

FIVE BEST PRACTICES FOR PREPARING YOUR IT TEAM FOR A CORPORATE VIDEO WORKFLOW

Rich media and video consumption are the 'new normal' in every walk of life. 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 demonstrated; and email recipients are more likely to click on a link with video. Every industry is realizing the power of rich media communication, from how you engage prospects and build your corporate brand, to teaching and supporting customers using your products, to training and certification - in short, every aspect of how you communicate with your employees, peers, and industry.

Corporate Video Moves In-House

In the past, creating corporate videos was the domain of outside agencies or specialists. It used to take specialized equipment and expertise to create high-quality video content. But today, corporate video production is moving in-house. The cost of 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 and make a dramatic impact on how the company is represented and communicates.

In-House Production Brings Greater Flexibility and Control

Having your own video production capability in-house also provides greater flexibility and security than using outside agencies. Creative teams can shift production schedules on the fly, make changes to finished assets whenever needed, and reuse content without incurring extra agency charges. By relying on your own team, you can prevent intellectual property related to new products or information about internal policies from leaving your environment. Your marketing and media production teams can help keep all of your content organized, and retrieve it whenever needed for use by the rest of the company. Above all, they can keep your content fresh and up to date in all of its forms from a central place to serve the entire company.

Five Best Practices for Building an IT Environment for Video

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 and thought. 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. MAKE ROOM TO GROW

Video files can take up an enormous amount of storage space, especially compared to more traditional company documents and data. 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 and your pace of production picks up, 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 make sure that your new media production team has the bandwidth they need to be successful.



2. GET READY TO COLLABORATE

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 work in progress to deliver the finished content that fits your needs exactly. Your creative teams can't stop to wait for files to be transferred from one system to the next. To accelerate this process and get to the finished content faster, you need ways for multiple people to work on the same files at the same time. Team members using video production software and content management solutions 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.

FIVE BEST PRACTICES FOR CORPORATE VIDEO WORKFLOW



3. CONTROL COSTS WITH PRECISION

Providing high-performance primary storage for production workflows is critical for maximum productivity as your uses of content grow. 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 sized to the team's requirements delivers the real-time collaboration they need while keeping overall costs down.

Though high-performance storage needs to be at the heart of your video production storage environment, you can optimize your storage for the ongoing lifecycle of that content. 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 yet keep the referenced files and content easily accessible. Options here include object storage or tape systems that enable you to store large amounts of material for long periods of time, inexpensively.



4. ORGANIZE, PROTECT, AND ENHANCE YOUR CONTENT

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 object storage, or 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 enhance and 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 updating content from existing product demos, they need fast, easy access to previously created content wherever its stored, so your organization can significantly accelerate production of new videos while controlling costs. By pairing this highly efficient storage with an asset management solution, you can generate the ideal searchable interface that spans all content in your entire organization, even if there are multiple copies on disk, the cloud, or tape.



5. SIMPLIFY MANAGEMENT

Deploying and managing a scalable, multi-tier storage environment in a single namespace 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 and embracing new rich-media ways of communicating. Quantum offers a full range of workflow storage and content management solutions that can help you get started, enable efficient collaboration, optimize your costs, protect and remonetize your content, and simplify system management.

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



Quantum technology, software, and services provide the solutions that today's organizations need to make video and other unstructured data smarter – so their data works for them and not the other way around. With over 40 years of innovation, Quantum's end-to-end platform is uniquely equipped to orchestrate, protect, and enrich data across its lifecycle, providing enhanced intelligence and actionable insights. Leading organizations in cloud services, entertainment, government, research, education, transportation, and enterprise IT trust Quantum to bring their data to life, because data makes life better, safer, and smarter. Quantum is listed on Nasdaq (QMCO) and the Russell 2000® Index. For more information visit www.quantum.com.

©2023 Quantum Corporation. All rights reserved. Quantum and the Quantum logo are registered trademarks of Quantum Corporation and its affiliates in the United States and/or other countries. All other trademarks are the property of their respective owners.