IBM

IBM `Information Management` software

ViewCast
VMp™ Production

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

Digital media is transforming how we conduct business and how we communicate, educate, persuade and entertain. Organizations are compelled to find new ways to leverage digital media to achieve various objectives, including attaining a competitive advantage, increasing revenues and reducing the cost of delivery, service and support of product offerings.

Moreover, businesses recognize the opportunity to leverage digital media to super charge internal processes by enhancing collaboration and maximizing efficiencies across the enterprise. To streamline and automate complex production processes, and operate more effectively and cost efficiently, organizations need ways to communicate better among their distributed workforces, and are seeking improved methods for collapsing media production cycles to reduce time to market and improve responsiveness.

Today, many organizations meet their business video objectives using multiple niche solutions such as 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. As a result, organizations struggle with multiple, disparate repositories, applications and computing platforms that are difficult to support. Additionally, the need to distribute digital content to environments characterized by varied devices, platforms and requirements further underscores the need to adopt a flexible, scalable and extensible digital media platform to control costs and manage complexity.

The Solution

VMp™ Production helps users streamline and automate creative content production processes. It leverages the underlying capabilities of the ViewCast Media Platform to provide complete life cycle management for all digital media content. ViewCast's award-winning digital asset management (DAM) solution enables entities to maximize efficiencies across the enterprise and reduce costs.

Creative professionals use *VMp* Production to:

- Collaborate in an on-line environment
- Automate repetitive tasks
- Easily repurpose existing content
- Manage work-in-process
- Archive content long term
- Distribute content to users and systems

VMp Production provides tools to customize and manage the production life cycle of content. This functionality

includes setting content states, review and approval cycles, full version management with review and re-instatement of past versions, automatic expiration and long-term archiving.

With *VMp* Production, users can assign users and/or groups to specific tasks; define the duration of each task and the maximum load capacities. Plus, they can use parallel routing and decision points for dynamic routing, as well as include automated functions such as conversion, transcoding and distribution.

VMp Production allows for the dynamic creation of specific rendition or derivative formats to support the unique requirements of various distribution channels. This capability allows users to maintain original service files, so they can repurpose and transform dynamically, ensuring quality and consistency irrespective of the ultimate delivery platform.

Value Proposition

Ideal for applications such as corporate communications, training and education, marketing communications and B2C content distribution, the *VMp* Production solution enables entities to leverage the power of their digital media by:

- Enhancing collaboration and maximizing efficiencies across the enterprise

- Consolidating digital media technologies

Via a flexible, scalable and extensible platform that enables companies to leverage digital media while reducing production time and costs and managing complexity, *VMp* Production allows users to collaborate, manage, streamline and automate production processes. *VMp* Production accommodates a wide variety of media content types, including Microsoft® Office documents, Adobe® PDF files and still image files, in addition to audio and video media.

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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of this solution:
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