

YouTube vs. Enterprise Video Systems

When Your Organization Wants More Control

YouTube: A Love-Hate Relationship

The popularity and easy accessibility of consumer video publishing on YouTube is undeniable. In fact, consumers upload some 48 hours of new content to YouTube *every second*. That content draws two billion viewers a day, the perfect opportunity for advertisers, where YouTube makes money.

Corporations, educational institutions, government agencies, and other enterprises crave privacy of their video content and loathe giving Google their viewing information.

Further, YouTube's aggressive anti-copyright engines remove content that may have incidental music playing in the background of a video shot.

While YouTube's copyright policy may be appropriate for the Public Internet, it can be a serious challenge for the Enterprise user, where your content is not leave your building or private network.

Consumers may love free and easy access to a huge and convenient video library, and consider advertising a fair trade. However, most professional organizations hate YouTube's advertising.

Enterprise Video Applications

Organizations use video to help execute their mission or goals.

- Financial companies may seek to deliver live breaking news to all traders and to provide training.
- Educational institutions seek to deliver live "morning announcements" to all classrooms, to "Flip The Classroom", and provide a safe, vetted educational video library.
- Sales and Marketing organizations wish to maintain libraries of relevant training and sales content.
- Governmental organizations seek to use video for open government.
- Everyone with a physical office wishes to display information on digital signage at a low cost.

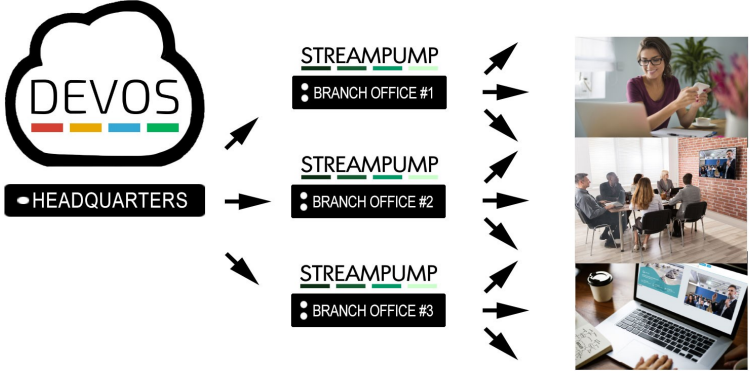
Purpose	Description
TV Distribution	Deliver multiple live TV channels to enterprise viewers
CEO Webcast	Stream live employee alignment and Town Hall meetings to employees world-
Video-on-Demand (VoD)	View searchable content libraries any-time, anywhere
Lecture Capture	Record and/or live stream lectures or demonstrations
Special Events	Live stream school graduations, sporting events, guest speakers, etc.
Department-Level Content	Organize User Generated Content (UGC) at the department or functional
Studios	Stream, record, or simulcast content produced from production studios
Conference Streaming	Stream/Record video teleconference (VTC) sessions
Digital Signage	Display live and VoD video, text, graphics on TV's
Emergency Messaging	Automatically display live and VoD video, text, web pages on unattended

To Cloud or Not to Cloud...

The popularity of cloud services for enterprise video proves it is a viable option. However, if your IT professionals worry that streaming might consume too much of their valuable network capacity, in particular the access to the public Internet, the cloud may not be the right streaming choice.

A 1 Mbps stream may use only 0.1% of a Local Area Network segment's capacity per viewer. But it could swamp already-choked Internet connections if there are too many viewers. To protect and preserve network capacity, many organizations block streaming video from reaching desktops from the public Internet.

But a premises-based system, or a hybrid system of cloud plus a premises-based stream replicator, like our StreamPump®, overcomes potential bandwidth issues.

On-Premises Usage	Cloud Usage	Hybrid Solution
<ul style="list-style-type: none"> Relieve network bottlenecks and have unlimited streaming capacity. Easily broadcast morning announcements, live stream events, and send content to digital signage across your organization. Send and upload video from anywhere in your organization through a dedicated, secure, and user-friendly content portal. Insure your critical data is securely stored with no third party access. Allow complete control over data and content, configuration, upgrades, and system changes. Create an IPTV ecosystem within firewalls. Attach to existing Active Directory / LDAP systems Expose to the public Internet as needed. 	<ul style="list-style-type: none"> Stream to targeted viewers in their homes or to a small number of viewers in the same location. <div data-bbox="706 1480 1453 1848" data-label="Diagram">  <p>The diagram illustrates a hybrid streaming architecture. On the left, a cloud icon labeled 'DEVOS' contains a 'HEADQUARTERS' box. Three arrows point from the cloud to three 'STREAMPUMP' boxes, each labeled with a branch office number (1, 2, and 3). From each 'STREAMPUMP' box, multiple arrows point to a vertical stack of images representing different office environments: a woman at a laptop, a meeting room, and a person at a desk with a laptop.</p> </div>	<ul style="list-style-type: none"> A hybrid of on-premises and cloud servers is the perfect solution. Stream to hundreds or thousands of viewers in the same location, without bottlenecks and or compromising stream quality with the best of both servers. With a stream replicator at each location, only one live stream uses the public Internet and on premises technology automatically distributes the stream to remote audiences.

Better Statistics & User Management

Enterprise video systems support user accounts where the identity of a user is known. Accounts are often created manually, as needed, or automatically via the organization's Active Directory/LDAP.

With user identity established, you can know:

- Who has viewed what and for how long
- Implement inline testing and questions
- Link associated documents, and provide other related information
- Test and grade each user
- Direct users, filter content, and restrict access to content on an individual basis.

Security

With your content on your premises, you are assured content cannot be accessed by anyone outside of your network. Even when it is potentially available on the Internet, the high level of security ensures access only those you have authorization.

YouTube and similar consumer streaming systems cannot provide this level of access, identification, reporting, and security.

Using DEVOS as Your Enterprise Video System

DEVOS Enterprise Video System gives you full Video-on-Demand and live streaming.

It works with your existing infrastructure without consuming too much network capacity.

Here are few more features that make DEVOS a better option than YouTube and other EVS platforms:

Priority Alert

In an emergency, or other important event, a Priority Alert automatically opens on one, some, or all desktops, digital signage displays, and sends SMS messages.

Digital Signage

Unlimited public displays locally stream live video, VoD, text and graphics for schedules, menus and in-house advertisements, and broadcast live TV. Digital signage is also key to your emergency communications plan.

White Glove Support

Every DEVOS system comes with personalized support. Sales and tech assistance is available via phone and email to assist with installation, training, and on-going support.

The Bottom Line

To reach consumers in their homes and/or mobile devices, YouTube is an obvious choice. Consumers are very accustomed to seeing product information in YouTube links or embed codes, and Google / YouTube does a great job providing you with viewing demographics.

However, if you want to reach employees, students, and others while maintaining privacy and security, with your existing network, then a DEVOS Enterprise Video System is a better choice.