HOW TO: Select the *Right* Video Management Solution
Streaming Media West 2013

Exposing the real weaknesses and strengths of web and enterprise technology products

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Real Story Group: What We Do

Research
Analyze weaknesses and strengths of the tools....and vendors

Consulting
• Technology audits
• Technology strategy & roadmaps
• Product & vendor selection
RSG Research Areas:
Digital Workplace & Marketing Technologies

We are a buyer's advocate for enterprises looking to invest in content technologies.

We provide in-depth research analyzing weaknesses and strengths of technology and vendors.

- Web Content & Experience Management
- Digital Marketing Technology
- Brand & Digital Asset Management
- Broadcast & Media Asset Management
- Portals & Content Integration
- Enterprise Mobile Platforms
- Collaboration & Social Software
- Document & Records Management (ECM)
- Cloud File Sharing
- SharePoint
Digital Workplace & Marketing Technology Vendor Map

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<table>
<thead>
<tr>
<th>INDEPENDENCE FACTORS</th>
<th>REAL STORY GROUP</th>
<th>OTHER FIRMS</th>
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<tbody>
<tr>
<td>CONSULT TO VENDORS?</td>
<td>✗</td>
<td>✓</td>
</tr>
<tr>
<td>SPEAK AT VENDOR EVENTS?</td>
<td>✗</td>
<td>✓</td>
</tr>
<tr>
<td>ACCEPT EXPENSES &amp; HOSPITALITY FROM VENDORS?</td>
<td>✗</td>
<td>✓</td>
</tr>
<tr>
<td>WRITE PAPERS FOR VENDORS?</td>
<td>✗</td>
<td>✓</td>
</tr>
</tbody>
</table>
The growing importance of online video

- Live streaming for major sporting, political, and music events has become the norm

- Video drives online purchases – user who watch a product video online are up to 85% more likely to make a purchase (per Internet Retailer)

- Video ads were the fastest-growing category of online (per eMarketer)

- Video will make up 66% of mobile data traffic by 2016 (per Cisco)

- Xbox users spend more time watching video than playing games on the device. (per Microsoft)
But...

- Choosing technology to support end-to-end video management is a challenge
- Enterprises very quickly discover the limits of their incumbent solutions
- Wide range of solution offerings with overlapping capabilities
- Online video platforms are proliferating
- They vary widely in terms of maturity and functional capabilities
5 Traditional Ways of Selecting Technology
#1 Blind Love
#2 Happiness is a Warm Set of Binders
#3 My Cousin Vinnie
#4 Family Car

![Family Car Image](image-url)
Don’t let it come down to this....
We think there’s a better way…
Real Story Vendor Procurement (RSVP) Overview

Needs Analysis → Scenario Development → Market Analysis → RFP / Tender → Demos & POC → Selection
Can You Handle This Technology?

Most enterprises overbuy…
### Content Authoring

| 1.1  | 1.1.1  | 1.1.2  | 1.1.3  | 1.1.4  | 1.1.5  | 1.1.6  | 1.1.7  | 1.1.8  | 1.1.9  | 1.1.10 | 1.1.11 | 1.1.12 | 1.1.13 | 1.1.14 | 1.1.15 | 1.1.16 | 1.1.17 |
|------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|      | Authoring is full browser-based | Content editor supports Microsoft Internet Explorer | Content editor supports Mozilla or Firefox | Content editor supports Netscape | Content editor supports Konqueror | Content editor supports Safari | Content editor supports Opera | Proprietary web browser environment | Client application for content editor | Embedded HTML editor for content | Create or form editing | Complete content editor | Object content editor | The content editor employs DHTML scripting to operate | The content editor has been developed by the vendor to facilitate ECM | The content editor is a third-party product | The content editor provides own API |
|      | 100 percent of the authoring process is undertaken using a web browser. | | | | | | | | | | | | | | | | | | |
Testable process

“Longish” short list (10-12)

