

# IBM WebSphere Portal and Qumu

## The Challenge

Most executives within large companies recognize the benefits of an enterprise portal solution, and hence have adopted the technology enterprise-wide. Increasingly, they also recognize that video can help build competitive advantage by creating a variety of opportunities to significantly improve corporate communications. These include live webcasts and on-demand recordings of meetings, presentations, training courses, and product information delivery. However, the complexities of publishing and distributing video content within an enterprise portal have resulted in a disjointed and labor-intensive process. As a result, enterprises have been discouraged from fully adopting and leveraging the cost-effectiveness of video.

## Seamless Solution: IBM and Qumu

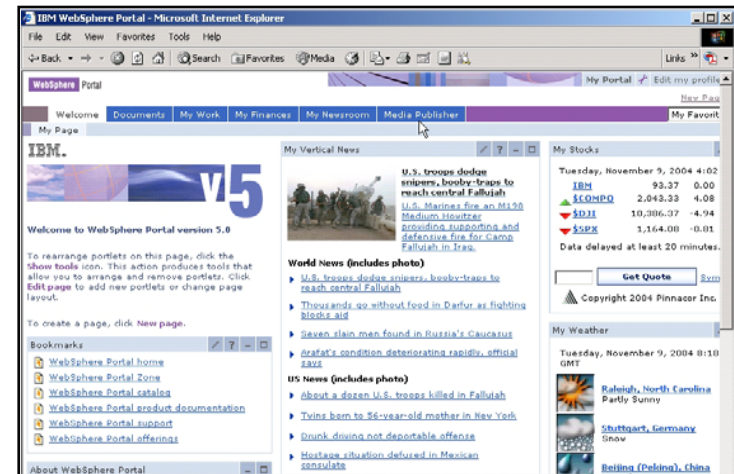
WebSphere Portal delivers a single point of personalized interaction with applications, content processes, and people for a unified user experience. Together, the Qumu application and WebSphere Portal provide seamless integration of video enabled communications without requiring the user to leave his or her portal experience. Qumu provides end-to-end publishing and distribution of video content through an intuitive and non-technical user interface. Viewers can easily find and view live broadcasts or on-demand videos, as well as other related materials directly from their WebSphere Portal.

## User Experience

The portal user simply navigates the video library that is dynamically updated with new content each time a corporate publisher or curriculum developer adds a new item to the library. For any employees who may have missed a

live broadcast, Qumu automatically and immediately archives the event for future viewing and publishes the archive to the portal. To navigate through available content, the user simply leverages the Qumu Portlet. The viewer is only presented with the content based on his or her access rights.

Qumu brings together all components of a rich media environment, including streaming formats and protocols as well as storage mechanisms and delivery over various content distribution networks, while adopting a process-driven workflow that includes creating/aggregating, packaging, distributing, presenting and reporting. It allows large organizations to remove IT as a process bottleneck while allowing IT to maintain control of their media infrastructure.



## Results, delivered:

### Centralized Video Control

Provide streaming video such as live and video on-demand broadcasts to users through a single portal interface.

### Extend Reach & Reduce Costs

Deliver mission critical messages to distributed audiences instantly - use video for company meetings, training, corporate communications or e-learning.

### Community Creation

Create and strengthen sense of community by improving communications across geographically dispersed audiences.

### Enhanced ROI

Leverage existing technology and enhance ROI of WS Portal, Qumu and other IT investments.

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**Creation and Aggregate**

Simplify the capture, gathering, and broadcasting of content, allowing simultaneous use of multiple encoders and formats, and create immediately deployable archives for video-on-demand.

**Management**

Easily organize and manage live and existing on-demand content, bundle relevant metadata, assign viewer access rights, and apply security, network distribution, and business rules (such as e-commerce), while tracking all viewer activity through comprehensive reporting tools.

**Publishing**

Intelligently publish relevant content on the desktop through the IBM WebSphere Portal, and allow the viewer to choose any standard or proprietary media player.

**Distribution**

Cost-effectively and seamlessly distribute throughout one or more networks, utilizing existing infrastructure through the application's unique ability to control and fully manage enterprise Content Delivery Networks (eCDNs) and Internet Content Delivery Networks (iCDNs).

**Reporting**

Track all viewer activity, including detailed individual usage monitoring, through comprehensive reporting tools.

**WebSphere Portal and Qumu Scalability**

The joint solution is designed to support a multi-tier, distributed architecture that is scalable, extensible and Web-enabled to support thousands of users across geographically distributed offices. Because both products publish a robust set of APIs, it makes the full spectrum of an enterprise portal and rich media publishing solution available to any existing or new application.

To ensure a smooth implementation, IBM Global Services can provide overall planning and installation of the integrated solution, including business and systems consulting, design, project management and procurement. IBM Global Services is ready to deliver an end-to-end video communication and portal solution to your organization today.