

### ALCATEL-LUCENT OPENTOUCH<sup>™</sup> VIDEO STORE

Visual communications:
Setting a new standard for enterprise video content creation and sharing

Enterprises are looking for an innovative, cost-effective video media vehicle to communicate with, educate and entertain their employees, partners, suppliers and customers. The Alcatel-Lucent OpenTouch™ Video Store enables enterprises to create, upload and share videos across their organizations, improve audience awareness, reduce time-to-information and control the videos employees share. In addition, the OpenTouch Video Store reduces OPEX through centralized management, easy deployment and use, scalable software as a service (SaaS) and reduced training costs.



### ENTERPRISES IN THE AGE OF VIDEO SHARING

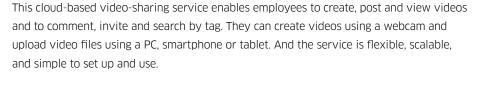
Video adoption is gaining traction with consumers because of the ability to capture clips easily with smartphones and to record movies with camcorders, then share them with social networks through online video sites. This trend is changing employees' expectations in the workplace they are looking for immediate visual insights that they can make actionable. Leveraging video for collaboration is a great way to achieve this goal.

In a challenging economy, companies need to lower OPEX by reducing time-to-information without the extensive use of support resources. As a result, enterprises are looking for an effective video streaming solution to improve their internal processes and create a social video experience.

As part of the Alcatel-Lucent OpenTouch Suite, the Alcatel-Lucent OpenTouch Video Store answers these needs and is changing the way enterprises communicate. It leverages the progress multimedia has made in the conversation experience, allowing employees to share rich content easily with their business community.

The Alcatel-Lucent OpenTouch Video Store was one of the 2011 winners of the Intranet Innovation Awards, a program set up to recognize organizations that are delivering better and smarter intranets.





The OpenTouch Video Store provides affordable video playout quality and integration with collaboration solutions and the enterprise ecosystem. By providing an end-to-end user experience that is intuitive, visual and consistent across devices, the service helps enterprises to improve employee productivity and engagement while containing costs.



The Alcatel-Lucent OpenTouch Video Store is an efficient and powerful media vehicle to provide marketing and corporate announcements, share best practices and e-learnings, enhance collaboration across an enterprise as well as with partners, suppliers and customers, and shareholders, foster innovation and communicate dynamically.

The OpenTouch Video Store provides a variety of services to multiple audiences.



- Improves interaction, articulates brand value and provides information about products, solutions and services as well as new offers and promotions
- Can also be used to communicate about corporate social responsibility, innovation and vision

#### **COMMUNICATION WITH EMPLOYEES**

- Reduces time-to-information
- Shares information such as executive and customer interviews, recordings of internal and external events and meetings, and demonstrations

#### **E-LEARNING AND TRAINING**

Speeds the delivery of knowledge and know-how, such as employee training videos

#### INNOVATION AND COLLABORATION

- · Promotes new ideas or concepts
- Speeds the product development cycle
- Supports agile method implementation and usage





## A RANGE OF ESSENTIAL FEATURES

The wide range of features provided by the OpenTouch Video Store is shown in Table 1.

Table 1. Key features of the Alcatel-Lucent OpenTouch Video Store

FEATURES	DESCRIPTION
Video Creation and User-Generated Content features	<ul> <li>Direct video capture from a webcam</li> <li>Upload of video files</li> <li>Automatic video resizing</li> <li>An any-to-any communication tool</li> </ul>
Video publishing	<ul> <li>Video conversion in various quality formats for targeted viewing devices: PCs, smartphones or tablets</li> <li>Video publishing using title and keyword tags</li> <li>Publishing confirmation by email</li> <li>Organization of videos by category or channel</li> <li>Generation of thumbnails</li> </ul>
Video searching	<ul><li>Search by tags, category or channel, or API for external access)</li><li>View latest videos</li></ul>
Video viewing and sharing	<ul> <li>Share a video with URL or by email</li> <li>Embed a video in a web site or social network through iframe tags</li> <li>Rate, Comment or Like a video</li> <li>Retrieve your score (statistics on uploads, Comments and Likes) and your videos in your personal zone</li> <li>Invite other colleagues to join and post videos</li> <li>Full-screen viewing option</li> <li>Apple* iOS and Android support for video posting and viewing on mobile devices</li> <li>Multi-language support: English, French, Spanish and German</li> </ul>
Content storage and security	<ul> <li>SQL backup, automated set-up and quick restore mechanism</li> <li>Authentication through HTTPS and email filtering</li> <li>Data privacy management through a signed URL</li> </ul>
Reporting and management	<ul> <li>System-wide reporting and tracking of videos and users</li> <li>User account creation and management</li> <li>Integration with LDAP</li> <li>Set of APIs for integration with third-party applications</li> </ul>

