

10 GUIDELINES

How To: Find an OVP for your Digital Media Ecosystem



For large organizations and institutions, the OVP landscape is riddled with overspending and failed product implementations. Avoid common pitfalls and ensure a sustainable OVP purchase that integrates with your tech infrastructure for a healthy digital media ecosystem.

Every day, we hear from experts in business, education, government, and the non-profit sector who are stuck in media management scenarios that lack clear direction and fall short of overall goals.

We used to have to persuade you of the need for an online video strategy. Those days are over. You can see the ever-increasing flow of video content in your organization. The challenge is staying on top of it. You need a simple, powerful, secure, cost-effective, sustainable way to manage it all. Without pulling your hair out.

You know YouTube isn't enough. Your homegrown system is becoming increasingly unmanageable. And you've probably tried an open-source solution that ended up too complex, and full of hidden costs. We feel you.

You need an OVP that supports an open media ecosystem, allowing you to choose the best tools to suit your needs, and eliminating the risk of proprietary lock-in. You should be free to experiment with capture tools and software, without all the baggage that has traditionally driven decision-making, such as high switching costs, insufficient or under-skilled staff to manage open-source

technology, or an inflexible and out of capacity data center.

We're here to help you find a solution that grows with your needs, and evolves with the industry, empowering you to create an open, flexible, scalable, and sustainable digital media ecosystem.

We encourage you to relax, worry less about the increasing complexity and rapid growth of the digital media industry, and concentrate on the exciting things you're doing with your content. A little homework goes a long way. Let us help you navigate the market to successfully acquire, implement, and sustain an online video strategy that works *for* you, and not *against* you.

Read on for our 10 guidelines for OVP success, and contact us anytime to talk through your unique media management landscape.

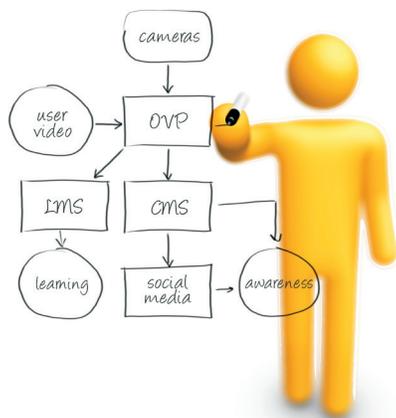


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10 Guidelines: Finding An OVP for your Digital Media Ecosystem

1 DEFINE NEED & BUILD YOUR BUSINESS CASE

Ask: How can an OVP help you achieve your goals?



Consider and document your organization's overall goals, and think about how video can facilitate them. Build a strong case, intended to convince staff and decision makers to get behind your solution. The strength of your business case is as important as the quality of the technology you choose. If you fail to prove the project's value, it will be difficult to get support or funding.

2 PINPOINT EXPECTATIONS & DETERMINE BENEFITS

Ask: What does success look like?

Analyze and discuss expected short and long-term benefits from a strategic viewpoint, and illustrate these expectations to your stakeholders. Make sure they understand how the OVP will impact them. Will it make their lives easier? Increase revenue? Simplify training, support, and communications? Transform teaching and learning? Consider the viewpoints of your constituents, and also look ahead to what they may require of the OVP in the future. You can avoid

many common pitfalls by carefully considering up-front and future costs for enhanced service.

3 TALK BUDGET & GET SUPPORT FROM ABOVE

Ask: Do you have buy-in from higher ups, and a workable budget?

Armed with a comprehensive business case, and clearly defined expectations, set your sites on the managers and executives who will ultimately decide on purchasing the product. Some savvy decision-makers will have a number in mind. Others may want to understand the range of options, without cost being an immediate issue. The key is to ensure you have enough support to move forward. The road to choosing the right solution can be a long one. And the last thing you want is to get to the finish line, only to realize there's no budget for your project.

4 IDENTIFY PROJECT REQUIREMENTS

Ask: What does the system need to impact your unique business case?

When purchasing an OVP, you should think carefully about your current challenges, and what you're trying to accomplish. Don't get stuck in the mud with a long feature list. Features are important, but it's crucial to think big, and consider how a particular platform will impact your daily activities and transform your business. It's easy to be seduced by bells and whistles, and to overpay for those bells and whistles, only to realize you have no return on your investment. Avoid this common pitfall by developing a list of project requirements that describe at a high level what the new system needs to support and accomplish for your organization.

5 DECIDE TO GO OPEN-SOURCE OR LICENSED

Ask: Can you find a platform that's flexible, powerful, and sustainable?

