



***As video increasingly becomes a mission-critical tool, IT departments find themselves in a tough position, trying to support too many tools for too many use cases. The key to a manageable solution? Consolidation and centralization, plus a few video tools for IT itself.***

---

### **REDUCE COMPLEXITY**

The fewer vendors needed for all the organization's video needs, the easier it is to keep everything running and make sure all the parts of the system can be integrated with each other. Be sure to find a vendor who supports as many of your required use cases as possible, instead of letting each department choose a different vendor for each use case.

---

### **REDUCE COSTS**

Today's organizations are all about doing more with less. Reduce overhead by centralizing video operations. Not only will there be fewer vendor fees, different departments will find it easier to reuse the same video content without having to constantly reinvent the wheel.

---

### **SUPPORT SECURITY REQUIREMENTS**

Consumer video solutions like YouTube and Vimeo cannot meet most corporate standards for security.



**Looking for more information on crafting your video strategy?**

Contact us at +1-800-871-5224, or fill out this form <http://corp.kaltura.com/company/contact-us>

---

***" During the evaluation process we of course thought of free solutions, but the security around free solutions is not good enough for the pharmaceutical industry. "***

*Rune Bergendorff,  
Advanced Business Consultant, NNIT*

Make sure your video solution meets the certifications you need. With a single video vendor, permissioning is easier to control. Bonus points if it can be integrated with existing systems you're already using, such as SharePoint, IBM Connections, Eloqua, Drupal, or WordPress.

---

### **AUTOMATE LIFECYCLES AND COMPLIANCE**

Create profiles for automated media repurposing, including pruning and purging for lifecycle management, time capsules for compliance, and search and index profiles.

---

### **HELP YOUR EMPLOYEES HELP THEMSELVES**

Consider your own video channel with tutorials answering your most commonly asked questions. With an accessible, searchable IT knowledge base, save your Help Desk team for the tricky questions.