IBM

IBM `Information Management` software

ViewCast
ViewCast Media Platform *VMp*™

Partner Solution

- **Target Industry**
  Cross Industry

- **Business Application**
  Corporate Communications
  Training and Education
  Marketing Communications
  B2C Content Distribution

- **Products**
  IBM Content Manager

ViewCast®

Business Challenge

Enterprising organizations recognize we are living in the "Age of Engage." They understand the power of digital media and its ability to drive value across the enterprise. Leveraging digital media, organizations are attracting new audiences and engaging with customers like never before by delivering IP video to all three screens (TV, Internet and mobile); building brand equity by going viral; and, conducting training and facilitating communication across distributed workforces more effectively.

A number of issues stand in the way of organizations fully leveraging the power of digital media. The most significant of which is their lack of a single unified platform to manage and produce digital media to meet all their varied business goals.

Today, organizations address these objectives with multiple niche solutions: digital asset management (DAM) for production, video on demand (VOD) systems for training, enterprise video communication (EVC) systems for mass communication as well as on-line video publishing systems for outbound communications. The result is multiple repositories, applications and computing platforms that are rarely integrated and are often difficult to support. Additionally, they lack a solution that fully addresses the complete life cycle of digital media assets and has the capability to shorten production cycles and complexity, which is necessary to fully realize the full potential of digital media.

The Solution

ViewCast Media Platform (*VMp™*) is the first unified solution to address the many cross-functional objectives involving digital media that exist in today's enterprise. *VMp* addresses the capture, management and distribution of digital media content. It provides the core functionality required to manage digital media throughout every stage of its life cycle, from creation through to end user consumption. *VMp* provides access to this functionality through a robust Web services API layer, which is used by the *VMp* Live, *VMp* Portal and *VMp* Production modules and can also be used by third-party applications.

VMp handles the "heavy lifting", including: capture, transformation, indexing, content management, workflow, distribution and more. Together with ViewCast's other modules, no other solution offers the breadth and depth of capabilities to harness the growing value of digital media.

Key functionality enables organizations to:

- **Capture** – Easily ingest content from other applications and processes.

- **Transform** – Convert assets to any number of other formats while maintaining the original.

- **Index** – Extract embedded metadata and automatically look up data from other structured data sources.

- **Manage** – Ensure long-term security, accuracy and availability of valuable digital media content.

- **Govern** – Grant access to approved content only to designated authorized users.

- **Edit** – Easily edit and repurpose assets using a standard Web browser interface.

- **Distribute** – Deliver content to a wide variety of audiences, wherever that audience happens to be.

- **Workflow** – Streamline and automate production and delivery processes using a graphical process modeler.

- **Report** – Know precisely what content is contributed, edited, viewed, updated and deleted by whom and when.

Value Proposition

With *VMp*, companies no longer need to invest in multiple systems from multiple vendors to meet all their digital media needs. *VMp* provides a single platform for complete digital media life cycle management to address multiple requirements across multiple lines-of-business. *VMp* unifies the capabilities of DAM, VOD, EVC and on-line video publishing systems by providing the core digital media capture, management and distribution capabilities they require. What's more, *VMp* provides the flexibility to evolve as business needs and objectives change.

By combining ViewCast's industry-leading Osprey® and Niagara® IP video encoding solutions with the capabilities of *VMp*, ViewCast has created one of the most comprehensive solutions available for driving value with digital media in today's IP centric digital media marketplace.

Company Description

ViewCast® develops industry-leading solutions for the transformation, management and delivery of professional quality video over IP and mobile networks. ViewCast Niagara® streaming appliances, Osprey® video capture cards and *VMp*™ digital asset management systems provide the highly reliable technology required to deliver the multi-platform experiences driving today's digital media market.

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