

# Solutions for Video Creation, Management and Distribution

## The Challenge

Most companies today recognize that video can help build a competitive advantage by creating a variety of online opportunities to increase and improve communications. These include live webcasts and on-demand recordings of meetings, presentations, training, and product information delivery. However, the complexities of publishing and distributing video to remote locations across the enterprise have resulted in a disjointed and labor-intensive process. Combined with the challenges of WAN bandwidth constraints, this has discouraged companies from fully leveraging video.

## Qumu and Blue Coat

Qumu and Blue Coat solve these problems by providing a solution that improves the efficiency of managing and moving video throughout the organization, and simplifies the overall usability for content creators, publishers and viewers. By using a distributed edge architecture for the multi-site deployments, the joint solution controls exactly where and when content should be directed and how long it should remain on the network. The solution maximizes WAN efficiency by redirecting viewers to the closest edge device where content is stored. As a result, customers can easily and cost effectively adopt video publishing and enjoy the business benefit of improved communication throughout the enterprise.

## Qumu

Qumu Inc. is the leader in Enterprise Video Communications. Qumu helps Global 2000 companies make business video reliable, scalable and easy to use. Qumu offers a market-tested suite of video applications including the Video Control Center which interoperates with a company's existing network, video and portal infrastructure.

Business users can create, manage, publish and distribute video to diverse audience including employees, partners and customers. Qumu eliminates video publishing complexities and time-intensive processes via:

- An easy to use interface to manage video events.
- Full IT control of simultaneous encoders and multiple formats.
- Creation of immediately-deployable archives for video on-demand.
- Management of live and existing on-demand content and relevant metadata.
- Single-sign on viewer access rights and applying business and security rules.
- Tracking all viewer activity through comprehensive reporting tools.

## Blue Coat:

Blue Coat provides a family of intelligent appliances that give IT organizations the ability to effectively secure Web communications and accelerate delivery of business applications. Blue Coat's products provide full network and application visibility with very granular control over WAN traffic, security and performance. Blue Coat appliances accelerate streaming media by reducing the effects of WAN latency and providing granular visibility & QoS to prioritize "good" business video over "bad" recreational video streams. Blue Coat features:

- Stream object caching to save WAN bandwidth for on-demand streams.
- Stream splitting to eliminate redundant live streams on the network.
- Reports integration with Qumu Video Control Center.
- Pre-positioning content before major streaming events.
- Object & byte level caching plus compression for WAN data reduction.
- Protocol optimization to reduce WAN usage.
- Layer 7 network visibility for automatic discovery of 650+ applications.
- Intelligent prioritization for business video using per-flow application level QoS.

## Results, delivered:

### Increase Productivity

Reduce travel expenses and instantly reach distributed audiences through video use for training, executive briefings and meetings.

### Enhance Viewer Experience

Leverage Blue Coat solutions to deliver smooth, uninterrupted video and maximize WAN efficiency.

### Leverage Network Infrastructure

Deliver video efficiently across the enterprise using and maximizing existing infrastructure.

### Network Control & Visibility

Control and measure program popularity by monitoring usage with advanced, dynamic reporting capabilities.

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## Key Blue Coat and Qumu Interoperability Points:

### Intelligently manage the distribution of content to remote locations

Publishers can easily “push” or pre-position selected programs to specific Blue Coat ProxySG appliances as well as schedule a specific date and time for when the content will be pushed to the specific channels. This capability turns complex and manual tasks into an automated workflow that business users are accustomed to, and delivers scale.

### Provide an easy-to-use interface

The wizard-based interface simplifies the process of distributing the streaming files over the network so that non-technical employees can package and publish streaming content to the Blue Coat appliances, while adhering to predetermined IT policies. In addition, Qumu VCC automatically generates compliant XML manifest files for the Blue Coat Director.

### Perform Live Webcasts anywhere, anytime

Qumu’s web based application which can be integrated with existing corporate portals such as Microsoft SharePoint, and Blue Coat’s appliances combine to enable the customer to easily conduct distributed live broadcasts to/from any location in the enterprise.

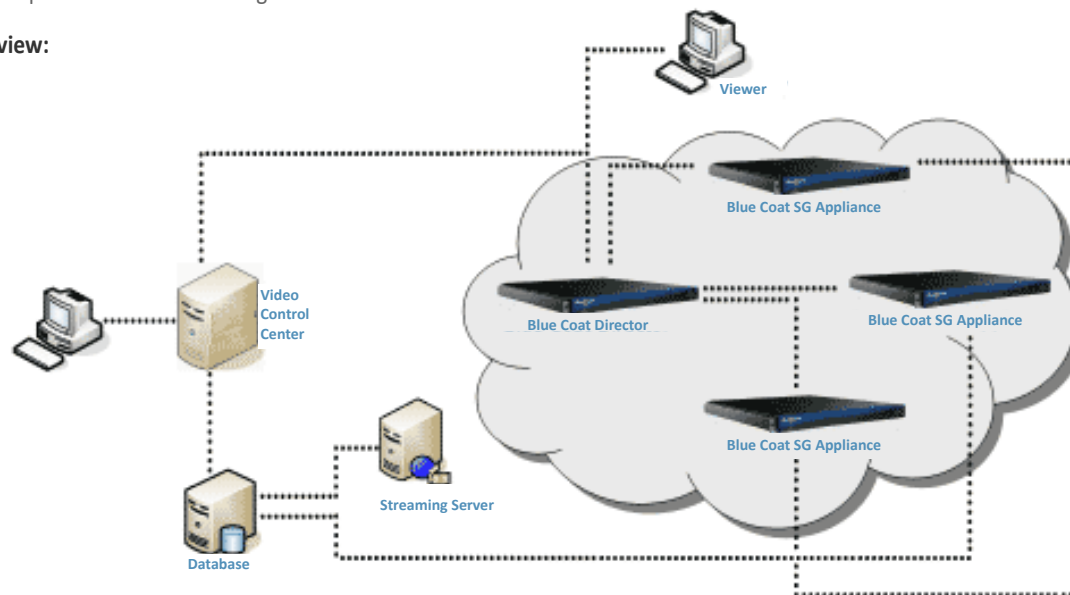
### See, control and monitor all video on your network

Network/IT administrators can automatically discover, track and control any video stream on the WAN including business video like e-learning/training and recreational & malicious video content like YouTube. Blue Coat’s PacketShaper appliance features Layer 7 Plus visibility & QoS to guarantee per-session bandwidth for streaming video and cap recreational or non-critical traffic.

### Track and report on usage

Qumu incorporates report data directly from the Blue Coat Director platform. Reports include number of successfully delivered streams, number/percentage of views, program most viewed by codec, bit rate, individual user or groups and a real-time report of viewers accessing a live broadcast.

## Blue Coat and Qumu Architecture Overview:



**For more information:** To learn more about how Qumu can help you become a video-powered enterprise, please contact us at +1-866-654-8333, or visit [www.qumu.com](http://www.qumu.com)