

OpenText Video Services:

Hosted Video Management and Delivery

OpenText Video Services is an integral component of the Customer Experience Management (CEM) suite that OpenText offers to help organizations execute on comprehensive Enterprise Information Management strategies. CEM is a set of technologies that organizations can take advantage of to exceed customer expectations, reach new markets, and provide superior experiences across all digital channels.

Drive greater traffic and engagement with video

With OpenText, organizations are capitalizing on this shift to the video-centric web where content and video are seamlessly combined across multiple channels, creating the most engaging experiences. OpenText Video Services provides a solid foundation that helps organizations manage all content within a unified management workflow and deliver their video assets to computers and mobile devices securely and with customized player experiences.

Reduce the cost and complexity of implementing video

The Video Services deployment model offers organizations the opportunity to reduce the cost, complexity, and time to deploy video to web, mobile, podcast, and IPTV end points. Many companies struggle with how to quickly implement a video solution on top of their existing web infrastructure. Our solution is offered in a rapid-deployment hosted model and was built to integrate to OpenText

web and content management systems so you can be publishing videos on your intranet or public-facing website just days from now.

Increase revenue and visitor engagement with video

Video Services increases user interaction and engagement by providing the ability for users to select specific video segments and share these with others, helping popular shared segments go viral. Shared segments contain an embedded link driving users back to a website for further marketing opportunities, which can contain advertising or promotions surrounding the video.

Video Services user-ready reporting provides valuable insights and details on the popularity of videos, how often these videos are shared, and shows how users are interacting with your rich media content. These reports are presented as “visual heat maps,” showing the areas users are most engaged with, and the intelligence provided enables you to make smarter decisions about the types of content to create and branding messages to include.

VIDEO AND THE WEB

OpenText Video Services helps customers build their brand, sell products, improve communications and learning, and increase advertising revenue by providing advanced video management and delivery capabilities that are integrated with OpenText Customer Experience Management (CEM) solutions. The consumption and use of video across all industries, inside and outside the firewall, continues to see phenomenal growth. The video-centric web is here. Are you ready? OpenText has the solutions that you need to succeed in an increasingly complex web communications environment.

Video Services is a hosted solution

OpenText delivers Video Services as a turn-key hosted service. There is no need to purchase additional hardware to get the solution up and running, and all future upgrades are managed by OpenText.

Video can be integrated onto a website with very little IT involvement. This removes many of the potential barriers to adoption and enables organizations to quickly begin creating video-centric web experiences.

Video Services is ideally suited for enabling user-generated content

Capabilities include the ability to ingest and convert to multiple formats and store and manage galleries. The rise in the amount and popularity of User-Generated Content (UGC) provides additional opportunities for organizations to interact, communicate, and engage with their visitors.

End-to-end video management and delivery

Video Services provides an end-to-end video management and delivery solution, integrated into OpenText product suites that do not require the need for third-party technologies. For instance, many video management solutions require integrations into other transcoding, storage, or delivery technologies to create a complete solution, increasing the time, cost, and complexity of implementation. Video Services has native transcoding capabilities included; redundant, reliable, and scalable storage solutions; and global network delivery capabilities, removing any potential integration complexity. In addition to a robust set of out-of-the-box features, Video Services can be customized to meet the specific needs or requirements for each organization.

Handle simple to complex video requirements

OpenText software integrations, web-based management interfaces, and web APIs: Video Services can handle the spectrum of simple to complex video management requirements. OpenText provides custom video management workflows prebuilt into its Customer Experience Management (CEM) solutions and also offers a web-based interface and a rich set of web APIs to extend all aspects of video ingest, management, transcoding, and delivery. The granular and rich web API enables distinctive flexibility in the implementation and allows for deep integration into web applications based on any language.

Changeable formats and templates: Video formats continue to proliferate with no universal standard for video formats today. Video Services understands this complexity and allows customers to create “recipes” for video transcoding that meet the needs of their business. Video Services can ingest a wide range of origin formats and transcode those video assets to the most popular online web, mobile, and portable device formats that are compatible with media players used by that organization. Customers can choose from a range of pre-existing recipes for common output formats or customize recipes for specific encoding options to control quality, formats, and compression.

Flexible approach to video players: Video Services has a flexible approach to players. While many video management solutions offer limited customization of the player, Video Services allows customers to have full control. Our solution includes an out-of-the-box Flash® player that provides standard play out functionality, includes the ability to share video segments with others, and provides an embed code for easy reuse and replay on any website. Additionally, Flash players can be easily customized to have a branded look and feel to enable design consistency within the rest of the customer’s web experience. More advanced options include taking ownership of the player through the source code or potential integrations into an existing player of the customer’s choosing.

Customers can choose from a range of pre-existing recipes for common output formats or customize recipes for specific encoding options to control quality, formats, and compression.

Want to learn more?

Video Services is part of the OpenText Customer Experience Management (CEM) suite that OpenText offers to help organizations execute on comprehensive Enterprise Information Management strategies. With these products, OpenText customers improve their content-driven business processes and deliver any content to both internal and external audiences, anytime, anywhere, and to any device, making the web experience relevant, social, and multi-channel. ■

FEATURES	BENEFITS
<p>OPENTEXT PRODUCT INTEGRATIONS</p>	<p>The Video Services REST API is used to extend OpenText Content Web Services and products as a bundled solution to support robust video management and delivery features both inside and outside the firewall. Examples of OpenText software that Video Services can be natively deployed with include:</p> <ul style="list-style-type: none"> ▪ OpenText Content Server ▪ OpenText Web Experience Management ▪ OpenText Media Management ▪ OpenText Web Site Management ▪ OpenText Social Communities ▪ OpenText Media Management On Demand
<p>ADMINISTRATIVE CONSOLE</p>	<p>Video Services includes a web console that provides a single administrative interface a customer can use to:</p> <ul style="list-style-type: none"> ▪ Upload and ingest assets ▪ Manage assets and metadata ▪ Crop and organize content into playlists ▪ Preview and play assets ▪ Review reports and metrics <p>Through the administrative console, users are able to edit video metadata, change thumbnail images, and transcode video to various formats.</p>
<p>WEB API</p>	<p>Video Services provides a comprehensive REST API which means that this web API is easily usable by any web application, running on virtually any platform or language. More than 40 API interfaces are available to expose most aspects of video management including ingest, query operations, management operations, and transcoding operations.</p>
<p>REPORTING</p>	<p>In addition to live user behavior analytics displayed in heat maps, Video Services provides more than 20 standard reports out-of-the-box, including reports on the segments that viewers are sharing and the reports can be provided in various formats, including .pdf, .html, .xls, and .csv. The reporting capabilities can also be customized to include additional reports when necessary.</p>
<p>VIDEO PLAYER</p>	<p>Video Services includes an out-of-the-box Flash® player that provides seamless integration into existing websites. The player provides standard play out functionality with seek ahead and behind functionality, and also includes the ability to share video segments with, utilizes the texture strip to find the relevant parts of the video, and provides an embed code for easy reuse and replay on any website. The robust Flash player can also be customized to create a branded player look, feel, and design, and to present roll and overlay advertising. Video Services also supports delivery through HTML5 and device-specific streaming technologies to devices that do not support Flash.</p>
<p>TRANSCODE</p>	<p>Video Services enables the conversion of a wide array of source digital formats into many popular video output formats including:</p> <ul style="list-style-type: none"> ▪ Web video formats (Flash, MPEG 4, Windows® Media) ▪ Mobile formats (downloaded or streamed to mobile devices) ▪ Podcast formats ▪ IPTV formats

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