



Getting Leadership on the Same Page for Video Technology

Select the Right Solutions for an
Enterprise-wide Video Ecosystem for Communications
and Training for the Right Reasons

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A key part of the corporate strategy for video communications and training is selecting the right technology suite that works throughout the enterprise to meet the unique and varying requirements of all departments.

What used to be a relatively simple process for video communicators has become more complex, now that everything is digital, computerized and moving toward Video over IP (VoIP). Driving the increased use of video is the affordable cost of video equipment and software, as well as social media, mobile devices, VR and AR, etc. Also, this is a time where everyone is a producer of video content, which is inbound from a limitless number and type of sources (devices). In turn, video content is viewed by nearly everyone on a variety of screens, from high definition televisions (HDTV), to desktops and mobile devices.

For decades, a corporate video channel (also known as business television or proprietary corporate network) ran independently from the IT network, using analog technology and basic mechanical devices (e.g.: VHS machines and DVD players, as well as satellite receivers and televisions). In a way, life was simple for media managers. No longer. In today's typical corporate environment, everything runs over corporate networks, which are owned and operated by the IT organization, requiring a high degree of consensus for success.

Corporate leaders and marketing, training, HR, and sales executives are all using the same infrastructure to distribute communications to consumers, business partners, the news media, and employees, along with the company's internal business data. Some organizations are doing it well as they successfully implement their Digital Transformation Strategy. Others are not enjoying the same success.

According to a 2018 KPMG study, 78% of the CEOs surveyed see their technology investment as strategic rather than technical. A survey by The Hackett Group finds that only 40% of surveyed executives are confident their organization has the resources and competencies to execute their digital transformation strategy (CLOmedia.com).

Advancing from
Analog to Digital has
drastically changed
the technology
landscape and
Business
Communications.

**78% of CEOs find Technology
Investment as Strategic.**

**40% of Executives are Confident in
their Digital Transformation Strategy.**

A 2018 survey by the Chief Learning Officer Business Intelligence Board finds that only 18% of respondents report that their organization has the technology to collect, aggregate, integrate and analyze data from multiple HR systems.

25% of firms will stop Digital Transformation entirely. Only 15% will successfully implement Digital Architecture.

Forrester Research predicts that a quarter of firms will halt their digital transformation entirely, causing them to lose market share. On the other end of the spectrum, it said that just 15% of enterprises “will successfully cross the digital bridge by embracing a fundamentally customer-driven, agile delivery model backed with modern development and architecture.”

Only 18% of Chief Learning Officers find their organizations have technology to handle data from Multiple HR systems.

This paper addresses the importance of getting everyone on the same page as companies strive to implement the right technologies and processes to support video communications and training, during this time

of Digital Transformation. According to a 2016 HubSpot report, more than half of marketing professionals surveyed identified video as the content delivering the best ROI.¹

The outcome a company’s digital transformation can be the result of any combination of factors. However, one of the key reasons for success (or not) is the organization’s ability to get everyone on the same page as it relates to the selection, implementation and management of technology.

Over 50% of Marketing Professionals identify Video as the Content that Delivers the Best ROI!

Be on the Same Page – Serve the Same Purpose

Successful companies are navigating the Digital Transformation by leveraging their IT infrastructure to serve the increasing video needs of all departments throughout the entire organization. This requires an all-inclusive and collaborative effort by key stakeholders from all departments to be sensitive to and inclusive of video capabilities and functionality for the creation, distribution and management of video content. According to IDC, IT will play a major role in whether organizations succeed or fail. “Through 2022, 75% of successful digital strategies will be built by a transformed IT organization, with modernized and rationalized infrastructure, applications, and data architectures.”²

IT will play a Major Role in whether organizations succeed or fail.

50% of CIOs find that most of their time is spent Aligning IT Initiatives with Business Goals.

Half of CIOs in the 2018 State of the CIO survey say that the bulk of their time is spent aligning IT initiatives with business goals.

¹ How Video Can be Used as a Mainstream Business Tool, mytechdecisions.com (Jan 2017)

² Top 10 Tech Predictions for 2019, Infoweek (Dec 2018)

Ultimately, success is everyone agreeing on the right technologies to be built into the video ecosystem, at the right time and integrated the right way. This includes: the capabilities; functionality; and assurance that all departmental purchases are compatible with and complimentary to the organization's video ecosystem and entire IT infrastructure:

- That there are no technology siloes;
- Staff resources need to be qualified for video applications and properly allocated across departments as well as the video communications (media) group that provides institutional support to serve all users (content providers and employees/viewers);
- Funding of the video system needs to be addressed and properly allocated against institutional and department budgets; and
- Accountability processes and procedures for the management of, and use of, the systems are established.

