

Enterprise Video FAQ

What is enterprise video?

Enterprise video is a holistic strategy to optimize organizational messaging for internal and external audiences through the proactive design, deployment, and utilization of video communication.



What is an enterprise video ecosystem?

The strategic combination of people, processes, and technologies which enables an enterprise to capture and deliver broadcast quality video from any lens to any screen™. AVI-SPL VideoLink helps enterprises manage their video ecosystems with strategic analysis, cost-effective products and services, and periodic calibration to support larger goals.

How do I capitalize on the benefits of an enterprise video ecosystem?

An enterprise first has to make the conscious decision to adopt a video ecosystem mindset. This means getting all the disparate stakeholders to understand and agree that video is not just a tool, but a way of thinking about how your enterprise communicates. With a video ecosystem mindset, you'll be able to see how video can be used—and improved—to benefit every aspect of your business.

What are the benefits of an enterprise video ecosystem?

The use, quality, and required investment for video across enterprises is rapidly increasing. By deploying an enterprise video ecosystem, an enterprise can maintain, optimize, and/ or increase the quality and reliability of their video content.

The return on investment (ROI) of enterprise video is evident in the:

- Futureproofing of equipment investments
- Interoperability
- Optimized staffing levels (cross-training, remote technologies, etc.)
- Increased responsiveness and quality of service
- Alignment of messaging across platforms
- Reduced development cost (reusing assets strategically)

What types of content make up an enterprise video ecosystem?

Every video ecosystem is different but will likely contain both internal and external communications. Examples include digital signage, training videos, HR videos (DEI, recruitment, etc.), product spotlights, video advertising and more. An enterprise video ecosystem can also include broadcasting events, whether they take place in-person, hybrid, or fully virtual. The ecosystem approach ensures that all content has consistent messaging, branding, and quality.

What hurdles do enterprises typically face when implementing their video ecosystem?

- Disparate stakeholders and use-cases
- Rapidly changing technology
- Technical interoperability
- Compliance and risk management
- Consistency of message, branding, quality, etc.

Who is responsible for maintaining an enterprise video ecosystem?

The deployment of people, processes, and technology will require expertise in a variety of fields. The specific roles and desired skillsets will vary depending on the size and complexity of the enterprise video ecosystem. Key responsibilities may include:

- The technological design, implementation, and maintenance of the video infrastructure.
- The creation, management, and delivery of new and existing content.
- General support for end users and encouragement of internal usage/engagement.
- Advising and overseeing hardware and software updates, troubleshooting problems, and ensuring digital security.

A growing number of enterprises are choosing to offload some or all these responsibilities to a third party. [AVI-SPL VideoLink's Managed Services](#) furthers the enterprise video goals of multiple Fortune 500 companies with on-site staff in a variety of roles.

What are the best practices for managing a video ecosystem as an enterprise grows?

Ensure that each person, process, and technology onboarded into your enterprise video ecosystem is:



Simplified



Scalable



Supportable



Secure