Short list to RFP recipients (6-8)

Vendor demos (3-4)

Bake-off POC (1-2)

SELECTION (1)

- Test via scenarios in RFP
- Test via custom demos
- Test via head-to-head pilots

WE ARE HERE
Selection: it’s all about “fit”

- Scenario Fit
- Technology Fit
- Partner Fit
- Value Fit
Roles & Responsibilities

- Needs Analysis
  1. Articulate Business Case
  2. Identify Stakeholders
  3. Establish Governance
  4. Gather & Analyze Reqmts
  5. Measure Risk & Maturity

- Scenario Development
  1. Develop Testable Scenarios

- Market Analysis
  1. Research the Marketplace
  2. Create Target List
  3. Decide Solicitation Approach

- RFP / Tender
  1. Develop RFP
  2. Issue RFP
  3. Answer Bidder Questions
  4. Evaluate Vendor Proposals

- Demos & POC
  1. Conduct On-Site Demos
  2. Negotiate Pricing & Contract
  3. Filter to Final List
  4. Run Competitive Proof of Concepts

- Selection & Launch
  1. Make Final Supplier Decision
  2. Pilot Solution
  3. Implement

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MAM vendor “flavors”

**BROADCAST**
- Dalet
- VIZRT
- Avid
- Harris
- TMD
- Cinegy
- ViewCast

.....and others

**VIDEO Production & Distribution**
- Apple FCP
- Avid

.....and others

**CORPORATE VIDEO MGMT**
- North Plains
- Open Text
- celum
- Autonomy
- MediaBeacon

.....and others

**CDNs and OVPs**
- KIT digital
- Brightcove
- Limelight
- Vimeo
- YouTube

.....and others
Real Story Group 2013 Broadcast & Media Asset Management (MAM) Marketplace

Broadcast Media Management

- AVID
- Cinegy
- Dalet
- Harris
- metia
- Globecast Group
- TMD
- Vizrt

Enterprise Video Management, Production, and Distribution

- Apple
- Celum
- kitdigital
- Autonomy
- OpenText
- North Plains
- ViewCast
Broadcast & Media Asset Management Scenarios

- Television News
- Media Modernization and Archives
- Feature-Length TV and Cinema
- Corporate Audio/Video Library
- Sports Broadcasting
- Parliaments, Government, Military and Judicial
- Radio Broadcasting
## MAM use cases

<table>
<thead>
<tr>
<th>Use Case Scenarios</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television News</td>
</tr>
<tr>
<td>Sports Broadcasting</td>
</tr>
<tr>
<td>Feature-length TV / Cinema</td>
</tr>
<tr>
<td>Radio Broadcasting</td>
</tr>
<tr>
<td>Media Modernization and Archives</td>
</tr>
<tr>
<td>Parliaments and Govt. Bodies</td>
</tr>
<tr>
<td>Corporate Audio/Video Library</td>
</tr>
</tbody>
</table>

In short, Interplay MAM may be an enterprise-grade product, but you’ll pay enterprise-size fees as well. The company claims that larger media enterprises realize the ROI and are able to make a business case for it (despite the need to pony up a million dollars). Investigate your appetite for this product with these numbers in mind.
### Feature Ratings at a Glance

