

# SOLUTION

## Video Center on Box Platform



Does your organization deliver video at scale? Do you use video as part of your corporate communication strategy? Are you part of an enterprise that provides e-learning assets? If so, the shifting video landscape will change the way you create and deliver video.

### A Shifting Video Landscape

Video is deeply embedded in today's connected experience. As video has become more and more prevalent, viewers' expectations around its accessibility, quality and relevance have increased. Audiences now expect to watch the content they want, when they want, on the device they choose, with the best possible picture quality. In addition, viewers increasingly anticipate that the content they engage with will be appropriately tailored to their particular needs, interests or tastes.

However, traditional approaches to video processing and delivery can't keep pace with the changing nature of video consumption and the rising expectations that follow from it.

Conventional video technologies fall short because they:

- Are capital intensive
- Require complex resource planning
- Require continuous upgrades
- Require significant operational expense
- Are slow to address new and emerging standards

### Benefits of Moving Video Operations to the Cloud

Organizations who choose to migrate their streaming video infrastructure to a cloud-based architecture can tap into a number of opportunities to improve the performance, efficiency and costs of their video workflows.

- Ease of use
- Broadcast-grade capabilities
- Pay-as-you-go utility
- Automated, limitless scalability
- Flexible workflow options
- Built-in reliability
- Operational agility
- New paths to monetization
- Focus on what matters
- Stay future-ready

### SOLUTION BENEFITS

Video Center on Box Platform provides modern, consumer-like user interfaces for training, internal communications and entertainment. The solution securely serves video anywhere to any device with role-based permissions, dynamically transcoding for specific devices and bitrates as needed and integrating with strong authentication and authorization. Video Center on Box Platform allows for personalization and targeting of content and video based on role, region, department, and other factors, easily scaling due to an elastic cloud infrastructure.

### COMMON USE CASES

- **Training** - Personalized training and education video delivery
- **Corporate Communications** - Organization-wide, secure communication and news
- **Entertainment** - Movies and entertainment
- **Branded Youtube-like Experience** - With complete control over look and feel and ability to rebrand or support multiple brands

# INTRODUCING VIDEO CENTER ON BOX PLATFORM

Whether your business uses video for corporate communications, training, or entertainment, you need the ability to provide your users with easy online access to your highly secure video content anytime, anywhere, on any device. Secure video content must be delivered wherever it is needed. Furthermore, content security must be tailored based on roles, department, geographical location, and other significant factors.

Video Center on Box Platform is designed to help organizations meet these needs, enabling a BYOD model for training, education and entertainment video consumption in secure, highly-distributed environments.

The Video Center solution is built using the award-winning Crafter CMS and powered by Box Platform's secure cloud content management capabilities.

## HOW IT WORKS

### Video Center App

#### End User Experience

The Video Center Application provides secure, easy-to-use consumer-like interfaces such as a "YouTube-like" experience where end users may browse, search, discover and play videos on any device. The experience is mobile-friendly and personalized to the end user. Each user's device type is detected in real time and the proper video codec streamed for the user's device and bandwidth. The Video Center Application is built on top of the elastically-scalable Crafter Engine and leverages Box Platform for storage.

### Video Center CMS

#### Video Management Interface

The Video Center CMS provides a user-friendly interface for content editors and video managers to create and optimize the overall end-user experience of the Video Center App, including the ability to upload and assign metadata to videos. Video files are stored in Box while video metadata is stored in Crafter CMS along with all other Video Center App content.

An in-context preview capability allows content editors to visualize and test changes prior to publishing updates to the Video Center App live site. All standard enterprise CMS functionality is available and may be leveraged as needed, including versioning, workflow, content modeling, auditing and single sign-on integration.

## VIDEO CENTER ON BOX PLATFORM ARCHITECTURE