Time to evaluate your choices. There are some open-source and proprietary options, and some diamonds in the ruff if you truly do your homework. We won't get into the age-old open-source vs. licensed software debate. The key is to find the right fit — an OVP that integrates smoothly into your digital media ecosystem. Project success tends to be much higher when an OVP can be threaded into existing and future platforms, as opposed to a stand-alone platform that doesn't add value to previous investments. You also want to leave room to integrate new, complimentary technologies into your digital media workflow.

6 EVALUATE ROLLOUT & ADMINISTRATION

Ask: How easy or difficult is the OVP to roll out and administer?

Determine how you would like to manage the system and roll it out to users. Some platforms are very centralized, while others offer



distributed administration options, along with hybrid approaches. It's important to understand the culture of the platform. What authentication

sources are supported? What variety of users roles are offered? How will the platform scale? You will want to make sure you have a powerful management toolset that provides complete control over your OVP solution. And, the delivery and management of this



solution to end-users must be easy and intuitive, or you will end up with frustrated workers who are not using the product you just paid for. By empowering your users and stakeholders with the right OVP, you can meet your business goals and transform your organization in an efficient and effective manner.

7 EXAMINE MIGRATION & DEPLOYMENT OPTIONS

Ask: Does your platform offer flexible deployment options? How hard is it to launch the new system?

Deployment options are a major differentiator between OVP's. Be sure to have a clear understanding of the different types of OVP deployments on the market — there are self-hosted, cloud-hosted, hybrid, and multi-tenant video platforms. Determine which setup is the best fit for your organization's unique structure and media goals, and know the deployment options offered by each vendor. Your organization will have specific needs (control, SaaS, price, etc.) driving you to one of the above deployment options, so be sure to consider them. Lastly, make sure you understand how hard or easy it is to migrate existing content, as well as content from another OVP, or from one deployment option to another.

8 KNOW THE COMPANY BEHIND THE PLATFORM

Ask: Does the company understand

your needs, and are they willing to do anything to support you?

By this time, you have probably developed an opinion about the solutions you've looked at, and you may even have a front-runner. Now, it's important to dig a little deeper into the company behind the product. What do they value? What do they focus on? You should also have a strong understanding of who their existing clients are, and what those clients are saying about their software and technical support. Tech support is another major differentiator between OVP's. You want to work with a team that understands your needs and will expend as much energy as possible



to meet them. As you know, reality can be a bit different from what a sales professional tells you, or what a website says. And in many cases, the smaller OVP can support you better than the 800-pound gorilla.

9 CONSIDER THE OVP'S VISION & ROADMAP

Ask: What's on the horizon?

After learning more about the support and customer service provided by the OVP, it's also important to understand their product roadmap. Make sure their forecast can be aligned with your own short-term and long-term goals, including the specific technology solutions you will need to help you meet those goals. If you ask your OVP for its product roadmap, you will have a mechanism to help anticipate and plan around technology developments. The roadmap also provides a framework to help plan and coordinate your own project developments.

10 EVALUATE THE COST OF THE PROJECT

Ask: Are we over-spending?

One of the great things about the OVP market is that there are hundreds of options, and the cost ranges anywhere from zero, to seven-figures. Once again, it's crucial to find the best fit for your organization, *before* you sign on the dotted line. You could use a free or open-source option, and end up with headaches because it's clunky and difficult to manage. Or, you could overspend on the most expensive product, and not realize a return on your investment. Think about when you purchase a car — consider the Ferrari vs. the Toyota. What do you truly need to get from point A to point B? Which bells and whistles can you live with, and which can you live without? We would all love to drive the Ferrari really fast, but maybe the Toyota is a better option if we're not on the racing circuit. Think about your OVP in the same way. The high-end options are great if you're in the video business, and need all those features to be successful. On the other hand, if video is not your core business, but it can enhance and improve your organization, maybe you should consider the Toyota.