<table>
<thead>
<tr>
<th>Creation &amp; Management</th>
<th>Architecture &amp; Management Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ingestion</td>
<td>Application Development</td>
</tr>
<tr>
<td>Asset Lifecycle</td>
<td>System Administration</td>
</tr>
<tr>
<td>Media Processing</td>
<td>Security</td>
</tr>
<tr>
<td>Organization</td>
<td>Reporting</td>
</tr>
<tr>
<td>Storage Management</td>
<td>Distribution</td>
</tr>
<tr>
<td>Assembly &amp; Delivery</td>
<td>Integration</td>
</tr>
<tr>
<td>Search &amp; Navigation</td>
<td>Scalability &amp; Capacity</td>
</tr>
<tr>
<td>Workflow</td>
<td>User Interface &amp; Interaction</td>
</tr>
<tr>
<td>Localization &amp; Internationalization</td>
<td>Vendor Intangibles</td>
</tr>
<tr>
<td>Transform, Transcode &amp; Deliver</td>
<td>Maintenance &amp; Support</td>
</tr>
<tr>
<td>Configuration &amp; Customization</td>
<td>Strategy &amp; Roadmap</td>
</tr>
<tr>
<td>Personalization</td>
<td>Services &amp; Channel</td>
</tr>
<tr>
<td>Monetization &amp; Rights Management</td>
<td>Viability &amp; Stability</td>
</tr>
</tbody>
</table>

### MAM technology components

Interplay Media Asset Manager (MAM) is a software solution developed by Avid Technology. It is focused on managing media assets and distribution, particularly in the broadcast media sector, particularly in the DACH region of Europe. After the acquisition of Media Archive in 2010 by Avid, the Media Archive product was subsequently enhanced and rebranded as Interplay MAM.

Interplay MAM was released in December 2011, the third release since the Blue Order acquisition. It is a solution that can be deployed out of the box; however, it requires a significant amount of configuration and customization to tailor to your specific requirements. As a platform, it is more scalable, provided you have the proper hardware configuration.

Interplay MAM is an SOA application based on .NET technology and generally scales well, provided you have the proper hardware configuration. It is a solution that can be deployed out of the box; however, it requires a significant amount of configuration and customization to tailor to your specific requirements. As a platform, it is more scalable, provided you have the proper hardware configuration.

### Overview

- **Media Archive**: Acquired by Avid in early 2010 and subsequently enhanced and rebranded as Interplay MAM.
- **Interplay Media Asset Manager (MAM)**: A software solution developed by Avid Technology.
- **Features**:
  - **Ingestion**
  - **Asset Lifecycle**
  - **Media Processing**
  - **Organization**
  - **Storage Management**
  - **Search & Navigation**
  - **Workflow**
  - **Localization & Internationalization**
  - **Transform, Transcode & Deliver**
  - **Configuration & Customization**
  - **Personalization**
  - **Monetization & Rights Management**

### Technology Components

- **Application Development**
- **System Administration**
- **Security**
- **Reporting**
- **Distribution**
- **Integration**
- **Scalability & Capacity**
- **User Interface & Interaction**
- **Maintenance & Support**
- **Strategy & Roadmap**
- **Services & Channel**
- **Viability & Stability**
## OVP / EVP - Core Functionality

<table>
<thead>
<tr>
<th>Content Creation</th>
<th>Content Management</th>
<th>Content Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Real Time</td>
<td>• Editing</td>
<td>• Multi-platform</td>
</tr>
<tr>
<td>• Recorded</td>
<td>• Workflows</td>
<td>• Video Player</td>
</tr>
<tr>
<td>• Ingested</td>
<td>• Metadata and Search</td>
<td>• Caching / CDN</td>
</tr>
<tr>
<td>• User generated</td>
<td>• Analytics</td>
<td>• Rights and Security</td>
</tr>
<tr>
<td></td>
<td>• Integrations</td>
<td></td>
</tr>
</tbody>
</table>
## EVP vs. OVP

<table>
<thead>
<tr>
<th>Enterprise Video Platform</th>
<th>Online Video Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primarily oriented towards Internal Communications</strong></td>
<td><strong>Oriented towards External Use Cases</strong></td>
</tr>
<tr>
<td>• Video Conferencing</td>
<td>• Advertising and Branding</td>
</tr>
<tr>
<td>• Executive Communication / Town halls</td>
<td>• Content Marketing</td>
</tr>
<tr>
<td>• Lectures / Training</td>
<td>• eCommerce</td>
</tr>
<tr>
<td>• Web Conferencing</td>
<td>• User Generated / Social Media</td>
</tr>
<tr>
<td>• Live Events</td>
<td></td>
</tr>
</tbody>
</table>
• Vendors focus either on internal or external use cases (except Kaltura)

