and be served the exact moment in a video that answers their query or search

AI-Powered Metadata Generation

- Automatically create a video's title and summary
- Assign appropriate tags based on the video content

AI-Powered Transcription and Translation

- Auto-generate transcripts and translations

AI-Powered Recommendations

- Receive personalized recommendations based on history, query, task, or role, accessing relevant video content in seconds

Key Market: Healthcare

Telehealth continues to grow post-pandemic. Live meetings with healthcare providers, recording and storing those meetings, and patient and provider education are just some of the video needs healthcare companies must fulfill. Intelligent Enterprise Video will give healthcare companies the ability to securely scale and distribute their videos while complying with HIPAA and other healthcare regulations and requirements. AI-based search, translation, and transcription will assist healthcare providers with helping patients who may have complicated medical situations or queries or who speak a language different from the provider.

Key Market: Government

Government agencies leverage video at scale for education, meetings, and engagement with constituents and have had to quickly adapt to remote and hybrid workplace demands. With Intelligent Enterprise Video, governments can have confidence that transcription and translation of videos are accurate and that searching for videos is a breeze. Capabilities such as automatic generation of video summaries and transcription-based digital assistants will also improve how employees access, engage with, and leverage video content. Government agencies will also require their Intelligent Enterprise Video solution to meet stringent security and compliance requirements. Vbrick (see Notes 1 and 2 above) is the first and only cloud-based enterprise video platform to have FedRAMP accreditation.

How To Get Started With Intelligent Enterprise Video

AI-enabled video content will help employees and customers find the information they need faster. It will reduce time wasted searching for key video content and will help eliminate irrelevant search results. Integrating video into existing workflows will fuel the explosion of use cases. Enterprises should first begin by assessing their key use cases for Intelligent Enterprise Video—areas that stand to have the most impact or growth by adding AI to video content. The next step is to evaluate the current video content management or video platforms being used in the enterprise and stack these capabilities against use case needs. Enterprises should ask their provider for a roadmap when it comes to offering AI-enabled capabilities. In some cases, it may make sense to switch to a provider that currently offers AI-enabled video capabilities and/or one that has plans to evolve and expand those capabilities in the future.

Aragon Advisory

- Enterprises must manage more video content than ever before. It is time to look at adoption of an enterprise video platform that has a roadmap for AI-enabled video capabilities.
- Enterprises should look beyond the basics of video content management to a solution that offers the ability to find and share (and in some cases summarize) the right videos in employee and customer workflows.
- In addition to automation, enterprises should evaluate potential new use cases that Intelligent Enterprise Video platforms can help them unlock.

Bottom Line

We have entered the AI era and with it the ability to unleash short-form video and video playlists that users want. By leveraging Intelligent Enterprise Video, enterprises can integrate video content into existing workflows, thereby increasing engagement, information sharing, and productivity. While this will help with knowledge transfer, it will also increase employee and customer satisfaction. Time spent searching for the right content and answers will be drastically reduced and, in some cases, even eliminated. AI-enabled video will help enterprises raise the bar when it comes to digital experiences.