

## Enterprise Video Communications: An Efficient, Open Solution from the Digital Media experts



### Highlights

- § **Enable the easy use of streaming and rich media to communicate and collaborate**
- § **Improve national/global sales force management**
- § **Accelerate product introduction in multiple geographies**
- § **Reduce complexity/cost associated with staff growth/turnover**
- § **Ensure regulatory compliance**
- § **Differentiate customer experience**
- § **Enable virtual access to highly-paid/scarce SME and talent**

### A New Way to Communicate

Electronic delivery of digital video to employees and customers can greatly improve communications,

increase productivity and deliver a powerful return on investment.

For many, it's an exciting next stage of e-business, helping you deal cost-effectively with your geographically dispersed community of interest for training, merchandising and communication.

IBM, together with leading technology partners such as Cisco Systems, has created an easy-to-implement, integrated set of technologies that deliver scheduled, streamed or on demand video over the Web and on company networks — the Enterprise Video Communications solution.

**One Platform. Many Uses.** The Enterprise Video Communications solution consists of media-optimized hardware and software designed to create, manage and distribute content throughout your community of interest. Built on proven, modular components and open standards, the Enterprise Video Communications solution provides a foundation to quickly launch a cost-effective, scalable platform that can grow as you need it.

Video solutions are in demand from human resource departments, employee training developers, corporate communications, shareholder relations and customer service departments with the tools to deliver and manage video for:

- *Customer service or partner training*
- *Corporate communications*
- *E-Learning*
- *Sales promotions and product launches*
- *Video conferencing archiving and retrieval*
- *Live delivery of quarterly meetings with analysts*

### On demand product information for customers and partners

Customers are increasingly demanding information electronically, and their capacity to receive it is also on the rise. With more than 250 million broadband connections worldwide, and the majority of the US online population already high-speed enabled, content has begun to flow.

Companies from every industry — from manufacturing to sporting goods to media companies — are using video to train dealers, give product assembly instructions, deliver ongoing training, solve problems, and more. Video instructions that have previously been distributed on tape are going digital.

Digital distribution not only saves money, but it gives companies more control over the timing of messages, error correction, and breaking news.

Enabling your network to handle video, and in fact originate it, also opens your company to new revenue possibilities. From selling extra inventory on plasma screens to installing kiosks in doctor's offices, the ability to create, manage and distribute video is the backbone your network needs to be fully productive.

### Key Benefits

The Enterprise Video Communications solution is designed to allow your organization to find better ways to create, manage and distribute digital content. In the process, you can take advantage of many key benefits.

- **Banking:** *Video exchange with remote experts, training of in-branch personnel on new product launches and complex products*
- **Insurance:** *Two-way video communications with field personnel for documentation and resolution, CRM and underwriting access to digital video via IP network, training of field agents*
- **Financial Markets:** *Morning calls, analyst briefings, regulatory compliance, internal training of professionals*
- **Education :** *Remote access to virtual classrooms and other server-based videos for learning*
- **Manufacturing:** *Streaming video of assembly instructions, collaboration with dispersed employees and partners*

### IBM Global Services

IBM is the global leader in helping customers understand strategic business advantages of integrating digital media with their business processes. For consulting, implementation, integration, maintenance or

hosting, IBM Global Services can help.

### Partners

IBM has partnered with leading technology companies to bring an integrated solution to the market. From infrastructure partners like Cisco Systems to application providers like Media Publisher, Inc. and Interactive Video Technologies – IBM's network of capabilities is the most comprehensive and well integrated in the world.

The deep expertise from IBM and its partners delivers a rapid return on investment by helping your company streamline the overall content distribution process to save time and operations cost, reduce training costs by utilizing video distributed instruction, and increase revenue by attracting customers to stores with video streaming services.

### Solution components

- **IBM products**
  - *WebSphere Portal Server*
  - *DB2<sup>®</sup> Content Manager software*
  - *Tivoli<sup>®</sup> Storage Manager software*
  - *IBM eServer systems*
  - *TotalStorage<sup>®</sup> products*
  - *Network and implementation services from IBM Global Services or a qualified IBM Business Partner*
- **Cisco Application and Content Networking System**
- **IBM and Cisco Products integrated with**
  - *Media publishing software from Media Publisher, Inc. for control over all content creation, publishing and distribution, including live video delivery and video on demand*
  - *Media Platform software from Interactive Video Technologies*

- *Optional video call center and conferencing applications from leading vendors*

### For more information

Call your local IBM representative or Business Partner, or visit us at:

[ibm.com/solutions/digitalmedia](http://ibm.com/solutions/digitalmedia)



© Copyright IBM Corporation 2004

IBM Corporation

1133 Westchester Avenue White Plains, NY 10604 U.S.A.

Printed in the United States of America 05-04

All Rights Reserved

IBM, the IBM Logo, DB2, e-business on demand, "e (logo) business on demand" lock-up, eServer, Tivoli and TotalStorage are trademarks of International Business Machines Corporation in the United States, other countries or both.

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.