WOWZA

CASE STUDY
VIDIZMO

Simplifying Video Content Management for Enterprises

VIDIZMO

With employee bases and partner networks scattered across the globe, enterprises rely on video streaming to better connect all the pieces. VIDIZMO EnterpriseTube brings live, on-demand streaming and video content management capabilities via user-friendly branded portals.

CHALLENGE

- Provide easy-to-use live and on-demand streaming portals for enterprises.

- Offer flexibility for on-premises or cloud-based deployment, via an existing footprint or private CDN.

- Support customers' needs for low-latency and/or secure streaming to any device.

SOLUTION

Wowza Streaming Engine

Wowza Video

OUTCOME

- Developed EnterpriseTube to provide a simple end-user experience for streamlined video content management with live and on-demand playback.

- Created a customizable customer or vendor-managed solution for on-premises, cloud, or hybrid hosting.

- Leveraged Wowza's transcoding and deployment flexibility to optimize the platform for any device or use case.

Meeting End-User Expectations in the Enterprise Environment

From all-hands meetings and employee training to webinars and external-facing presentations, video has become ubiquitous in today's professional settings. Streaming plays a crucial role in employee engagement, corporate communications, organizational alignment, and more.

But when implementing streaming platforms in enterprise environments, complications can arise. Work-from-home flexibility and bring-your-own-device (BYOD) trends have extended the enterprise digital footprint to include remote workers on a range of devices. This creates a need for multi-device compatibility and global video delivery.

With streaming technology now commonplace in the office and at home, users demand quality experiences. Instant playback and scalability are table stakes. Smooth playback via a simple YouTube-like interface is also top of the list.

Enterprises must deliver on these demands, while also maintaining security, speedy deployment, and simplified IT management. That's where VIDIZMO enters the picture.

Designing an Efficient, Scalable, and User-Friendly Platform

As an alternative to public video management systems like YouTube, VIDIZMO built their Enterprise Video Content Management platform with Wowza's streaming technology. The secure video hosting service can be deployed on-premises or in the cloud, with ample options for customization.

VIDIZMO's mission is twofold:
- Provide advanced streaming capabilities to new enterprise customers.
- Support the many enterprise customers with Wowza already built into their infrastructure.

By serving both those organizations with streaming services in place and those looking for a complete solution, VIDIZMO is able to simplify management and ease the burden on in-house resources.

"As a partner, Wowza has allowed us to provide a robust and dependable live and on-demand content streaming experience to our customers," explains VIDIZMO CEO Nadeem Khan. "Their technology helped us solve challenges like multi-device and platform support, low-latency delivery, smooth and reliable playback, live-stream recording, and high availability."

VIDIZMO's customers benefit from security features designed for challenging enterprise environments, automatic encoding powered by Wowza, and great viewing experiences via a trouble-free portal.

Delivering Consistently High-Quality Streaming

VIDIZMO relies on Wowza Streaming Engine and **Wowza Video** to deliver all live and on-demand streams within the Enterprise Video Content Management platform. This native integration supports high-quality video delivery and low-latency capabilities.

Using adaptive bitrate technologies and an array of supported protocols, VIDIZMO provides the best video quality and viewing experience possible — no matter the connection, software, or device.

Buffering and failed playback? Not with VIDIZMO. Lacking support on legacy devices? Forget about it.

"We measured quality of experience based on buffering percentage, load time, player errors, and device support," says Khan. "Since integrating our offering with Wowza, we've seen dramatic improvements in almost all of these areas."

For enterprise customers concerned about security, Wowza Streaming Engine can be used to deliver reliable streaming within the enterprise network. For those in need of live delivery, low-latency formats answer the call. Plus, recording functionality makes these streams instantly available within the portal as on-demand videos.

It's simple: Wowza delivers powerful streaming, and VIDIZMO takes it one step further with an easy-to-use platform that can be customized to each customer's needs.

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—Nadeem Khan
CEO, VIDIZMO

1. As ranked by Gartner's Enterprise Video Content Management Magic Quadrant.
2. Cisco, Cisco Visual Networking Index: Forecast and Trends, 2018-2022, November 2018
3. Forrester Analytics Global Business Technographics Network and Telecommunication Survey, 2015 and Forrester Analytics Global Business Technographics Network and Telecommunication Survey, 2017.

To learn more about how others are using Wowza streaming technology, visit **wowza.com**.