

FIVE BEST PRACTICES FOR PREPARING IT FOR CORPORATE VIDEO WORKFLOWS

Across industries, organizations recognize the tremendous value of video for engaging customers, training employees, complying with government regulations, conveying vital information, and more. The effectiveness of video is undeniable. Surveys taken over the last few years show that executives would rather watch video than read text; buyers are more likely to purchase a product after watching a video about it; trainees retain more information by seeing procedures; and email recipients are more likely to click on a link when video is included.

In the past, creating corporate videos was the domain of outside agencies. These agencies were the only groups with the necessary expertise and the expensive, specialized equipment required for high-quality video production. Today, corporate video production is increasingly moving in-house. The cost of high-quality cameras, software, production systems, and media management systems has dropped significantly. In-house creative teams can now produce a full range of professional-quality corporate video assets quickly and inexpensively.

Bringing video production in-house also provides greater flexibility and security than using outside agencies. Creative teams can shift production schedules, make changes to finished assets, and reuse content without incurring extra agency charges. At the same time, they can prevent intellectual property related to new products or information about internal policies from leaving their environment.

Is your organization ready to take the plunge into in-house video production? The benefits can be substantial, but making the move requires some preparation. The IT infrastructure you use for enterprise applications might not be able to meet the rigorous requirements of video production. And you might not want video production teams to use resources from your existing infrastructure, since doing so could affect the performance of other applications.

Whether you're just getting started with in-house video or ramping up production, consider these five best practices for building an IT environment optimized for video work. The right approach is essential for developing efficient collaborative workflows and maximizing the value of your video content.



1. PLAN TO EXPAND

Video files can take up an enormous amount of storage space. In addition to the capacity required to store multiple versions of finished assets, you need to house the large project files used to produce those assets. As you move to 4K and higher-resolution formats, you will need even greater capacity for production files.

Beyond storage capacity, you need to ensure you have sufficient network capacity for the demands of video. Existing 10 GbE networks might be insufficient for rapidly transferring large video files across the network, especially if the network is shared with non-video-production enterprise applications. To support collaborative workflows, you might need to bolster your network or find ways to minimize non-video traffic.



2. FACILITATE COLLABORATION

Collaboration is critical for quality video production—and that collaboration must happen in real time. Multiple, geographically dispersed team members must be able to capture content, collaborate on production, and review works in progress. Your creative teams can't wait for files to be transferred from one system to the next. To accelerate processes, you need ways for multiple people to work on the same files at the same time.

Team members using video production software will expect those shared files to be accessible from within familiar software interfaces. They shouldn't have to change their workflow to access production files—they should be able to use files from network storage just as easily as if they were using direct storage.



3. CONTROL COSTS

Providing high-performance primary storage for production workflows is critical for sustaining productivity. Team members need robust performance as they work on high-resolution video and multi-camera projects, which require multiple video streams to play simultaneously during editing.

Of course, it's not economical to provide individual users with their own high-performance direct-attached disk drives. Adopting a shared storage environment can help facilitate collaboration while reducing costs.

Though high-performance storage must be part of the video production storage environment, it's unlikely that you will be able to use a single type of storage for all your video production needs. High-performance storage systems, such as flash-only systems, can be expensive to scale. You need ways to offload archived files to more economical systems, such as tape systems, that enable you to store large amounts of material for long periods of time, inexpensively.



4. PROTECT AND REMONETIZE

In the past, small production teams might simply have stored completed projects on external hard drives or offloaded files to optical discs. But there are serious problems with these approaches. First, both external hard drives and optical discs are prone to failure over time—and you can't afford to lose this valuable content. You need a more reliable, long-term archive solution, such as tape.

Second, keeping archival content on disconnected devices and media means team members don't have easy access to it. And yet there is great potential to continue to monetize that content if only there is a way to get to it quickly and easily. Whether your creative teams are producing a series of training videos, refreshing older marketing videos, or reusing content from existing product demos, they need fast, easy access to previously created content, so your organization can significantly accelerate production of new videos while controlling costs.



5. SIMPLIFY MANAGEMENT

Deploying and managing a scalable multi-tier storage environment that facilitates collaboration can seem daunting. The right storage platform should help streamline installation and ongoing management, offering ways to automate potentially time-consuming functions. It should also enable administrators to monitor and manage multiple tiers as a single, integrated environment. The more you can simplify management, the more your team can stay focused on video production.

READY TO GET STARTED?

With costs of professional-quality video production tools dropping, it's not surprising that more and more organizations are bringing production in-house. Quantum offers a full range of storage solutions that can help you accommodate growth, enable efficient collaboration, control costs, protect and remonetize content, and simplify management.

To learn more, visit www.quantum.com/corporate-video.

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