

TRANSFORMING EXTRANET WITH VIDEO

Improve communication and tracking with external parties: customers, partners, affiliates, and more

Build a single, secure video portal for communication and education for all of your external contacts. With Kaltura MediaSpace, create multiple channels, so you can supply only appropriate content to each group of authenticated users, from multiple classes of customers to partners, affiliates, resellers, and more. Then give access to those same materials to internal stakeholders, including customer support, marketing, sales, and training, so you can manage all of your video content in a single place. Alternatively, use your existing site as the externally-facing portal while using Kaltura to manage, capture, edit, enrich, and publish your media. Kaltura makes it easy to create engaging, accessible video content and then deliver it securely to multiple groups, whether on an externally-facing site, an intranet, or an extranet, all from a single easy-to-use place.

HOW IT WORKS

Multi-authentication makes it easy to create multiple user experiences for different authenticated and non-authenticated groups. So from one hub, you can leverage all of Kaltura's powerful video tools to build an extranet with different content for multiple external stakeholders. Then re-use the relevant media, from marketing videos to training materials, for everything from external marketing to internal learning and development, without having to move media to a new silo.

SAMPLE USE CASES

With Kaltura MediaSpace's flexibility, the uses of a video-powered extranet are endless.

Some uses include:

- **Build a self-serve library** of tutorials and FAQs and lower call center and customer support load
- **Create a branded mobile app** so customers can find information on the go
- **Launch a product catalog** to encourage expansion and stickiness
- **Design a better customer marketing experience** including live events and demos focused on their specific needs
- **Offer a vendor sandbox** so you can exchange, moderate, and develop content with third parties
- **Showcase User Generated Content** by allowing customers to share their experiences

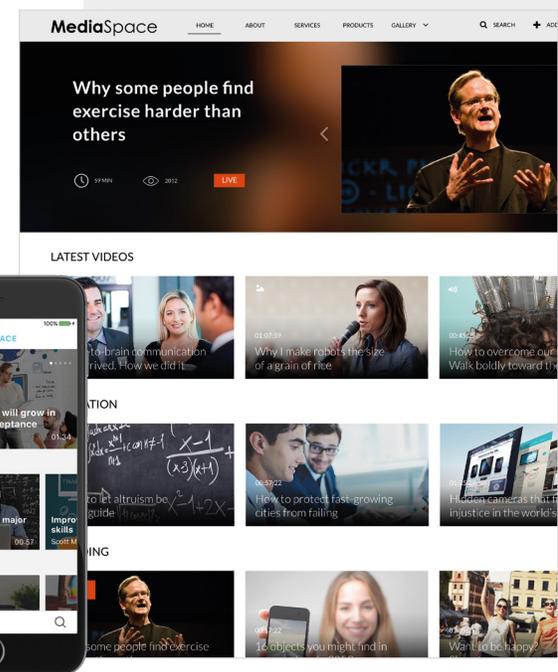


KALTURA

LEVERAGE KALTURA FEATURES AND PRODUCTS

Powerful features include:

- **Video capture and editing**
- **Interactive Video Quizzing**
- **Interactive branching videos**
- **Captions for accessibility and SEO**
- **Calls-to-action**
- **Analytics**
- **Video messaging through email and customized landing pages**
- **Webcasting and live broadcast**
- **Integration with marketing automation, CRM, social business, and learning management platforms**
- **Connectors to social media**
- **Publishing to video portal or external sites**



THREE (OR MORE) AUDIENCES, ONE CENTRAL HUB

A flexible extranet video portal can include as many channels as you wish, so each category of external user receives their own experience. Build different spaces customized for:

- Clients
 - By vertical
 - By product type or use case
 - By region
 - By language
- Partners
 - Resellers
 - Distributors
 - Subcontractors
 - Affiliates



NO MORE SILOES

Great content deserves to be used more than once. Increase your ROI by using the same video management platform to publish video to your external sites and also make it available on your intranet.

Marketing and Sales

- Add marketing videos to your external website
- Syndicate content to social media
- Incorporate videos into your automated marketing campaigns and score resulting leads
- Include demos in personalized sales emails through Kaltura Pitch

Internal Resources

- Give marketing a centralized hub for video management
- Make resources easily available to sales and support representatives
- Easily onboard new employees using the same training materials customers receive

WHY AUTHENTICATE?

Requiring users to log into a structured environment allows you to control access to content while still providing a convenient and well-managed experience. But the advantages of authentication go beyond scalability and security.

- **Create a more engaging experience** with customized content for each specific group and avoid irrelevant clutter
- **Offer user-specific universal search** to pull only the relevant material available based on entitlements, groups, and channels
- **Track user behavior** to learn more about the special needs of each population



About Kaltura

With the mission to power any video experience, Kaltura has emerged as the fastest growing video platform. Kaltura is deployed globally in thousands of enterprises, media companies, service providers, and educational institutions and engages hundreds of millions of viewers at home, at work, and at school.



Get in touch: Fill out this form <https://corp.kaltura.com/company/contact/>

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