



Video for training, learning, and development

Managers, course instructors, and corporate training or learning teams utilize a variety of tools and learning aids when providing instruction and lessons to employees. But of the many tools available, the use of video streaming online for learning & development has become a core component of any successful training course.

The use of video in education has been common practice for many years. Now, in the wake of the COVID-19 pandemic, online videos play a larger role than ever before. With many businesses now established as a hybrid workplace or maintaining a remote workforce, streaming videos are the ideal medium to deliver important instructional materials in an easy and effective manner.

Online video has the power to engage the viewer far beyond the capability of text and images, and streaming video has been identified as the most effective content format for building trust, comprehension, retention, and conversion.

Yet while many businesses have the capability to produce or outsource the production of quality videos, some still struggle with the streaming and hosting aspects. A great number of organizations opt for free hosting sites, but these present a multitude of problems. And, almost all enterprise applications (CMS, Intranet, LMS etc.) offer limited video streaming capability beyond the ability to embed YouTube links. Additionally, corporate IT networks are generally not built to support large-scale viewing of streaming content.

How then do corporate and Government organizations leverage the power of streaming online? By choosing a business-oriented enterprise video streaming platform that offers everything an organization needs to optimize its learning & development objectives.





What is an Enterprise Video Streaming Platform?

A well-designed enterprise video platform (EVP) will offer a range of solutions that go beyond the simple managing and hosting of video content. Sometimes referred to as a content management system (CMS), an EVP is actually a specialized form of CMS that enables the hosting of video via either a cloud-based service, or an on-premise system.

The EVP should enable the capture of video, streaming content, and live streams from a secure network location. Through this content management system, viewers should be able to stream and view video content on any device. Advanced enterprise video streaming platforms offer additional features such as security, analytics, and seamless integration with other content management systems.

An enterprise video streaming platform is an ideal tool to aid in learning & development, serving to improve communication efforts throughout an organization. Covering both internal and external video use cases, some EVPs can also be further customized to meet business and industry-specific requirements.

An EVP also differs from an Online Video Platform (OVP), which is typically a free hosting site utilized for the purpose of delivering video content to consumers or an external target audience. Streaming online video platforms may be well suited for videos meant for a wide public audience, but for learning & development uses that require specific delivery options and privacy, OVPs are not your best option.

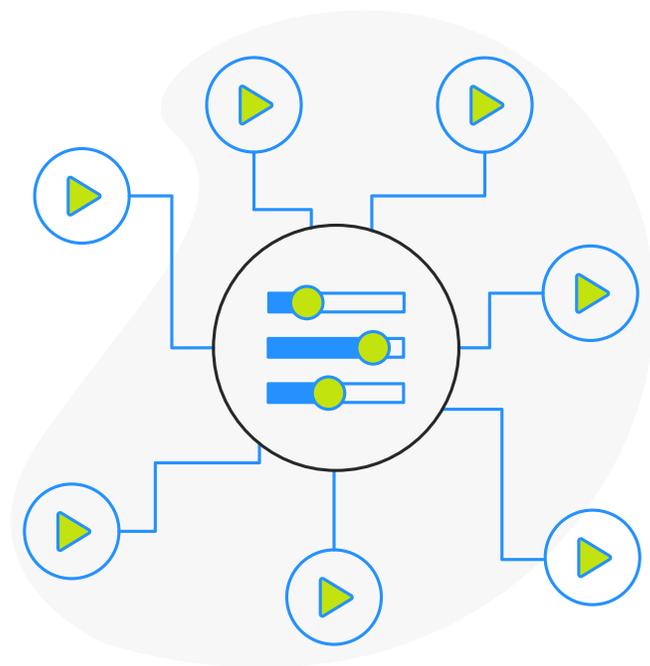
Why a Streaming and Hosting Platform is Necessary

Before taking a look at the different options for free video streaming online and hosting, you should first understand why you need a dedicated hosting option. The short answer is that video files are typically much larger than many other types of files you may use for learning & development. Storing and distributing video files requires a lot more storage space and network bandwidth than documents, for example.

Whether you are streaming a live instructional broadcast or distributing a video of instructional activities, you'll need a network capable of handling the larger requirements and resources needed for streaming videos. Otherwise, you run the risk of viewers receiving errors when they try to connect to a live stream, or experiencing slowdowns and buffering when attempting to watch videos on a network that can't support the bandwidth.

