The 10 Questions Learning Leaders Should Ask in a Video Platform RFP

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Storing in your LMS or CMS

with 2GB file size limits

Storing “privately” on YouTube

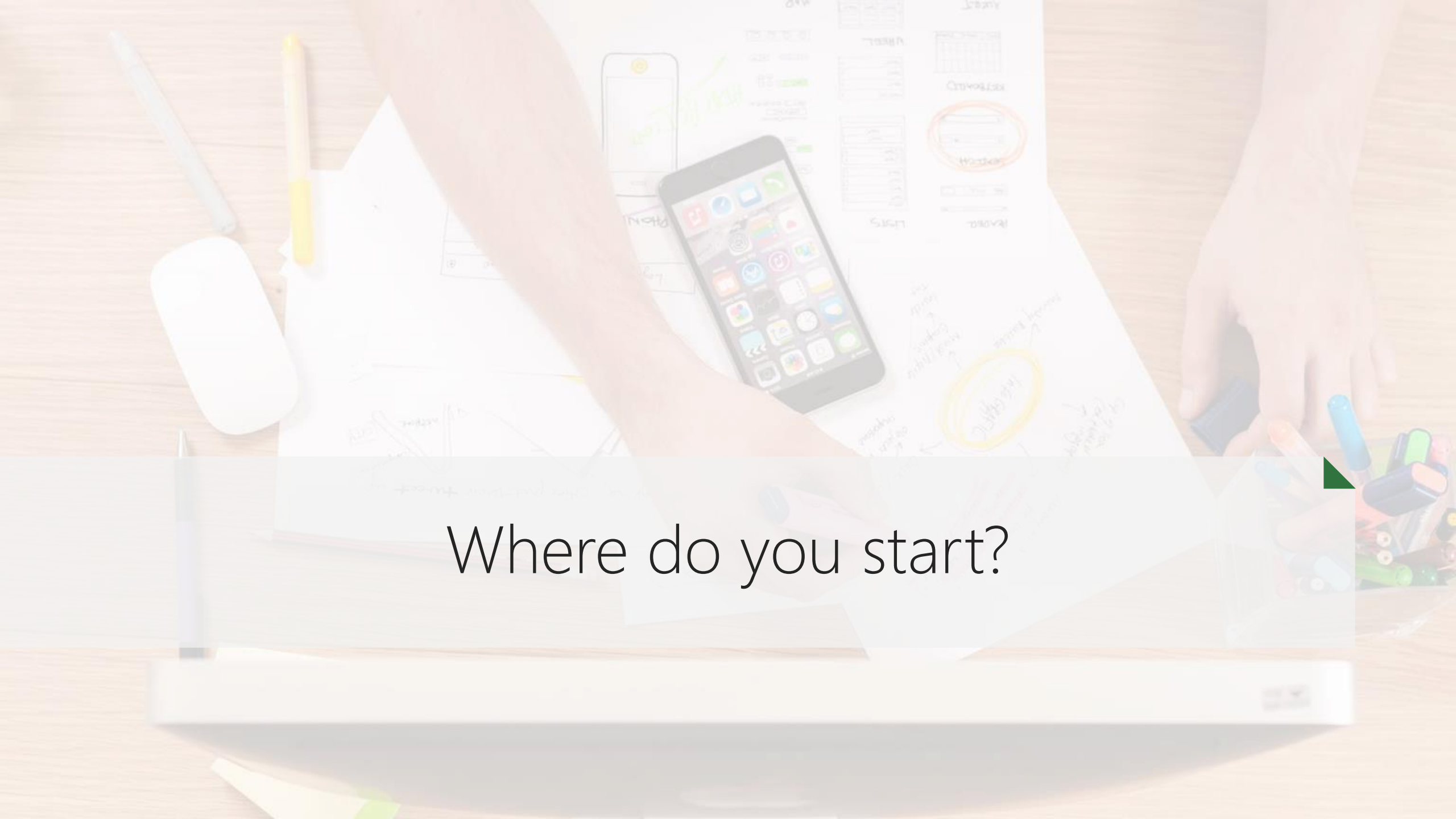
there are 850,000 “internal meeting” videos

Streaming with Skype or WebEx

capped attendance, accidental interactivity

Sharing videos in original formats

(Error: File type unplayable on this device)



Where do you start?