• Vendors typically offer both hardware and software or if not, provide integration mechanisms with third party hardware

• Even among internally focused vendors, few offer the entire spectrum of functionality
• Customers prefer commercial OVPs for complexity, customer service & support

• Compared to the internally focused vendors, better end-to-end solutions available in this segment

• Integration capability is a key differentiator – WCM, DAM, Web Analytics, CDN, DRM, Encoding services
### Scenarios should drive your evaluation

#### Use Case Scenarios

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conferencing (collaboration)</td>
<td>○○</td>
</tr>
<tr>
<td>Live Events</td>
<td>○○</td>
</tr>
<tr>
<td>Town Halls</td>
<td>○○</td>
</tr>
<tr>
<td>Learning related</td>
<td>○</td>
</tr>
<tr>
<td>Marketing</td>
<td>○○</td>
</tr>
<tr>
<td>eCommerce</td>
<td>○○</td>
</tr>
<tr>
<td>Social Media</td>
<td>○○</td>
</tr>
<tr>
<td>Content Monetization</td>
<td>○○</td>
</tr>
</tbody>
</table>
Selection Considerations

- On-premise vs. Hosted vs. Hybrid
- Licensing Model
- Hardware Required
- Integration Features
- User Engagement and Interactivity
- Content Monetization
- Sophistication of Analytics
- Mobile support
<table>
<thead>
<tr>
<th>Needs Analysis</th>
<th>Scenario Development</th>
<th>Market Analysis</th>
<th>RFP / Tender</th>
<th>Demos &amp; POC</th>
<th>Selection &amp; Launch</th>
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</table>
| Gather & Analyze Reqmts|                      |                          | Evaluate Vendor Proposals | Run Competitive Proof of Concepts |}

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Running a demo

- Make sure your team is represented
- Beware of the “canned” demos
- Demo your scenarios
- Each vendor should demo same scenarios
- Ask the tough questions
  - Especially around pricing
Hold a real bake-off... in your kitchen
Competitive POCs / Bake-off

Final two competitors:

• Real scenarios
• Real content
• Real people
• Real environment

Can be resource-intensive, but what’s the cost of a failed implementation?
## Traditional versus Iterative/Test-based

<table>
<thead>
<tr>
<th>Requirements</th>
<th>RFP, Proposals, Demos</th>
<th>Project Initiation, Specifications</th>
<th>(Big-Bang) Implementation</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Requirements</th>
<th>RFP, Proposals, Demos</th>
<th>Bake-Off (POC)</th>
<th>Live Pilot</th>
<th>(Phased) Implementation</th>
</tr>
</thead>
</table>

More value, more lessons, delivered earlier
Key Take-Aways: Selection

• Vendors can be divided into various categories
  • Tier, license model, focus, geographic region all play a role
  • Vendor’s use-case emphasis will trump functional capabilities
  • Rough marketplace division between “platforms” and “products”

• Employ an empirical approach to winnowing down
  • Avoid: Puppy Love | Vinnie | Thick Binders | Family Car | Horserace Betting
  • Set up an increasingly intimate series of interactions

• Vendor selection should emphasize testable narratives
  • The key word there is “test” -- at every stage

• You will likely spend more on services than licenses
  • Possibly much more
  • Do careful diligence on the implementation team

• Do your homework...
Real Story Group’s **Broadcast & Media Asset Management (MAM) Technology** research critically evaluates the strengths and weaknesses of **18** Broadcast & Media Asset Management (MAM) Technology options.

- Learn the *real* weaknesses of the leading tools
- Avoid common pitfalls & negotiate a good price
- Become your in-house expert on all major Broadcast & Media Asset Management (MAM) Technology vendors
- Download the reviews in minutes -- get the right shortlist in hours

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