As an alternative, some organizations prefer to simply store the video files on their server and enable users to download them to their own devices for later viewing. But this presents another set of issues. Aside from videos taking up a large amount of space on a company server, they can also take a long time to download.

And, unless your organization is supplying your employees with equipment that is adequate enough to not only download the files successfully but also has the storage capacity for them, there is no guarantee that the user can successfully download and watch the video.



Streaming technology solves this issue. A streaming online video is a video that has been compressed, enabling the transmission of the video in real-time via the Internet. The streaming technology allows for a viewer to watch the video at the same time that small portions of it are being downloaded. As the video continues, the technology essentially rewrites over the viewed portions of the video, allowing for a continuous video stream without excess storage being taken up on the viewer's computer or device.

Essentially, the video in its entirety remains on the hosted server, while the streaming technology allows for uninterrupted viewing. A hosting platform is, in fact, a powerful toolkit that offers many additional resources and features that better enhance learning & development within your organization. But, that only holds true if you select the right hosting platform.

Free Hosting Options for Learning and Development: **Pros and Cons**

There are many free hosting options available. Aside from these sites being free, there are other benefits to using them, making them a good option for many organizations.

Free-Hosting Pros

SEAMLESS EMBEDDING

When hosting videos for learning & development, you don't necessarily want to direct viewers to a YouTube URL. Instead, you'd like the video to appear on your own website or company Intranet. This allows for a more seamless experience for the viewer, which, as well as showcases increased credibility and value.

Platforms such as YouTube aren't just video hosting sites — they are also video sharing sites. That means you can embed the video on your own website — the video is still hosted on YouTube, but a linked URL allows it to be presented and viewed on your website.

NO STORAGE CAPACITY REQUIRED

By embedding videos on your site that are actually hosted on another platform, you also eliminate the need for all the storage space on your own network. This saves you plenty of space on your network to save other important data.

NO SLOWDOWNS

Finally, you also don't need to worry about buffering or slowdowns because of too much traffic on your own network. The video streaming is actually coming from the hosting platform, and so isn't affecting your own network's capabilities. Dozens of individuals could watch the video at once without affecting your own IT infrastructure.

While all of the above might seem like a pretty good reason to use free hosting sites, there are a multitude of cons that make the free options a bad choice for the purposes of learning & development.

Free-Hosting Cons

LOSS OF OWNERSHIP

Perhaps the largest drawback to using a free hosting site is that you no longer control the ownership of your video. Sure, the video is uploaded to the site and further controlled under your own account, but in essence, it is now the property of the platform.

That means that the platform can insert ads that play before your video starts. That is certainly not conducive to learning & development, not to mention unprofessional in appearance. The site can also change its link format, which will cause your own embedded links to return an error and make the videos unwatchable.

LACK OF SECURITY

When comparing EVPs to OVPs, one of the major differences between the two is security. Put simply, videos hosted on an EVP are secure, and videos hosted on an OVP are not. While platforms such as YouTube and others do offer some security settings, they just aren't reliable or distinctive enough to meet the needs of corporations that create videos with sensitive content.

Typically, learning & development videos are designed specifically for employees and onboarding, and not for the general public. Using public video hosting platforms to host videos meant to be private is a major security risk. A robust EVP, on the other hand, offers a wide range of security features to meet stringent privacy and compliance requirements.

Self-Hosting as an Option

To ensure privacy and improved control management, you could try self-hosting the videos on your own dedicated server. As mentioned earlier in this e-book, there are pros and cons to this option as well.

Self-Hosting Pros

PRIVACY

When you self-host your videos on a company server, you can assign permissions for management and viewing, ensuring that they aren't shared publicly outside of the office Intranet.

CONTROL

There's no need to worry about a free platform deciding to delete your videos for some strange reason or change the URL without your knowledge. Additionally, you won't have to worry about advertising interrupting your videos.

PROFESSIONALISM

Having the videos embedded on your own website, without the need for viewers to follow a link to an OVP, not only looks more professional but also keeps viewers connected to your website or Intranet. This improves branding as well, helping to get viewers further into the corporate mindset of your organization.

Self-Hosting Cons

REQUIRES A MORE POWERFUL IT INFRASTRUCTURE

Unfortunately, self-hosting also requires major upgrades to your network. A network that isn't powerful enough to handle the high bandwidth of self-hosted videos will suffer slowdowns. This can affect the website as well, and even visitors to the website may experience problems getting pages to load.