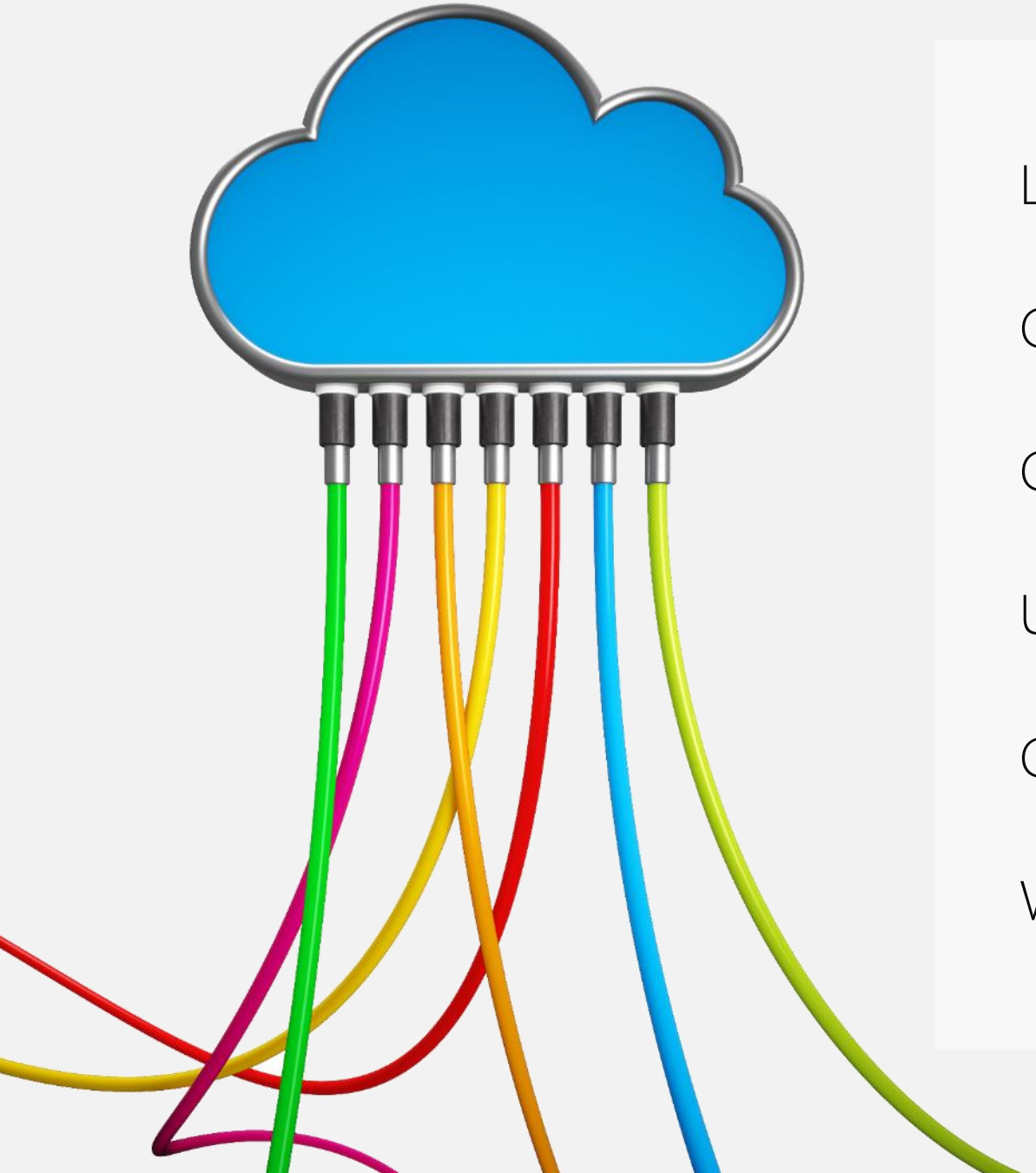
Features, Add-ons, and Requirements

- Itemize what is and isn't included in the core platform license, and any required hardware.

Video Portal	Recording
Search	Live Streaming
Integrations	Playback
Metrics	Interactivity

Can I connect this with our existing technology?

- Summarize any available integrations and APIs.



Learning Management Systems (LMS)

Content Management Systems (CMS)

Customer Management Systems (CRM)

Unified Communications Systems

Corporate Social Networks

Web Portals and Internal Sites

How can I customize the video library for us?

- List all features that allow an administrator to modify the appearance, branding, UI, and workflow of the platform.

