

**Benefits**

- > Leverage Riverbed appliances for enterprise video streaming while reducing bandwidth utilization.
- > Simplify video distribution with no additional remote office hardware.
- > Centrally control the video infrastructure (encoders, streaming devices, storage, distribution, authentication, security, portal access).
- > Measure video popularity and usage with detailed reporting.
- > Reduce travel expenses to events and company meetings or seminars.

# Turn On Enterprise Video With Riverbed Steelhead Appliances

**Enterprise Video Communications Is Easier Than You Think!**

Qumu and Riverbed have developed a complete video communications solution that captures and manages live and on-demand video, distributes Flash and Windows® Media formats, and reduces the impact of video bandwidth on your network.

**The Enterprise Video Communications Challenge**

The widespread use of video provides businesses with competitive advantages in effective information distribution. Organizations, however, have encountered obstacles when using video for employee training, corporate communications, and live event webcasting. These obstacles range from network inefficiencies and poor viewing experiences.

The most common challenges include:

- > Insufficient network bandwidth for quality video streaming
- > Costly Content Delivery Network (CDN) video distribution
- > Difficulties in creating video content easily and cost effectively due to limited access to video experts and equipment

As more enterprises embrace the use of video, the need to effectively create, manage and distribute video is increasing in value and importance.

**The Qumu and Riverbed Solution: Seamlessly Distribute Windows Media and Flash Content**

The Qumu and Riverbed solution delivers high performance streaming media via the Riverbed Services Platform (RSP) on existing Steelhead appliances. The Qumu-Riverbed delivers a simple way to capture, manage and distribute live video and automatically archive the video broadcast.

- > Live and recorded content can be easily captured using Qumu's Capture Studio.
- > The live and on-demand video content can then be published and managed on Qumu's Video Control Center Portal.
- > The video library is dynamically updated with new content each time a new item is added to the library. Qumu automatically archives the event for future viewing. Qumu publishes the archive to the Video Control Center portal which eliminates network impact to other business-critical applications.
- > Qumu software provides non-technical users with tools to create and manage their own video content from local or remote offices.

**Experiencing The Power Of Instant Video Is As Simple As 1-2-3.**

**1 Easily Create Video Content**



**Qumu Capture Studio**

- > Embedded audio/video/VGA (up to 30 fps)
- > Video creation from anywhere
- > High resolution/stunning clarity

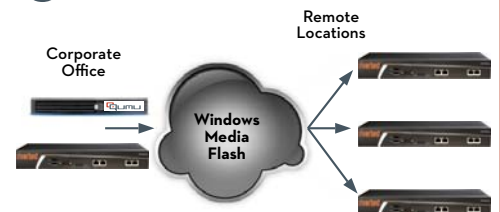
**2 Manage Video Content and Infrastructure**



**Qumu Video Control Center**

- > Video portal provides secure access
- > Video content management and search
- > Infrastructure central control

**3 Seamlessly Distribute Any Format**



**Qumu VideoEdge**

- > Automated setup and distribution
- > Failover to ensure uninterrupted viewing
- > Leverages Riverbed appliances