You'll need to upgrade your network to ensure it not only has enough storage space for your videos but also that is fast enough to handle the bandwidth without causing buffering or a loss of quality. This would not be conducive to learning & development, nor does it appear very professional.

INCOMPATIBILITIES

When you use an EVP or even an OVP to watch a video, the software and coding behind the scenes ensure that the videos can be played without any issues on any major web browser or cellular device. Without the proper coding knowledge and integrated software on your own network, you cannot guarantee that everyone will be able to view your videos properly.

And it's a pretty big hassle to encode multiple versions of your videos so that they can be played on different browsers and in different formats. It takes time and money, not to mention a lot more space on your server.

LACK OF FEATURES

An EVP such as Viostream offers a large host of features, such as user access control, accessibility features, amazing analytics, and much more. All of these features are absent when you choose to self-host your videos. To truly make the most out of your learning & development use cases, you'll want to utilize a professional and reliable EVP like Viostream.



Why use an Enterprise Video Platform?

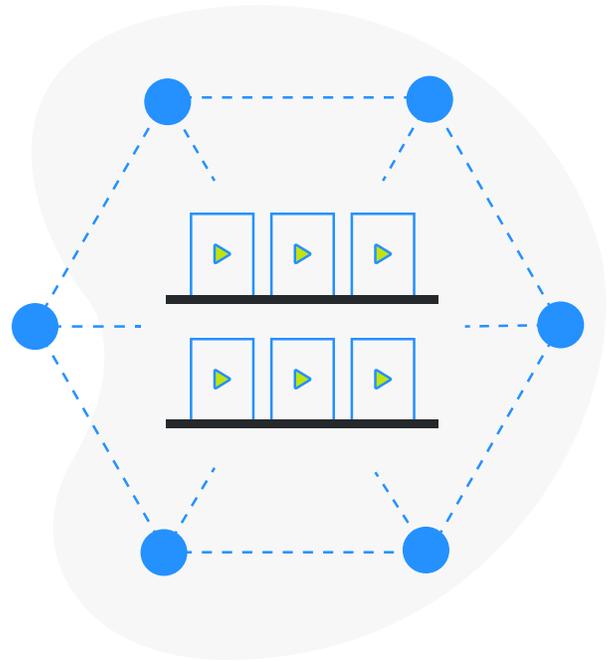
As you can surmise from the above content, an EVP is just a more feasible option for learning & development, not to mention all video communication in a corporate environment. That's because enterprise video platforms were, in fact, specifically designed for video communication within an organization, rather than public use. However, over time, the EVP has evolved to fulfill the needs of corporations to handle the requirements for both internal and external video communication efforts.

That being said, inter-office video communication, and learning & development, in particular, can be greatly improved and benefit from the use of an enterprise video platform. Without using a dedicated, professional solution, data challenges await any organization that intends to produce video content on a regular basis.

As mentioned earlier, free live streaming and hosting options are made for consumers, not for businesses. The free tools are designed to enhance the viewer experience only and do little for the distributor of the content. Understandably, you have more complex needs than just live-streaming a video to an external audience, which is why an EVP is not just a better option, but also of critical importance in today's highly competitive landscape.

A professional corporation or organization simply can't afford any downtime or security issues with their video content. Proper and efficient management of video assets is also of great importance.

Of course, you don't want to choose just any enterprise video platform, as they are certainly not all created equal. Keep reading to see what you want to look for in an EVP and why Viostream not only fits the bill but also offers much more to enhance various business operations.



What to look for in an Enterprise Video Platform

When choosing an enterprise video platform, you must consider several parameters, as well as the specific requirements and priorities of your company and industry. By first understanding what your company needs in order to provide the best tools for learning & development, you can better make an informed decision when choosing an enterprise video platform.

Consider the different content management and streaming services and features you will find in a robust EVP.

A good enterprise video platform will encompass the following:

Dedicated Video Portals

Build secure video viewing playlists for all employees or select teams & stream the video data to your analytics. Video distribution inside an enterprise helps companies stream live video across their corporate networks.

Privacy and Secure Video

Have confidence your video is secure. With best practices in viewer control, user management & platform encryption, you can ensure that your video content is not sharable or downloadable without permission. End-to-end encrypted video streaming keeps your video content private and secure.

Access Controlled

Control who watches what video, and when they watch it. Employ layered security controls with SSO, geographic restrictions & whitelisting.



Amazing Analytics

Understand your video trends over time with engagement scoring, heatmaps & viewing patterns. Understanding the reach of your content and being able to gauge its effectiveness can help you improve its quality.