Featured Videos

Q2 Employee Town Hall
6 months ago

Bring Your Own Device - Best Practices
2 years ago

Announcing our new Asia HQ
a year ago

Using our CRM System
2 years ago

Inside Look: Our Manufacturing Process
a year ago

2016 Benefits Update
2 years ago

Our Company Culture
2 years ago

New Manager Training - Day 1 Morning Session
6 months ago

New Manager Training - Day 1 Afternoon
2 years ago

Compliance Training - H2 2016
2 years ago

Guest Lecture: Michael Frost, PhD
2 years ago

Diversity in the Workplace
2 years ago

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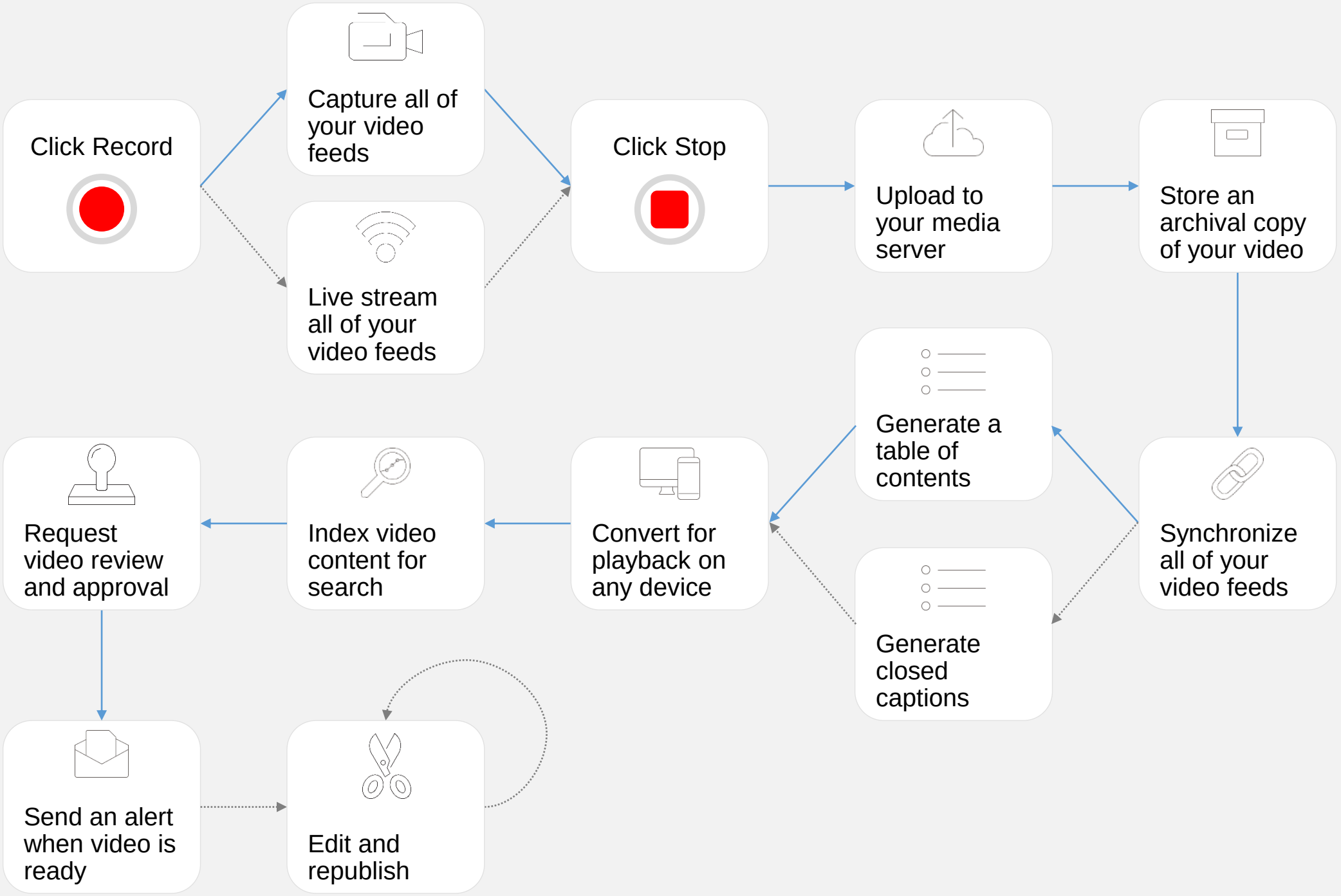
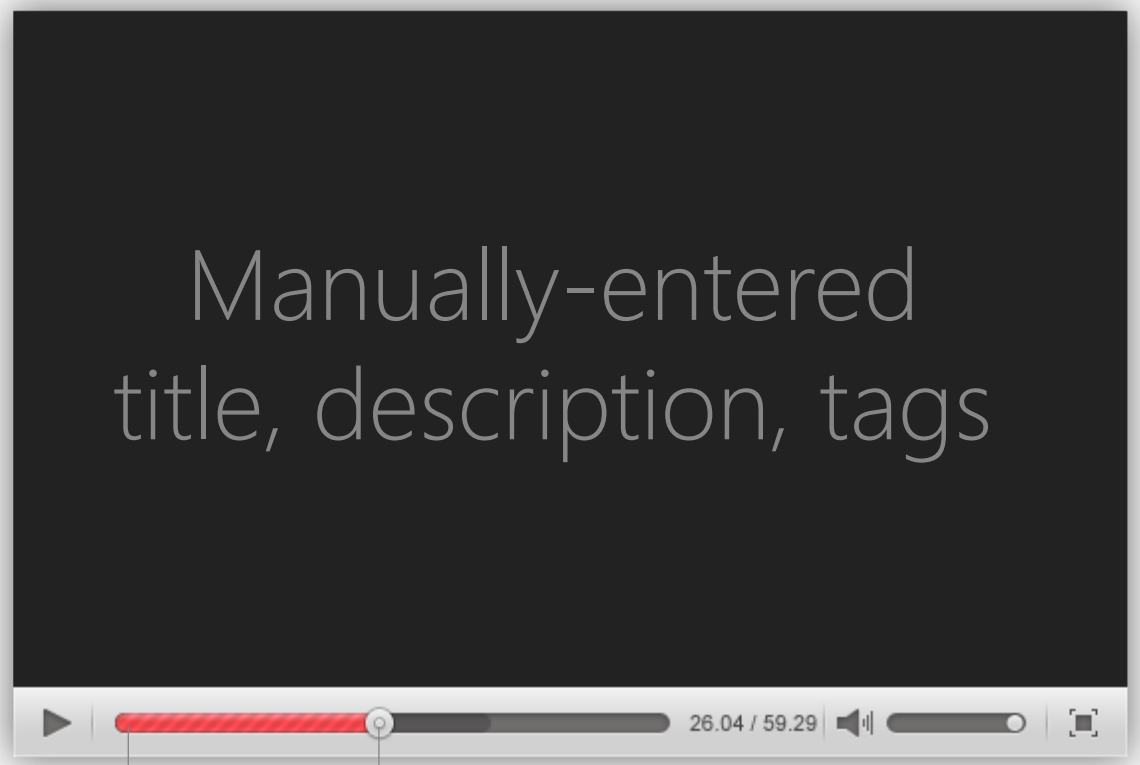

Click Record
Capture all of your video feeds
Live stream all of your video feeds
Click Stop
Upload to your media server
Store an archival copy of your video
Synchronize all of your video feeds
Generate a table of contents
Generate closed captions
Convert for playback on any device
Index video content for search
Request video review and approval
Send an alert when video is ready
Edit and republish

How can I search my video content?

- Describe how videos are indexed for search, including which types of content are automatically indexed and which require manual input.