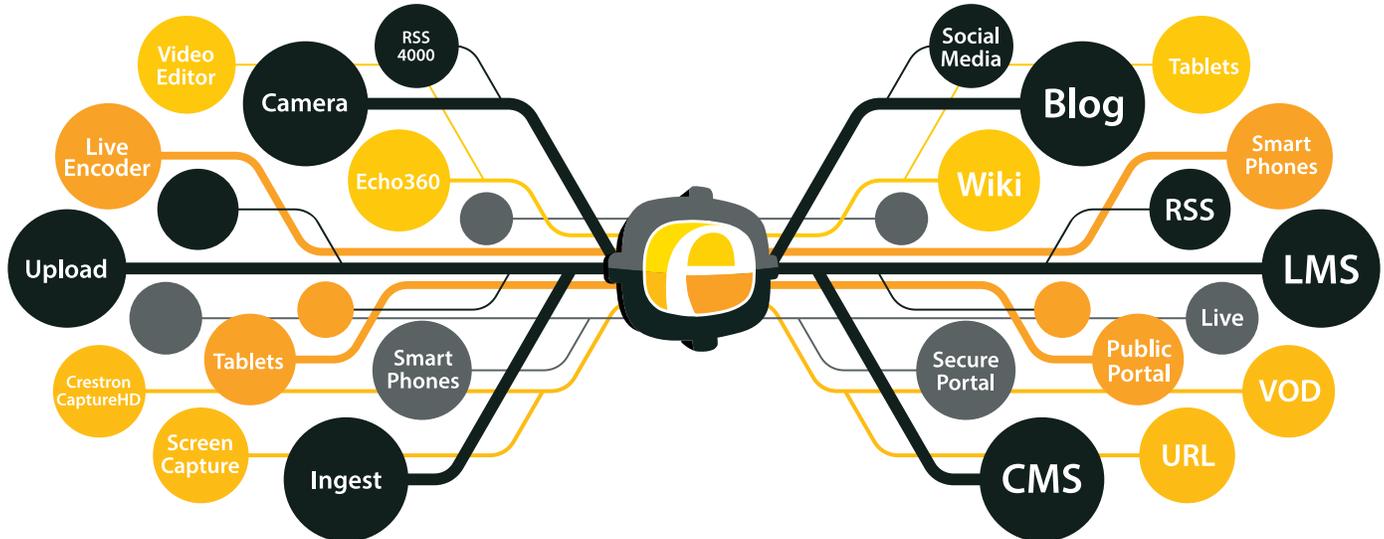


THE TAKE-AWAY

At the end of the day, there's no one-size-fits-all OVP solution. But there's also no question that the online video superhighway is growing and flowing, exponentially. Give us a call or drop us a line. We can help create a tailored strategy that empowers you to race forward, and not end up stranded on the side of the road!

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How it Works: An Overview of the Ensemble Video Platform



MANY VIDEO CREATION TOOLS

In the past, many organizations were locked into proprietary investments in camera systems and capture tools. Ensemble Video allows you to handpick the best tools for your specific needs, reducing vendor lock-in and simplifying future tech upgrades and transitions, for a sustainable digital media ecosystem.

MANY WEB DESTINATIONS

Our flexible publishing framework and sharing system supports centralized and distributed web-based publishing. With Ensemble, you can publish to virtually any webpage, CMS, or LMS, and utilize our public and private web portals.

MANY DEPLOYMENT OPTIONS

Ensemble's flexible deployment options meet the diverse needs of modern organizations, of all shapes and sizes. Our platform assimilates into your digital media ecosystem, and it grows with you, along with the streaming video industry.

Self-Hosted Environment

Designed for organizations that want to support self-organized, cooperative sharing of media assets across central or distributed departments and locations. Enables maximum flexibility and control over administration, media management, media sources, and publishing options to support many users managing hundreds to thousands of media files. Integrates with a wide range of tools and technologies across your LAN, to support diverse audio and video applications.

Cloud-Hosted Environment

This on-demand, SaaS model provides access to the core functionality of Ensemble Video, delivered over the web, at a very reasonable price point. Pricing is based on a recurring fee, and removes the need for your organization to handle installs, maintenance, and updates. Typically, cloud-hosted clients have one or more users, managing hundreds to thousands of videos, across one or more departments and locations.

Hybrid Environment

Combines the best of our self- and cloud-hosted solutions, by utilizing the Wowza Media MediaCache AddOn. This read-through caching mechanism is deployed on an edge or local server, and dynamically fetches content from the master system for immediate streaming on first request, and caches it for subsequent viewers. This is a great option for cloud-hosted customers, providing a dedicated, on-premise media server for local VOD and live streaming. It's also an option for self-hosted customers interested in having cloud-based media servers for VOD streaming off the LAN.

Multi-Tenant Environment

Ensemble Video is aware that business and educational consortiums would like to deploy a video platform for multiple tenants. Consortiums have unique needs and our software is designed perfectly for deployment in a consortium.