Keep Records

Track viewer actions & logs that can certify which employee has completed what training courses or videos.

Accessibility For All

Empower through access with automatic & on-demand video subtitles, captions, audio descriptions & transcripts.

Integrating an EVP with a Learning Management System

Viostream gives you the power to video-enable your learning management system and intranet with streaming video, or launch your own secure, branded video learning portal for access by staff or partners on any browser or device.

Videos can be made interactive with clickable content in the player to transform a linear viewing experience into a dynamic, personalized viewer journey to enhance retention and engagement. Use Viostream's video-to-text service and searchable, interactive transcripts to make your video content discoverable.

If you currently use a Learning Management System (LMS), it is important to note that such a system is no longer prevalent in today's modern, technology-advanced society. Your LMS needs a video-platform enhancement, as text and visual content simply do not engage video-savvy users. After all, there is little doubt that video is becoming the predominant method of delivering Learning and development.

In fact, 65% of the population are visual learners. You can train employees and partners faster and more effectively with online video. Users want a simple YouTube-like video interface that feels familiar and easy to use. They don't enjoy a clunky interface that forces rigid old-style learning. An LMS without a solid video platform does not provide a positive user experience.

Adding Viostream to your LMS Solves These Problems

An LMS was designed for traditional learning content. It's not the best solution for hosting and streaming videos. It's not the best solution for modern learning audiences and methods. Adding a Viostream video platform to your LMS gives you all the robust video you need—without the problems.

Unlock the knowledge bank in your business, making it easy for staff anywhere to create and share video content with peers from their existing mobile or desktop devices, with moderation controls and content tagging to stay on top of it.

Importantly, Viostream makes it easy to securely manage access through single sign-on integration with your corporate directory, and track what content your audience has watched for compliance management.

Viostream Integrates With Any LMS

- Viostream is not a replacement for an LMS. It's an enhancement. It turns any LMS into a robust—and secure—video platform.
- Make your LMS more powerful and more engaging by beefing up video capabilities.
- Four different grades of transcoding ensure that users never have buffering problems—the spinning wheel of death.
- If you don't have an LMS, Viostream video platform can effectively deliver for small to mid-sized businesses. You can just use a video portal combined with video playlists to deliver Learning and development.

Learning and Development Outcomes:

- Launch your own Corporate Tube video training portal
- Add the power of video to your corporate LMS
- Give everyone the chance to produce & share learning content - Deliver live and
- Interactive training sessions
- Make your video training accessible anywhere on any device
- Control access and track viewer activity for compliance

Viostream is the only cloud video platform that is designed around the needs of the large business & enterprise, to video-enabled business applications and manage secure, efficient delivery of live and on-demand streaming video at scale on the corporate network without the need for proprietary infrastructure.

Viostream Platform Features:

- Enterprise-grade video streaming platform hosted in the cloud.
- Live and on-demand streaming to viewers on almost any screen, anywhere in the world.
- Efficient video distribution for scalability on corporate networks.
- Interactive video tools including calls to action and searchable content.
- Secure storage with encrypted streaming and SSO authentication.
- Native integration with SharePoint, Adobe Experience Manager, Squiz Matrix, etc.



Business Outcomes:

- Launch your own Corporate Tube, a branded, secure video portal for internal comms or learning
- Deliver live, interactive webcasts with real-time audience Q&A, comments or chat
- Video-enable your learning management, HR, or compliance system
- Track video analytics and user-level viewing reporting
- Capture user-generated video content from any device

Unlock the knowledge bank in your business, making it easy for staff anywhere to create and share video content with peers from their existing mobile or desktop devices, with moderation controls and content tagging to stay on top of it.

To learn more about solutions to increase the effectiveness of online video for Learning and Development visit: viostream.com

Customer success stories

The **NAB online video** learning portal was launched to provide an innovative facility for knowledge sharing across its 40,000+ staff. A simple user-generated content workflow makes it easy to create and share stories, and distinct video channels make it easy to find relevant content. Importantly, viewer authentication ensures NAB's proprietary stays secure. The success of this platform has seen more than 2,000 videos created and shared by staff since its launch.

MyKWM is a restricted access video portal, providing CPD / CLE points for clients or staff who watch video presentations to completion. A simple registration form captures viewer details for points accreditation and lead generation, and the rich content includes video, synchronized PowerPoint slides, speaker bios, and social sharing tools for maximum impact.

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