Helps you get there (sort of)

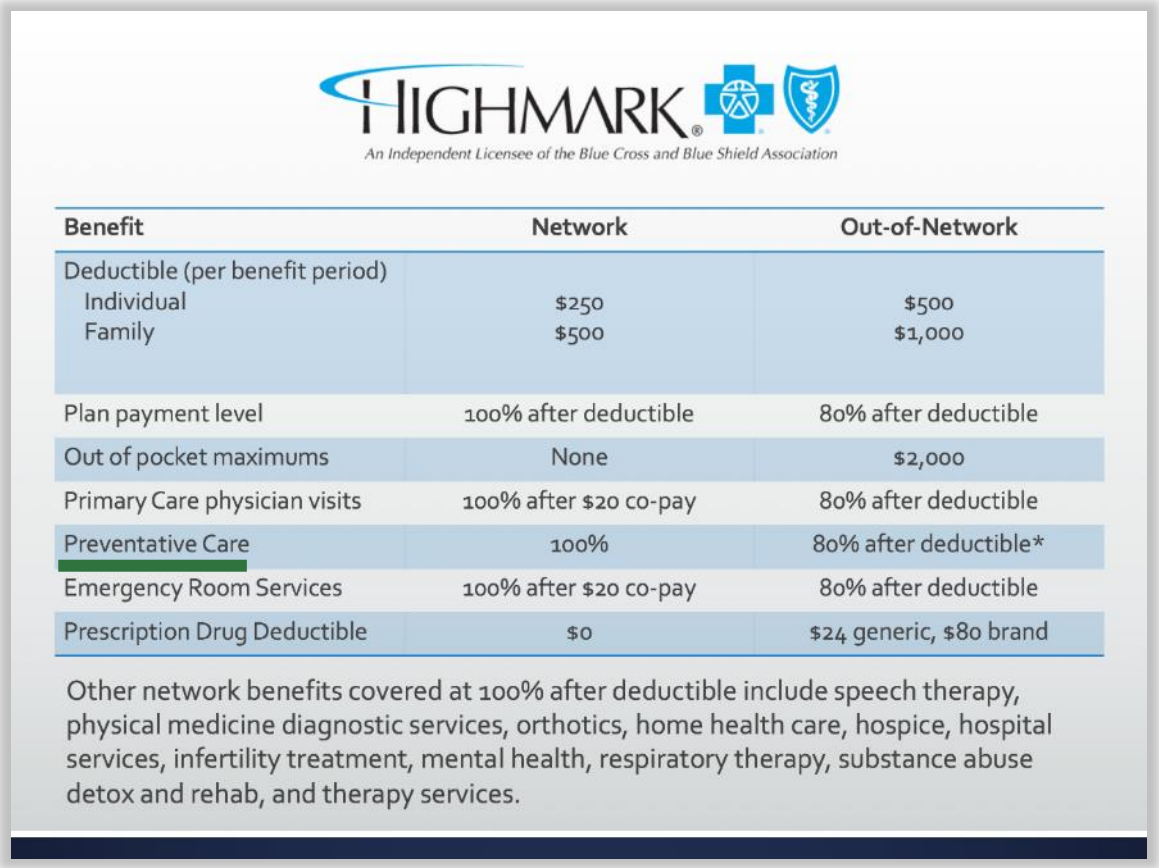
But how do you get here?

Automatic Speech Recognition (ASR)

"Here are the key points of our 401k program"

14:20 | "...our 401k program."

Optical Character Recognition (OCR)



HIGHMARK®
An Independent Licensee of the Blue Cross and Blue Shield Association

Benefit	Network	Out-of-Network
Deductible (per benefit period) Individual Family	 $250 $500	 $500 $1,000
Plan payment level	100% after deductible	80% after deductible
Out of pocket maximums	None	$2,000
Primary Care physician visits	100% after $20 co-pay	80% after deductible
Preventative Care	100%	80% after deductible*
Emergency Room Services	100% after $20 co-pay	80% after deductible
Prescription Drug Deductible	$0	$24 generic, $80 brand

Other network benefits covered at 100% after deductible include speech therapy, physical medicine diagnostic services, orthotics, home health care, hospice, hospital services, infertility treatment, mental health, respiratory therapy, substance abuse detox and rehab, and therapy services.

5:36 | “Preventative Care”

What can we do with the videos we already have?

- Describe how a user can upload existing video files into the library, and provide a full list of file types supported.

ASF

FLV

AVI

WMV

MP3

MP4

MPEG

MOV

M4V

QuickTime

GoToMeeting

Camtasia

HTML5
Compatible
MP4

How do we create new videos?

- List each step a user must take to record a video then share it for viewing by the intended audience.