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Ensemble Video in Action: 4 Digital Media Ecosystems

1 AUTOMATION WITHIN A DIVERSE, UNIFIED DIGITAL MEDIA ECOSYSTEM AT RICE UNIVERSITY

A growing demand for digital teaching tools at Rice University, coupled with the IT department's unified approach to systems administration, calls for a practical approach to media management and publishing. In the past, Rice relied on an in-house system developed by the staff, intended primarily to share video recordings of university events, like the annual commencement ceremony. This homegrown setup worked well on that level, but was not designed to accommodate today's progressive, media-rich teaching methods.

After the staff tested several leading video platforms, it was clear Ensemble had the right features to provide a unified front for a wide range of classroom technologies and media services. The system accommodates content from Rice's high-end, full-production media control rooms, to rudimentary faculty recordings using tablets and webcams, as well as excerpts from



feature films, documentaries, and television programs.

Faculty can record lectures and presentations in TechSmith Relay, and publish to Ensemble for secure viewing on the Sakai LMS. iPad and iPhone users can record and upload straight from their devices. Videographers can stream live events and upload HD recordings, then deliver an adaptive stream to public and private web destinations. Crestron CaptureLiveHD systems

integrate with Ensemble, and provide a simple, cost-effective way to record lectures, seminars, demos, and training sessions in HD 1080p.

With these improvements, Rice University has been able to decommission its legacy streaming server for in-house publication and distribution, and retire its separate encoding system — replacing both with Ensemble Video, and effectively streamlining the university's entire video management workflow.

2 HIGH-VOLUME DIGITAL MEDIA INFRASTRUCTURE AT COLORADO FILM SCHOOL

The Colorado Film School (CFS) needed an agile, robust digital media infrastructure to support a high volume of HD video files. Everyday course projects and faculty lectures require a simple, manageable framework that's easily deployed to students and instructors. At the

end of each semester, CFS needs a powerful, foolproof way to upload and transcode hundreds of student videos in less than 24 hours, for the its semi-annual Student Show.

To accommodate the volume, CFS chose a self-hosted Ensemble Video deployment option, including two physical transcoding servers with Harmonic ProMedia® Carbon transcoder installed, along with a virtual server for their Wowza

Streaming Engine and web hosting. This setup provides the necessary muscle for the prestigious film school, while balancing budget concerns. CFS maximizes its return on investment by using Ensemble's feature set to the fullest.

After the first year, approximately 8,000 minutes of video encoding jobs have been processed in Ensemble Video, and 293 students, faculty, and staff are using the platform to store,

share, and publish 1.3 TB of media.

Student films are exported from editing programs like Final Cut Pro, Avid Media Composer, or Adobe Premiere as 30+ GB master Quicktime files. The Ensemble team has worked closely with CFS to build a robust infrastructure and custom workflows that can efficiently handle hundreds of concurrent HD uploads.

Instructors can create video dropboxes for students to submit assignments without logging into the Ensemble system, and then utilize the attachments feature to grade student

projects anytime, anywhere.

Flexible sharing options provide simple, secure access to student work, outside the academic environment. Shared video playlists were used to submit entries to the Starz Denver Film Festival. The judging panel was impressed with the quality of the films, and offered students a two-night showcase during the festival.

CFS has dramatically streamlined workflows for its semi-annual Open Auditions event. Ensemble's Drag & Drop Watch Folders and iFrame embed codes enable automated

upload and dynamic publishing of video auditions for 150-250 actors, to individual profile pages. The profiles are part of a crew and talent database that integrates with social media components, messaging, forums, and film production tools like project planning and equipment rentals. Students use Ensemble to embed and link films onto their profile page to showcase their abilities.

The process used to take CFS staff four to six weeks to complete. But with Ensemble Video, they can now get in and out within three days.

3 SIMPLE & SECURE VIDEO PRODUCTION WORKFLOW AT ST. JOHN FISHER COLLEGE WEGMANS SCHOOL OF PHARMACY

The Wegmans School of Pharmacy was looking for a simple, secure way to distribute videos and feedback documents, to help students improve their communications skills as future pharmacists. As part of an advanced course before beginning their rotations in real patient care settings, students have the opportunity to integrate all aspects of pharmaceutical care in a simulated practice environment. The college employs actors to portray patients in a series of realistic, case-related counseling sessions, which are recorded for student reflection and faculty assessment.

Nine concurrent sessions take place in study rooms with mounted PTZ cameras, start/stop recorders, and Digital Rapids TouchStream LE appliances. A Crestron Isys Tilt Touchpanel (TPS-15B) and PRO2 Professional Dual Bus Control System controls the setup. Videos are automatically time/date stamped, recorded to unique shared watch folders in Ensemble, and transcoded by Harmonic ProMedia Carbon. The files appear in Ensemble



media libraries, and the college streams them out to the appropriate students and faculty via Ensemble's Blackboard Building Block. Staff members utilize the attachments feature in Ensemble to include self-reflection questionnaires for students, and a link to a grading rubric in Blackboard Learn.

