

# Qumu Mobile Video for the Enterprise

## Qumu Mobility - Its More Than Just the App!



As video becomes more ubiquitous in the enterprise and as the workforce becomes more geographically dispersed, employees are increasingly relying on mobile devices to perform mission critical tasks, including video communications. The introduction of tablet devices to the enterprise is also opening up a new venue for sharing rich content. Whether it is for product demonstrations, presentations or in-depth business analysis, tablets are the perfect showcase for video's ability to transform enterprise collaboration.

For this new era of mobile video, Qumu offers the Qumu Mobile Video Platform (Q-MVP) and Qumu Mobility Application (QMA). The Q-MVP is a comprehensive platform for content management and delivery of video. It provides the tools and services that optimize all phases of the mobile video lifecycle from creation to distribution and consumption. It strives to achieve the best-quality video experience, but with respect to network conditions and constraints. The QMA is a set of native applications that deliver enterprise-class video to a variety of devices, enhancing corporate communications.

### Qumu Mobile Video Platform Enterprise Focus

Q-MVP is designed for business video and enterprise use cases. It is an extension of Qumu Video Control Center (VCC) - a management system for Web-based live and on-demand video. It takes advantage of the content ingest, management, publishing, access control, security, reporting, and auditing features available in the VCC. From a networking perspective, it provides multiple methods of delivery for both WiFi-connected devices on a corporate network and for devices connecting over a 3G/4G wireless network.

In addition the extensive video lifecycle management capabilities of the VCC, the mobility platform includes:

- Encoding and transcoding for mobile
- Securing content via encryption / DRM
- Delivery optimized for mobile video
- Mobile client SDK integrated with VCC
- Mobile apps for voice and video
- Content usage analytics

## Results, delivered:

### Enhanced Resource Management

Mobile and remote resource management at your fingertips, where ever that may be.

### Operational Cost Savings

Leverage existing infrastructures to maximize potential.

### Improved Service Delivery

Mobile video enables timely responsiveness, increased productivity and improved overall service delivery.

### Ensure Business Continuity

Empowers end users and enables organizations to gain and sustain a competitive advantage.

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## Network Delivery

It is typical for the enterprise to allow access to content over both 3G/4G mobile networks and WiFi access points on the corporate network. In order to support both, Q-MVP provides automatic distribution of content to multiple delivery networks. Video files are distributed in a segmented form to support adaptive streaming over HTTP. Q-MVP determines distribution targets based on policies assigned in the VCC. The video can be pushed to a public CDN for delivery over 3G/4G and to Web Servers on the corporate network for delivery over WiFi.

Qumu also offers Qumu VideoEdge, a proxy-caching product that reduces the level of bandwidth consumed by video on the intranet by caching on-demand video and splitting live video. When VideoEdges are placed next to WiFi access points, they provide significant WAN bandwidth savings for videos played on mobile devices. The Qumu "Intelligent Content Routing Service" determines which network is best suited to serve a request from a mobile device and redirects the request to the appropriate service. In the case of an intranet (WiFi) client it also chooses the closest edge device to serve the video.

## Securing mobile video content

The Qumu VCC offers access control that protects content from being viewed by an unauthorized user. The access control on the VCC is based on integration with enterprise Active Directory (and others), single-sign-on, and group-based policies maintained in the VCC. All these methods are applicable to mobile video content. The mobile user must login to view protected content using the Qumu APIs (access to public content does not require login). Because of higher security requirements for mobile content, Q-MVP also supports content encryption as well as optional device registration and blacklisting. Full DRM can be implemented by integrating with a customer provided Rights Management service.

## Usage Analytics

The mobile applications developed using the Mobile Client SDK can send usage information to the Qumu VCC. The VCC aggregates the information into a number of reports that show content usage for selected time periods, and for individual users.

## Qumu Mobile client SDK

The Qumu Mobile Client SDK provides an easy to use API for developers to access content managed by the qumu VCC. The SDK is implemented as a set of JSON calls over HTTP/HTTPS, which is the most popular method of getting data to a mobile OS. The following is a partial list of functions supported by the SDK:

- User authentication
- Retrieval of content Categories
- Query for content using search criteria
- Getting or adding to a list of Favorites
- Getting a Feature Programs list
- Submitting a file from the mobile device to the Qumu VCC

The Mobile Client SDK is packaged as a platform-specific libraries that can be added to any mobile application developed by a 3rd party. The libraries exist for all major mobile platforms.

## Qumu Mobility Application - QMA

Qumu offers several mobile applications that use the SDK. These are full featured applications for video navigation and retrieval and can be branded by Qumu customers and partners with minimal effort. They can also be used as a reference by Qumu developer partners and customers who build mobile applications themselves.

Since QMA runs natively on smartphones and tablets, it leverages these devices' cutting-edge features and functionality for improved collaboration. For instance, QMA takes full advantage of touchscreen technology to deliver an intuitive, easy-to use application. This ensures little need for end-user training, and maximizes uptake usage. QMA Features include:

- Live and on-demand streaming
- Easy-to-use app
- Secure authentication
- Seamless user experience from a PC or mobile device
- Customizable design allows for re-skinning and branding

**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)