RAMP MediaCloud™ for Microsoft® SharePoint®

RAMP MediaCloud delivers breakthrough video experiences to SharePoint

The Enterprise Video Challenge

The past few years have seen a dramatic increase in the use of video as a communication tool in the enterprise. Thanks to lower production costs, many organizations are seeking ways to exploit video as an attractive alternative to traditional text-based communication for Employee Collaboration, Online Training, Research, Customer Service, Marketing, and Corporate Communications.

But this growth of enterprise video comes with its own unique set of challenges:

- **Lack of Video Infrastructure**
  
  While creating high-quality videos has become cheaper and easier, many enterprises still struggle with the basics of providing enterprise video to their employees and customers. These basics include handling the demanding storage requirements of video, coping with distribution and streaming to remote offices with limited bandwidth, and supporting video encoding for multiple devices and end-points.

- **Limited Search and Accessibility**
  
  Metadata is crucial to making content accessible and discoverable through search, but video content, unlike documents, is notoriously thin when it comes to usable metadata. As a result, it is very difficult and sometimes impossible to find using conventional text-based search tools. If it can't be found, its value goes unrealized.

- **Weak Content Management Integration**
  
  Many enterprises treat video as a distinct information type and manage it separately from traditional text-based assets (documents, web pages, presentations, …). Also, established content management tools that work well for managing text assets are incomplete or ineffective when it comes to videos. The result is that video often goes un-managed, unused, and under-valued.

RAMP MediaCloud™ for SharePoint makes your enterprise video…

- **More Manageable**
  
  Tight integration of RAMP MediaCloud’s video management services with SharePoint means that familiar SharePoint tools are available to simplify video asset management and to make video natively accessible to all SharePoint workloads.

- **More Discoverable**
  
  RAMP MediaCloud for SharePoint generates rich video metadata to power deep video indexing and search with SharePoint’s native search features.

- **More Engaging**
  
  RAMP MediaCloud for SharePoint’s comprehensive video player experience delivers features such as search within the video, tag-based navigation, and interactive transcripts to drive video engagement and increase video consumption.

- **More Targetable**
  
  RAMP’s patented content processing creates time-coded tags and concepts across all your video assets to enhance related content targeting and recommendations, connecting it with other critical information assets, and maximizing your video inventory value.
The RAMP Solution

RAMP MediaCloud™ for SharePoint provides customers with an answer to their enterprise video challenges.

RAMP MediaCloud™ is an award-winning, cloud-based platform for storing, enriching, distributing, and streaming on-demand enterprise video. Unique to RAMP MediaCloud is RAMP’s proprietary, patented technology to automatically generate text transcripts and metadata from video. The metadata produced by RAMP MediaCloud™ is used to enable search across otherwise inaccessible spoken word – increasing the likelihood that video assets will be found.

By integrating RAMP MediaCloud™ with SharePoint Server 2010, RAMP has delivered a complete and powerful enterprise video platform that leverages the powerful, native capabilities of SharePoint to make video a “first class citizen” within the content and search fabric of the enterprise.

Key Features

Cloud-based Video Management
- Secure cloud-based storage and delivery (CDN)
- Video upload and management
- Integrated multi-format video encoding and transcoding
- High performance streaming
- Active Directory integration
- 3rd party Video CMS integration

Video Metadata Generation and Curation
- Time-coded transcriptions on video using automated speech-to-text with the option for human editorial transcriptions
- Semantic processing to extract meaning from transcripts and metadata
- Automatic video thumb-nailing and scene segmentation

Native SharePoint Integration
- SharePoint-powered blended or “universal” (video + documents) search results
- Pre-built SharePoint Web Parts for search and video player
- Integration with SharePoint media asset and library management

Interactive Video Playback
- In-video keyword search
- Time-coded (contextual) keyword highlighting
- Contextual content spotlighting
- Audio-based scene segmentation
- “Related content” links
- Social sharing

The Applications
- A large financial services firm uses RAMP MediaCloud to power a research portal delivering daily audio and video analyst “blasts” to traders and investors.
- A large healthcare organization uses video search and interactive playback to make critical self-learning content more discoverable and engaging to employees.
- A major high-tech company uses RAMP to enhance online customer service, empowering greater self-service and significantly lowering support costs.
- A leading pharmaceutical company uses RAMP’s metadata generation capabilities to better exploit their huge archive of marketing and communications assets.

The Impact
Enterprises that have deployed RAMP have:
- Decreased video infrastructure costs up to 90% by leveraging cloud-based video services.
- Increased video search coverage by 100-900% (helping users find content that would otherwise not be found)
- Improved video search click-through rates by 30% and decreased overall search abandonment by 50%.
- Increased overall content video consumption by 70% by enabling contextually linked related content.