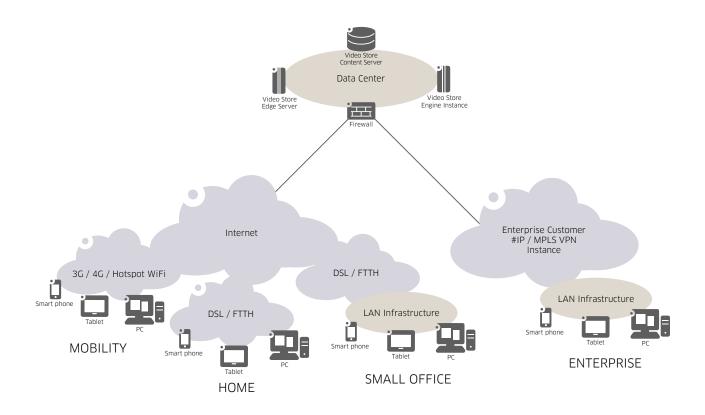


Figure 1: High-level architecture of the OpenTouch Video Store

#### **USER-GENERATED CONTENT**

The Alcatel-Lucent OpenTouch Video Store includes the User-Generated Content feature, which democratizes video content creation by enabling video capture and posting. You no longer need to hire a professional company for filming and production, which also reduces OPEX.

#### **ENTERPRISE-GRADE SERVICE**

The OpenTouch Video Store is scalable and enables central control and management of videos. The service is integrated with the enterprise ecosystem, especially the corporate directory and Alcatel-Lucent Visual Collaboration Solutions. Video content can be embedded easily in the enterprise intranet, social networks or any other web sites or collaboration tool. A set of APIs enables integration with a large number of third-party applications.

With the OpenTouch Video Store, you can optimize global collaboration from any video-capable device through simple creation of videos using user-generated content, then share and broadcast throughout the organization on various media vehicles, including digital signage, web sites and social networks.



#### **SECURE DATA PRIVACY**

The OpenTouch Video Store ensures data privacy through a signed URL mechanism that ensures confidentiality of videos stored in the cloud. The service implements authentication through HTTPS and email filtering. Videos are copied and duplicated to ensure quick data restore in case of service failover. The combination of these mechanisms makes the service very reliable and secure.

#### **OPTIMIZED AUTOMATED INFRASTRUCTURE**

The OpenTouch Video Store leverages and runs on an automated infrastructure, enabling quick service setup and deployment in the cloud. It is available in a SaaS model for maximum flexibility and easy IT governance and is supported by an efficient administration console. Administrators can manage the solution through a web interface, can monitor activity in real time, and can create and manage user accounts and profiles.

# THE ALCATEL-LUCENT ADVANTAGE

The Alcatel-Lucent OpenTouch Video Store is a key component of the Alcatel-Lucent Visual Communications Strategy. The Alcatel-Lucent vision is to provide enterprises with affordable, effortless visual content that has anyone, anywhere, anytime accessibility and core-to-desktop flexibility. By embedding video communications capabilities into the OpenTouch Suite and enabling quality real-time application delivery through the Alcatel-Lucent Application Fluent Networks, Alcatel-Lucent is evolving communications into effective visual conversations.

With the Alcatel-Lucent Visual Communications Strategy, enterprises can meet all their video, unified communications (UC), multimedia and video infrastructure needs with a single vendor, reducing their operational, management and support complexity and costs.

Alcatel-Lucent is a global leader in communications and a trusted transformation partner to service providers, enterprises, strategic industries and governments worldwide. By leveraging the combined expertise of Alcatel-Lucent Bell Labs and the company's global research and development facilities, Alcatel-Lucent provides unrivaled technical and scientific expertise as one of the largest innovation powerhouses in the communications industry.

With operations in more than 130 countries and one of the most experienced global-services organizations in the industry, Alcatel-Lucent is a local partner with a global reach, providing solutions for delivering voice, data and video communications services to end users and carriers.

For more information about the Alcatel-Lucent OpenTouch Video Store, contact your local representative or visit: **www.alcatel-lucent.com/enterprise** 