In the past, individualized DVDs were created for students and faculty members. With only six study rooms at that time (as opposed to the nine they have now), staff members were producing 50-100 DVDs every week or two. For faculty members

working in off-campus practice sites, the disks had to be sent by US Mail. Start to finish, the entire process took approximately two weeks, and was repeated roughly ten times throughout the course.

With Ensemble Video, faculty and students can now access the videos almost immediately. "It's more secure, there's better turn-around time, and the videos can be accessed anywhere," said Media Application Specialist Matthew Miller. "It can be two in the morning, and they don't have to worry about having access to a DVD player."

**4 ANYTIME, ANYWHERE
LEARNING FOR 40
WISCONSIN SCHOOL DISTRICTS**

Wisconsin’s network of 12 Cooperative Educational Service Agencies (CESAs) partner to provide equal access to cooperative services, for every K-12 school district in the state. Each CESA serves the special and unique needs of schools and children in its region. Based in Chippewa Falls, CESA10 serves 39 districts in West-Central Wisconsin.

CESA10 was already using Polycom RSS video conferencing equipment and TechSmith Relay to enable a knowledge-sharing culture. The agency added the Ensemble Video platform to ingest, manage, and stream media to over 30,000 students.

Content is automatically ingested from video creation tools to a searchable database, and auto-published to CESA10’s Moodle LMS. This workflow enables teachers to focus on teaching and learning, without having to worry about compressing, editing, or publishing their media content.



Throughout a recent wave of teacher-created video, Ensemble Video brought simplicity to the process with integrated recording workflows from tools like TechSmith Relay and Coach’s Eye sports video analysis app for iPhone and iPad.

Every teacher can easily record and upload video from Android, iPhone, iPad, PC, or webcam, manage their

content in Ensemble Video, and auto-publish to their Moodle LMS.

Students who have to juggle school and farm duties can accelerate learning by accessing content anytime, anywhere. Those who don’t have internet access at home can use Ensemble Video’s media download feature to save videos to their device or jump drive before leaving school.



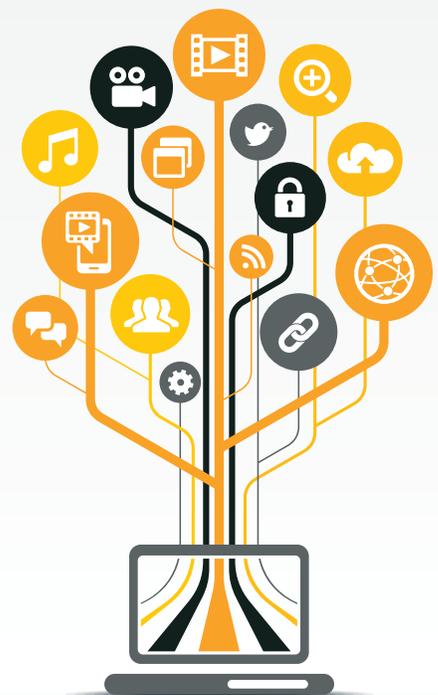
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Ensemble Video

KEY FEATURES



DESCRIBE, MANAGE & SEARCH

Use metadata to describe, manage and search media.



WOWZA INTEGRATION

Leverage an powerful OVP on top of Wowza Media Server.



STREAMING TO MANY DEVICES

Stream VOD and Live content to many devices.



LIMIT CONCURRENT VIEWERS

Limit concurrent streaming to a set number of viewers.



POWERFUL PUBLISHING TOOLS

Use our LMS, CMS, Blog, and Social Media publishing tools.



RESTRICT TO USERS OR GROUPS

Share video(s) with a single user or a group of users.



VIDEO PORTAL

Create one or many public and private video portals.



RESTRICT TO A NETWORK

Limit viewing to on-campus users and devices.



TRIM AND ANNOTATE VIDEO

Create searchable chapter points and trim media content.



RESTRICT WITHIN A CMS/LMS

Lock down videos in management system



AUTHENTICATION

LDAP, Active Directory, Shibboleth support



PREVENT DOWNLOADS

Prevent viewers from downloading content.



QUOTA MANAGEMENT

Leverage our granular quota management tools.



ACCESSIBLE VIDEO

Deliver captions for online video and audio content.