Traditional Classrooms | Executive Messages | Social Learning | Internal Events

Sales Presentations | Investor Updates | Employee Communications

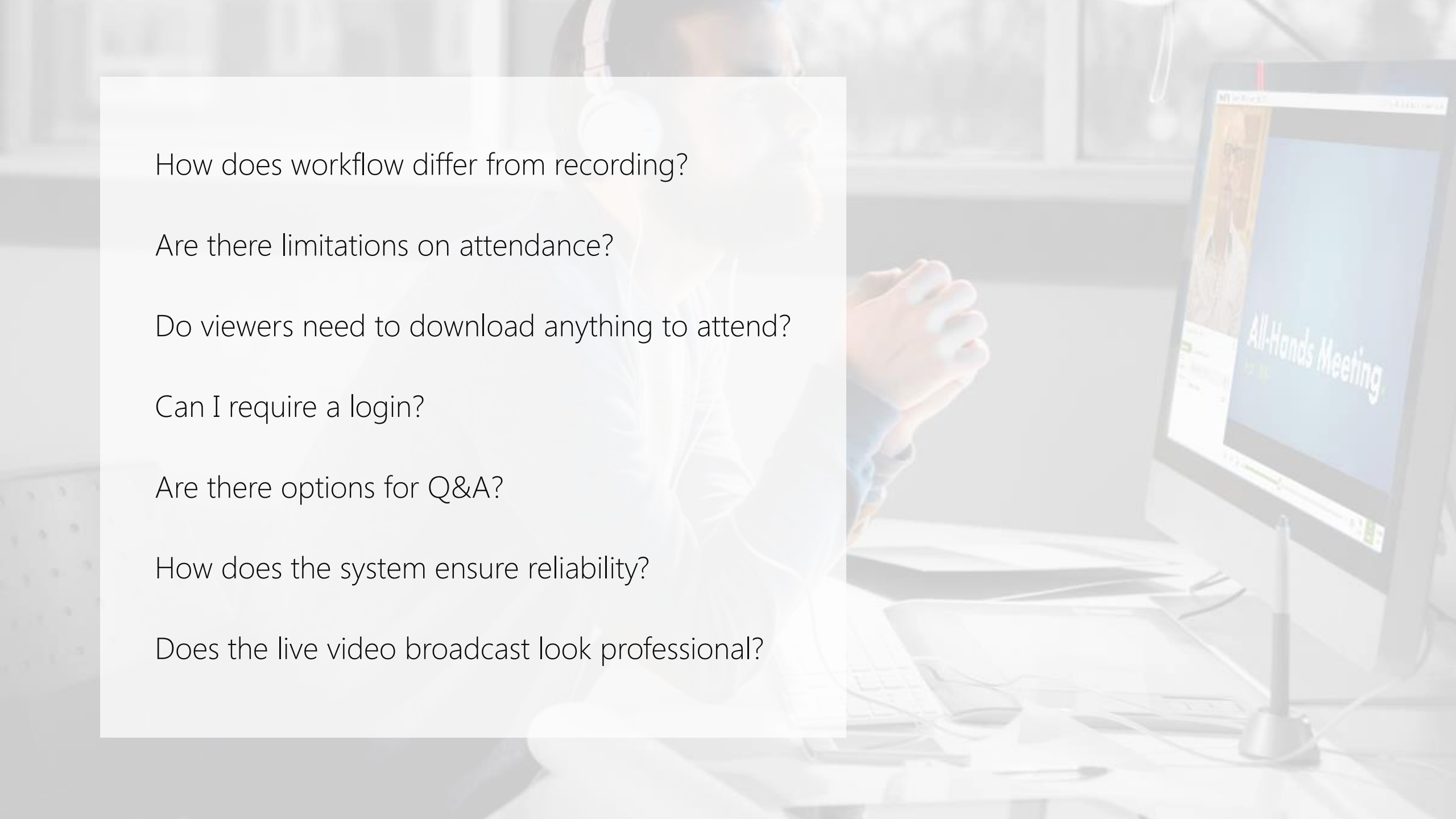
Compliance Education | New Hire Onboarding | Customer How-Tos

Demos and Explainers | Knowledge Management | Product/Process Training

Key Meetings | Rehearsals and Role Play | Safety Training | More…

How do we live stream?

- List each step that a user must take to live stream an event, classroom, or other presentation.



How does workflow differ from recording?

Are there limitations on attendance?

Do viewers need to download anything to attend?

Can I require a login?

Are there options for Q&A?

How does the system ensure reliability?

Does the live video broadcast look professional?

Can we see if people are paying attention & learning?

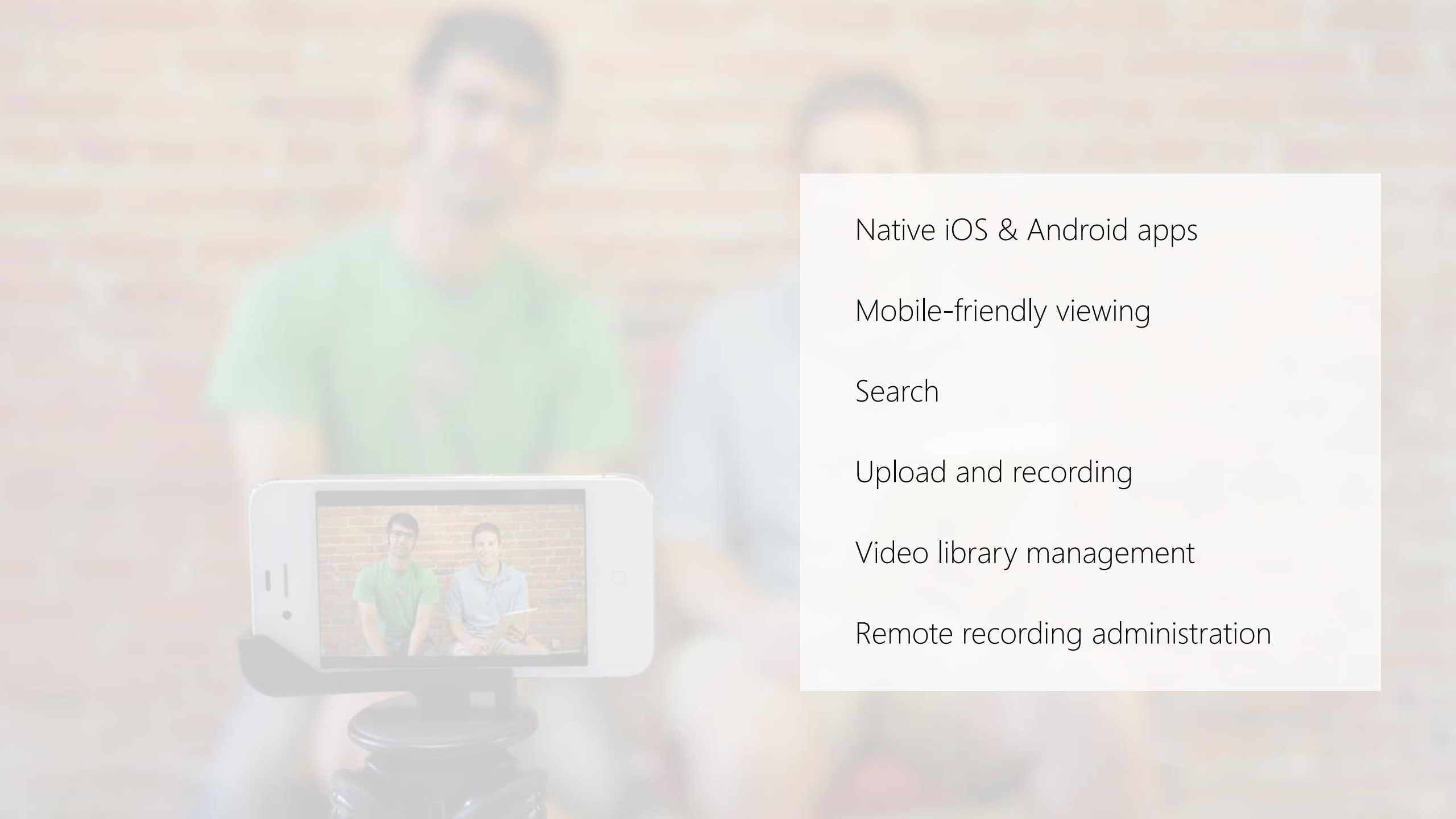
- Describe how the platform provides viewer engagement data, including support for analytics, quizzing, and in-video comments.