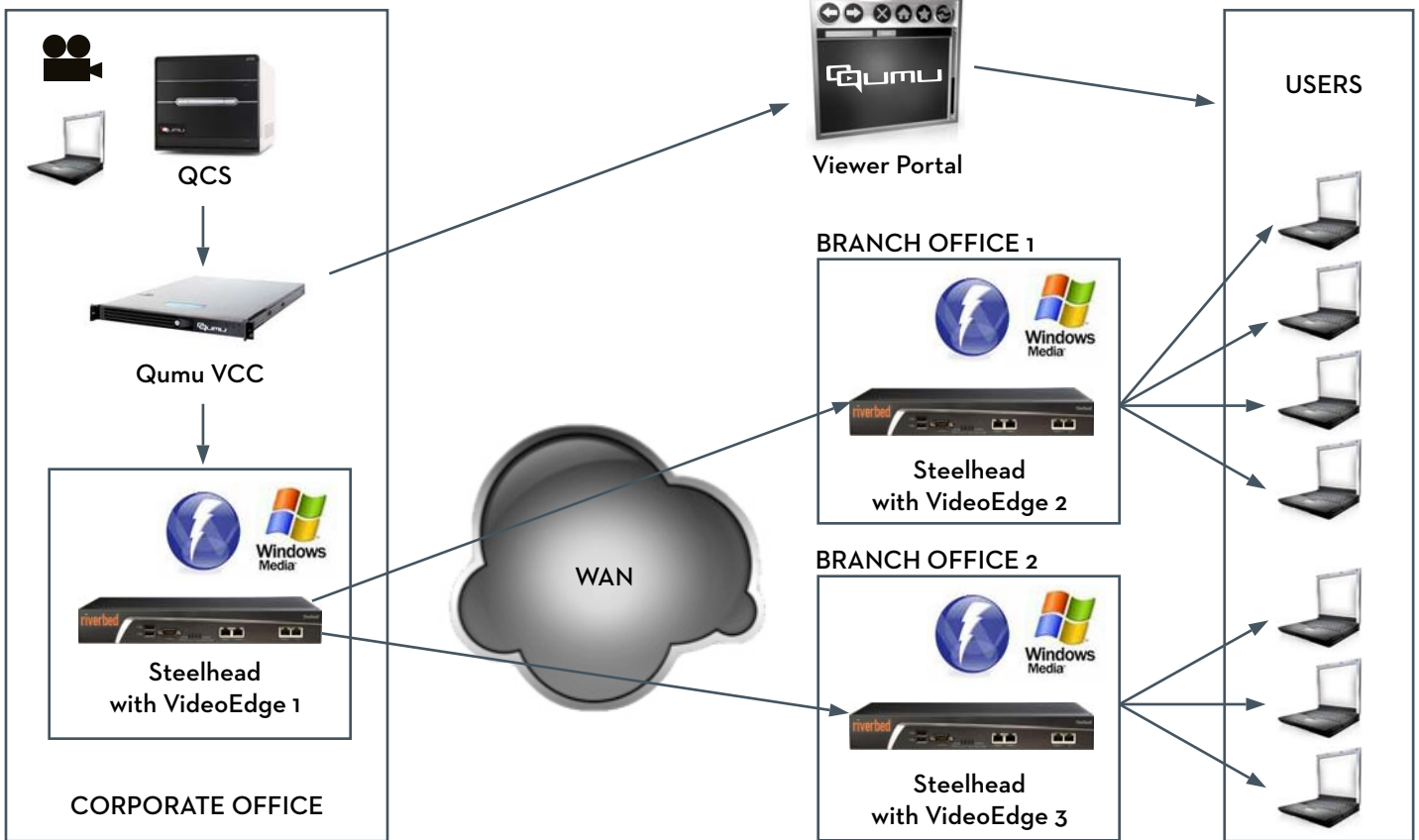
## Riverbed Reduces Bandwidth Utilization for Video Streaming

The Riverbed RSP provides a protected partition that lets customers run additional services and applications on Steelhead appliances. The ability to run best-of-breed software on Steelhead appliances eliminates the requirement for dedicated servers in remote branch offices, enabling an additional layer of server consolidation. The RSP's modular architecture offers vendors an open

platform for their applications. The applications run independently of Steelhead appliance data streamlining, transport streamlining, and application streamlining functionality. This shared hardware platform allows IT staff to simplify the configuration and management of distributed infrastructure, save additional costs, and reduce the hardware footprint in remote offices.

For live and on-demand video streaming, the joint solution reduces enterprise WAN video traffic by as much as 98%. For example, a live webcast that otherwise would take multiple streams and consume bandwidth is reduced to a single stream per branch that can be split locally to many viewers. The end result is greatly reduced bandwidth utilization to save costs by deferring expensive network upgrades.

### Riverbed and Qumu Architecture Overview:



The power of instant video

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