Bottom line, when people across the company have the same objectives, they are more likely to communicate better. And, when they cooperate, collaborate and communicate they improve the chance of increasing business results. Land O'Lakes CIO Mike Macrie says it is incumbent on them to "work relationships" with business peers, which will help them build trust and competency.³

CIOs must
"Work Relationships"
with Business Peers
to build Trust and
Competency

Reach Agreement on Your Capabilities and Gaps

The Digital Transformation for companies includes the timely replacement of legacy, ineffective or inefficient equipment, with new, more robust, or significantly better, functionality and capabilities. Also, it should include systems that ensure the reach of the company's communications extends to all employees dispersed around the globe.

The technology roadmap is a key component of the overall corporate digital transformation strategy. It should identify the capabilities and usefulness of the existing systems and infrastructure to meet the video communications and training needs established by the stakeholders. It should identify the existing systems that still have life, but determine a likely sunset timeframe. Keep in mind that the introduction of future technology may impact the timeframe of any equipment or software replacement.

It is critical to identify the gaps and areas that need to be addressed, including what additional solutions will comfortably integrate into the existing infrastructure. Also, the roadmap will outline where the company is heading by defining goals, allocating staff resources and include training, milestones and governance guidelines.

The technology roadmap should allocate the cost of the technology and staffing across all media channels and user departments to ensure an affordable means to communicate with and train employees. The system should have the ability to distribute content to desktops, televisions in training, meeting or break rooms, interactive kiosks and displays, and mobile devices for a fully blended communications solution to reach everyone, anytime, everywhere!

A system for video communications and training, like any digital workplace solution, will require continuous upgrades, replacements and implementations as technology evolves and new solutions are introduced that render existing systems useless or provide less than desirable results. Therefore, it is critical that business leaders and all management stakeholders are on the same page at the outset of the digital transformation and continue through the years of usefulness.

³ Ten Tips for Leading IT in the Digital Era, cio.com

Consider Input From All Stakeholders

Input should come from all stakeholders, based on what they see and hear about what other organizations are doing and what trusted vendors are recommending in their respective spaces (e.g.: training, marketing, HR, video/media and IT). A few key tips:

- Accept input from every stakeholder and department;
- Navigate through clutter to the solutions that:
 - Address video uses, capabilities and functionality;
 - Integrate with the IT infrastructure and databases;
 - Are user-friendly and motivate use;
 - Include Interactive and sharing capabilities to drive employee engagement;
 - Make content readily available and easily accessible;
 - Capture meaningful data that helps drive business results;
- Clearly understand the problems to be solved and systems that need to be replaced or upgraded.
- Do not let the silo mentality negatively impact or influence decisions.
- Do not chase technology, looking for a problem to solve.
- Do not let the WOW factor of new and innovative technology drive purchasing decisions.

Keep in mind, that video consumes a large amount of storage and bandwidth; therefore, they should warrant the appropriate respect when building out video systems and network infrastructure.

Be Sensitive to Terminology

It is common for different departments to use terminology unique to their respective areas, but which vary widely from other functions. To be successful, companies need to be sensitive to the terminology used by each stakeholder group as the actual meaning or intent of a word or phrase can vary significantly across departments. As stated by Bob Mosher, chief learning evangelist for APPLY Synergies, “Our inability to standardize terminology across our field (learning) is causing some serious confusion.”⁴ Clearly, the situation is compounded when working across all departments and functions.

We can’t address terminology for all areas of the video communications process, but, it is helpful for everyone to understand basic fundamentals to capture, edit, manage, track and measure digital video content, including how it is stored and distributed over different media channels and viewed on a variety of devices.

It is strongly recommended to get input from video vendors and specialists to provide guidance on products, services and trends related to visual communications and training. Many of them have delivered video content and controlled video devices over the past three-to-four decades. They know video. So, if you are embracing video, respect their experience, expertise and knowledge.

Additional actions and efforts to reach consensus with stakeholders should include:

1. Mutual agreement on and joint publishing of the roadmap schedule, which includes vendor updates and new product or service rollouts;
2. Publishing of system training class schedules;
3. Providing operational instructions and brand guidelines.

Make sure that executives, leaders and the workforce know how to use the video tools and systems.

⁴ Sick and Tired of Trends, Chief Learning Officer (March 2019)

Summary

In most cases, companies use a single provider for voice and data service, enterprise software, and other products and services. In other cases, companies may elect to use multiple vendors and a variety of solutions. Either way, a key to success is having consistency and a standardized framework with well-defined guidelines and processes for systems used throughout the organization. This applies to video systems and capabilities as well as computers, telephones, mobile devices and network infrastructure.

The best, if not only, way to achieve standardization and efficient, effective systems and services, including video communications, is for corporate leadership, including executives and managers, to cooperate, collaborate and communicate regularly and well on the technologies and capabilities needed to reach all targeted customers, employees and business partners. Make the effort to get everyone on the same page!



Enliten tracks industry sources to find trends and innovations relevant to the use of video and dynamic media in the enterprise space. Our experience is gained through analysis, establishing desired future states, developing cost models and business justifications and assisting with the selection of solutions and vendors to meet each customer's specific needs.

Enliten's role and value is to provide information and insight about the *what* (technology and solutions) and perspective and guidance about *how* and *why* which technology will best fit with your business objectives and content strategy.



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