When a Loan Officer wishes to obtain a mortgage loan for themselves, which of the following procedures is correct?

- The Loan Officer may input the application into the LOS, but may not pull credit and must list another licensed Loan Officer as the Loan Officer of record.
- The Loan Officer may input the application into the LOS, may pull credit, but then must have the processor complete the required documentation and disclosures.
- The Loan Officer may not originate the loan either directly or indirectly and must submit an application to any other licensed Loan Officer in the company.
- The Loan Officer may pull credit, but must provide the application to another licensed Loan Officer for input into the LOS.

Has anyone thought about the mobile experience?

- List your native mobile apps that provide support for video search, viewing, and management.



Native iOS & Android apps

Mobile-friendly viewing

Search

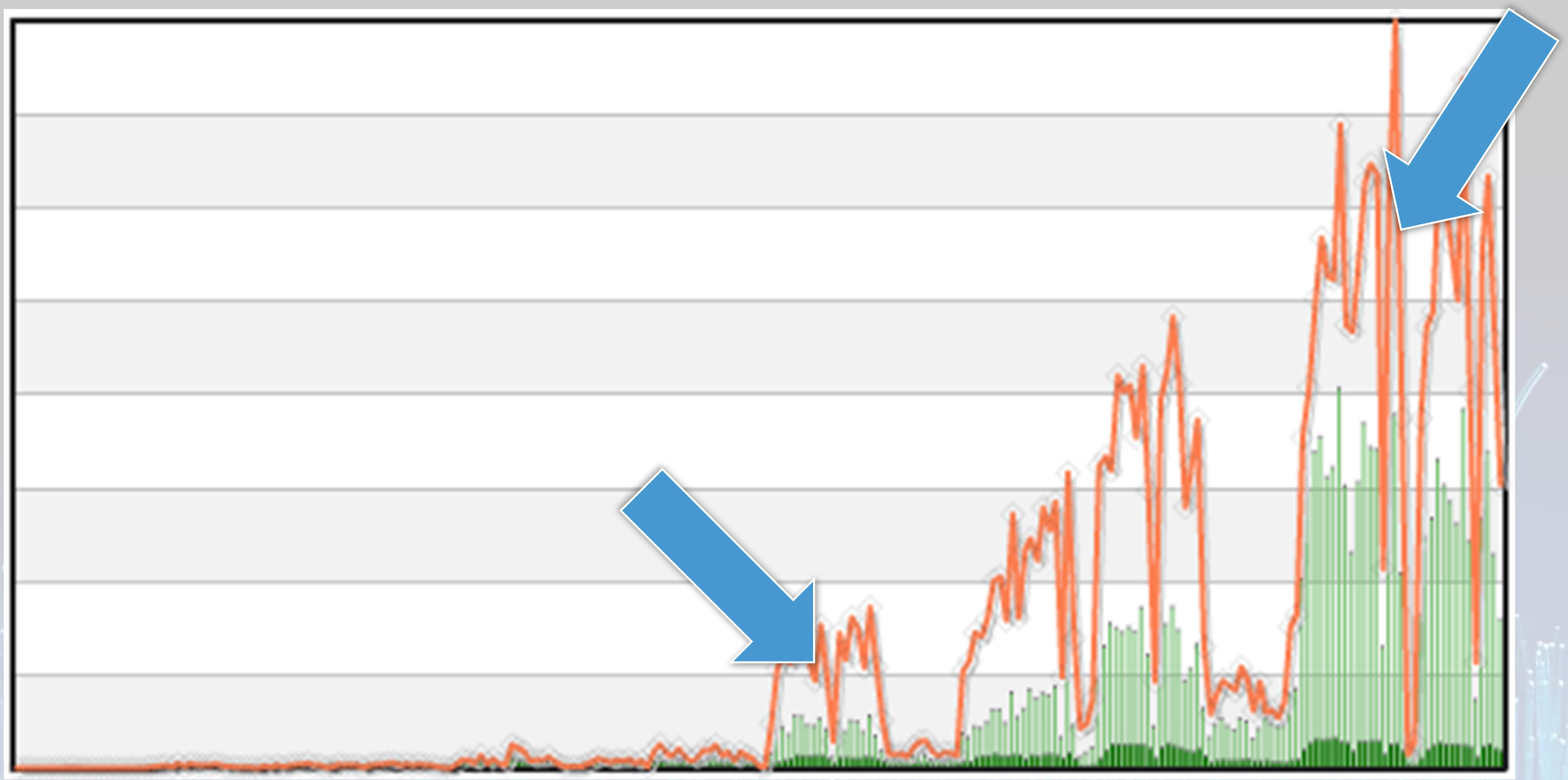
Upload and recording

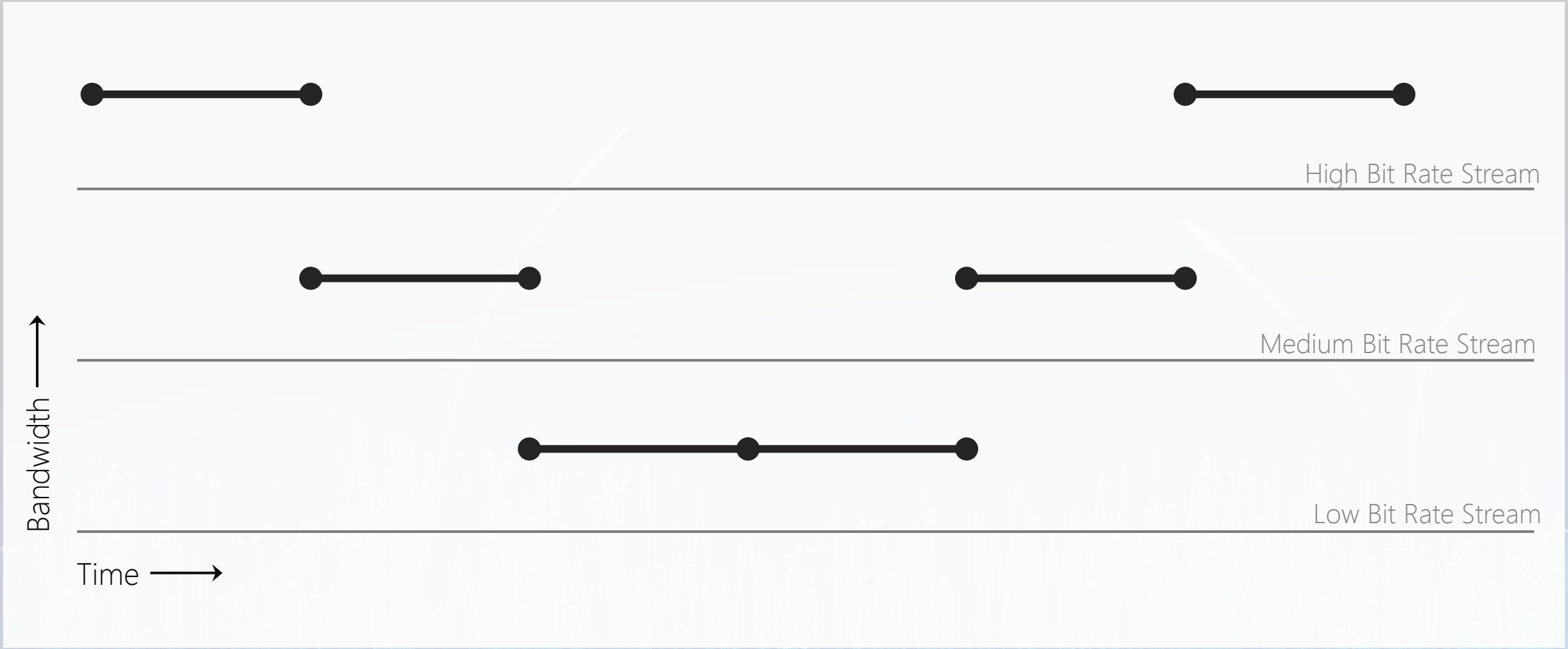
Video library management

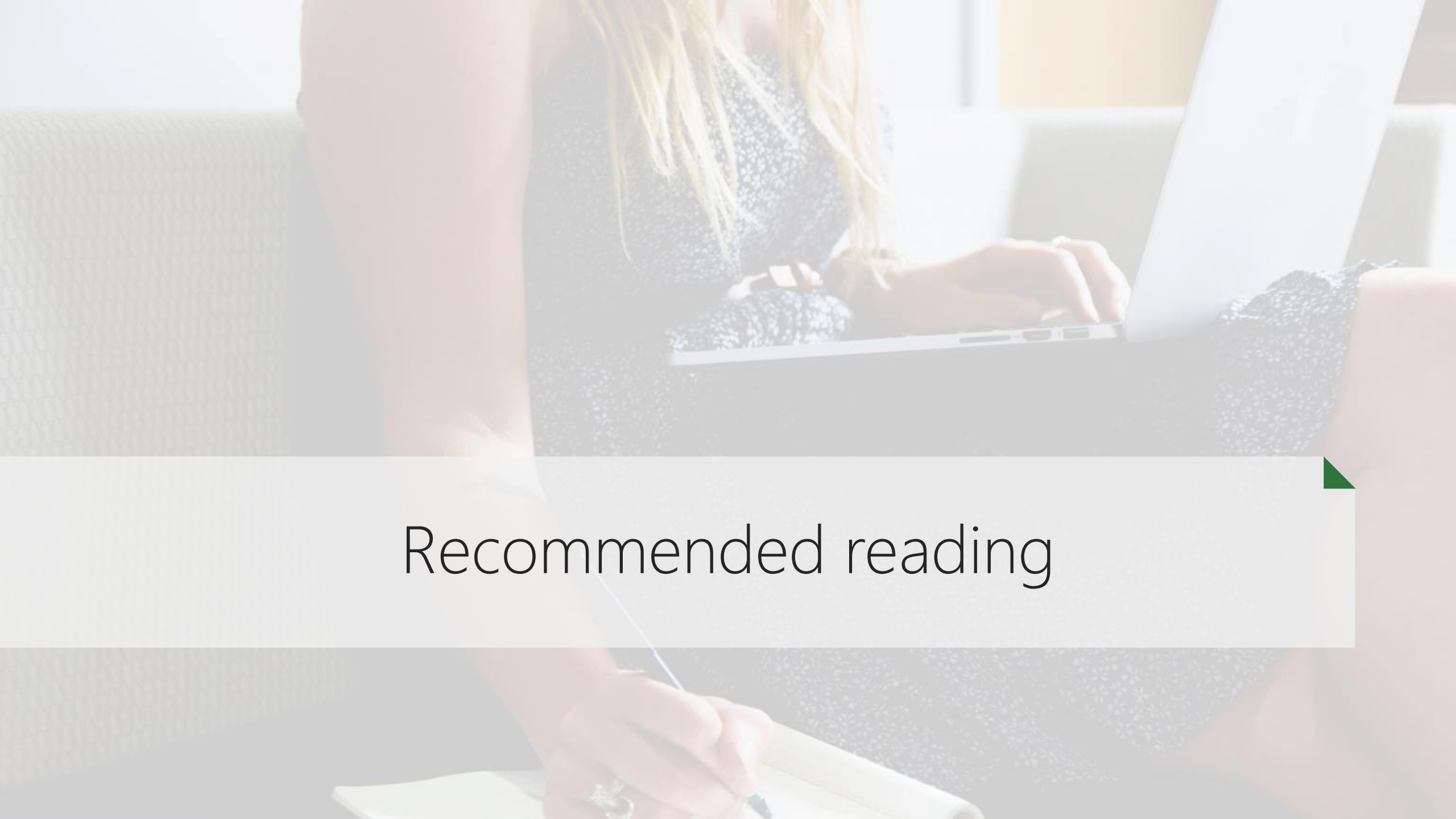
Remote recording administration

Will this make our IT team mad?

