

## Solution in Spotlight: Qumu Kodiak

**Go-to-Market Premise:** Qumu, a technology vendor best known for its enterprise-class video content management solutions, authors a major revamp of its platform featuring a suite of applications that combine to form a legitimate, robust end-to-end solution for the creation, management and distribution of business rich media content. Specific focus for the new product rests on weaving consumer-style ease of use into a solution that makes it simple for a broad range of workers to create, upload and share video.

**Key Features & Capabilities:** The Qumu product update – the result of a two-year development effort conducted under the code name of “Kodiak” – dramatically alters the value proposition offered by the company’s flagship product line. Qumu’s past offerings, criticized by some as pricey and designed for the video astute user, are overhauled with a design paradigm that places paramount importance on ease-of-use and the availability of a wide range of affordable packaging and pricing options. Important upgrades for this version of the platform, called Qumu VCC 5.0, include:



***Enhanced Video Control Center Capabilities:*** The biggest changes in the Qumu offering are embedded in the platform’s centerpiece application – the Video Control Center – which is an administrative hub used to manage all video content and resources involved in the production and delivery of video-on-demand and live online events that can scale to reach thousands of online viewers at a time. One key upgrade comes in the form of a specific on-screen consoles that help presenters and administrators to better manage the moving pieces of a live online multimedia event. Integration of multiple video formats, including Microsoft’s Silverlight and Windows Media along with Flash, open an array of additional publishing options. Behind the scenes, adoption of J2EE standards makes it possible to run the Qumu solutions on a wide range of application servers and deployment configurations. Also, new advanced tracking tools help administrators keep tabs on the size and scope of employee viewership of business content.

***Re-Defining the Capabilities of Online Portals:*** Other administrative features baked into the Video Control Center make it possible for organizations to design and manage portals that integrate online video with other data applications to create a vibrant viewer experience. A web services architecture makes it possible for designers to weave their own custom navigation bars, presentation windows and video thumbnail carousals into the on-screen look-and-feel of their portal or

application. Likewise, the Silverlight® implementation paves the way for on-screen presentations that can offer content viewers unprecedented levels of control in their viewing experience, allowing them to shrink or enlarge the proportional size of the video and PowerPoint (or other visual) slide windows featured in a rich media presentation.

***Setting the Stage for YouTube In the Enterprise:***

The Video Control Center also integrates a brand new consumer style suite of social multimedia applications that allow viewers to flexibly view, securely clip,

rate, recommend and easily share content of interest via an enterprise-class application designed to address the common technical concerns of IT executives. Additionally, the platform features tools that make it easier for employees to publish and post their own videos to share with others in their organization, enabling the internal equivalent of a YouTube service that allows employees to create and distribute their own videos behind the firewall on the corporate network. Qumu also provides an admin-defined workflow/approval process to ensure that the videos are reviewed and conform to company guidelines, if required.

***Minimizing Network Impact:*** Already known for solutions that help manage the network administration process, Qumu with the product revamp is offering an updated version of its VideoEdge distribution appliance that provides additional capabilities for shepherding multimedia traffic on corporate networks. Expanded capabilities include support for all relevant video formats (Windows Media Flash and h.264) on either a live or on-demand basis. Although relatively straightforward in design, the VideoEdge addresses key issues that can arise at companies where employees use online video on a frequent basis.

***Making Content Creation More Affordable:*** To spur more rapid development of enterprise video, Qumu is offering low-cost content creation in a variety of flavors. First, the company has begun offering a stand-alone, richly featured software application – dubbed Qumu Create – that any employee can download and use initially for free to create rich media presentations. The application does full video capture of the computer screen in addition to multiple web cams, provides editing tools, reads PowerPoint slides or other applications, and creates web ready



“packages” as output. Second, the company has re-designed its Capture Studio appliance that can be used to capture, manage and distribute rich media content in different bit rates for mobile, desktop and signage applications. Third, the company has expanded its suite of content creation tools to provide the development and



management of corporate digital signage applications. Qumu Digital Signage includes professionally-designed “smart templates” that can satisfy a wide variety of digital signage requirements and expand the scope of business applications that can be handled via a single content management interface by allowing organizations to update text for crawling tickers, upload images, PowerPoint presentations, video files, and control and broadcast live webcasts, local information and real-time data feeds.

***Flexible Packaging of Enterprise Video Solutions:*** With Qumu 5.0, the company is expanding upon efforts first launched by the company in 2008 to offer its solutions in a variety of implementation options including as software, appliance, hosted or managed solutions. Customers can license the software to deploy on an on-premise basis or can pay fees to license hosted versions of the software applications that can be licensed on a pay-as-you-go basis. The company also is bundling its solutions on a dedicated series of appliances. Qumu’s new-found flexibility extends to the realm of pricing where the company has launched comprehensive solution packages ranging in price from \$40,000 to more than \$100,000. And the basic suites of Qumu software that help companies take their first steps into the world of online video production can cost much less with enterprise retail licenses expected to sell for between \$29 and \$59 per seat.

**IMS First Look Bottom Line:** Qumu 5.0 is a transformative update to the company’s product platform, opening the door to a new range of cost-effective technologies that can be easily implemented to enhance day-to-day business communications. The product update clearly vaults Qumu to the top tier of technology vendors promoting and distributing enterprise-class solutions that make it possible for a wider range of employees to use online video for key business applications. The Qumu solution merits consideration on the short list of companies looking for a comprehensive solution offering a range of applications designed to promote greater awareness of the power of rich media.

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