- Document your ability to support user growth and spikes in demand. List protections against outages and system failures, and describe support for network-friendly streaming protocols.

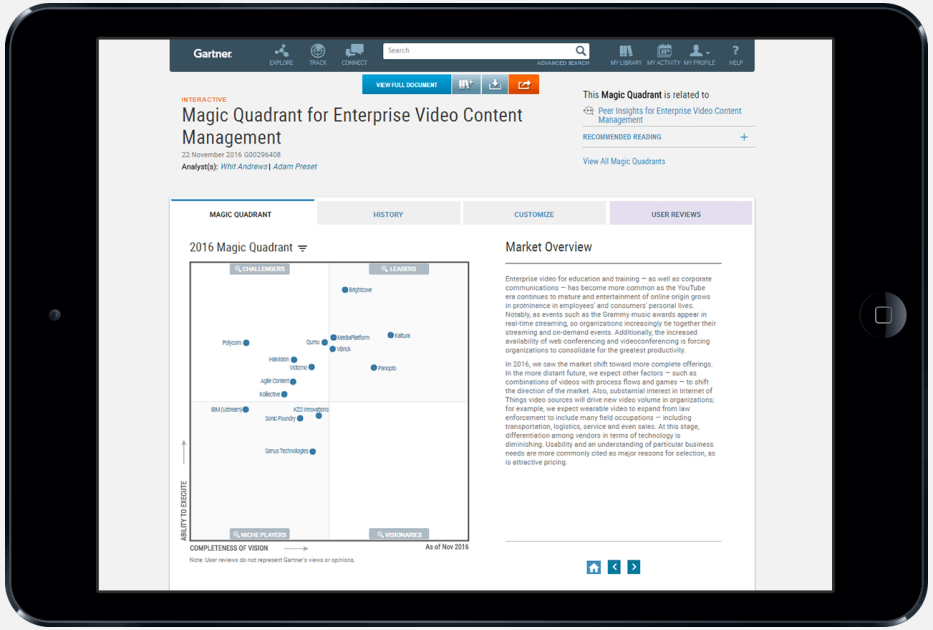



High Bit Rate Stream
Medium Bit Rate Stream
Low Bit Rate Stream
Bandwidth
Time



Recommended reading

Gartner Research's *Magic Quadrant for Enterprise Video Content Management*



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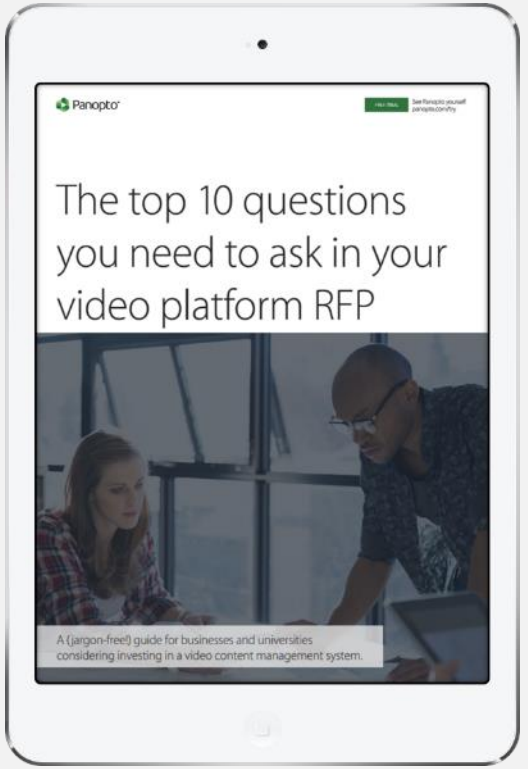

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