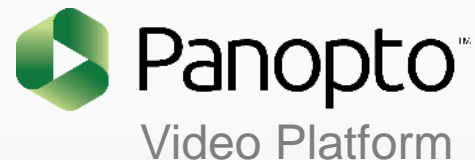


If No One Can Find Your Training Videos, Do They Really Exist?

3 strategies for making your
training videos easier to search

Steve Rozillis





Network Security

This chapter presents a broad description of network security in the context of today's rapidly changing network environments. The security paradigm is changing, and security solutions today are solution driven and designed to meet the requirements of business. To help you face the complexities of managing a modern network, this chapter discusses the core principles of security—the CIA triad: confidentiality, integrity, and availability.

Intrusion Detection



An intrusion detection system (IDS) is a device or software application that monitors network or system activities for malicious activities or policy violations and produces reports to a management station. IDS come in a variety of “flavors” and approach the goal of detecting suspicious traffic in different ways. There are network based (NIDS) and host based (HIDS) intrusion detection systems. NIDS is a network security system focusing on the attacks that come from the inside of the network (authorized users). Some systems may attempt to stop an intrusion attempt but this is neither required nor expected of a monitoring

system. Intrusion detection and prevention systems (IDPS) are primarily focused on identifying possible incidents, logging information about them, and reporting attempts. In addition, organizations use IDPSes for other purposes, such as identifying problems with security policies, documenting existing threats and preventing individuals from violating security policies. IDPSes help organizations [1].

3 reasons why video search matters

2 steps to implementing video search

5 ways to index video content

How accurate is accurate enough?



Why do we need video search?



How many hours per week do knowledge workers spend searching for the information needed to do their jobs?

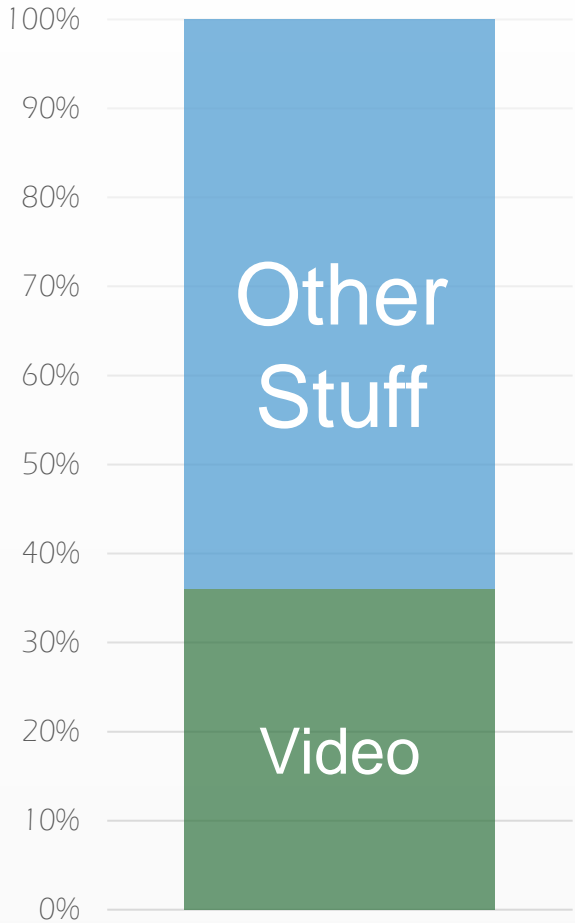


Video

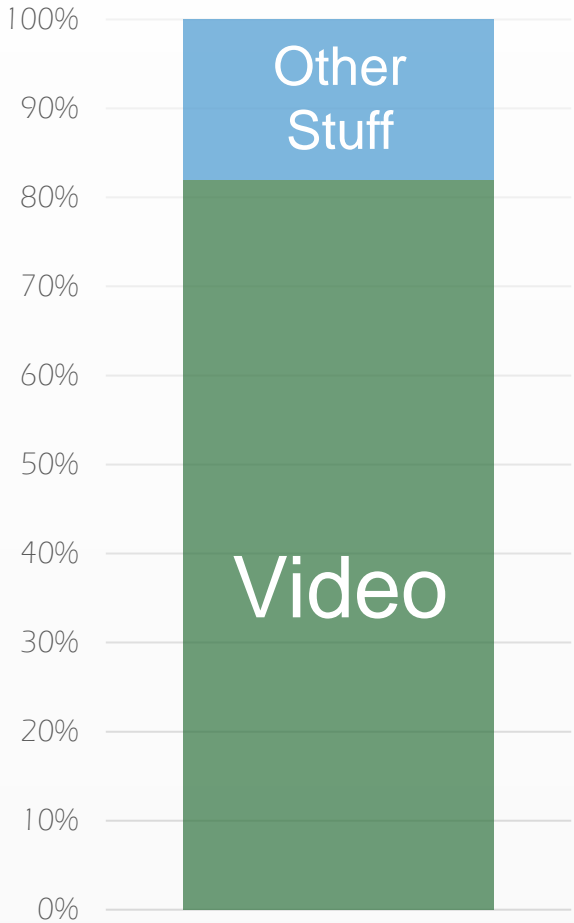


Handbook

Business Network Traffic



2014



2021

62% of Millennials upload videos to store and share on intranet sites.



100,000 hours of new video
last school year



3,000 hours of new video
created each week



How many videos does your organization have?



How do we implement video search?

Video search
is a two-step
process





Centralize your videos into a
single repository

Content
management
systems

LANs /
Network file
shares

YouTube
channels

Employee
hard drives

Video-
specific
platforms

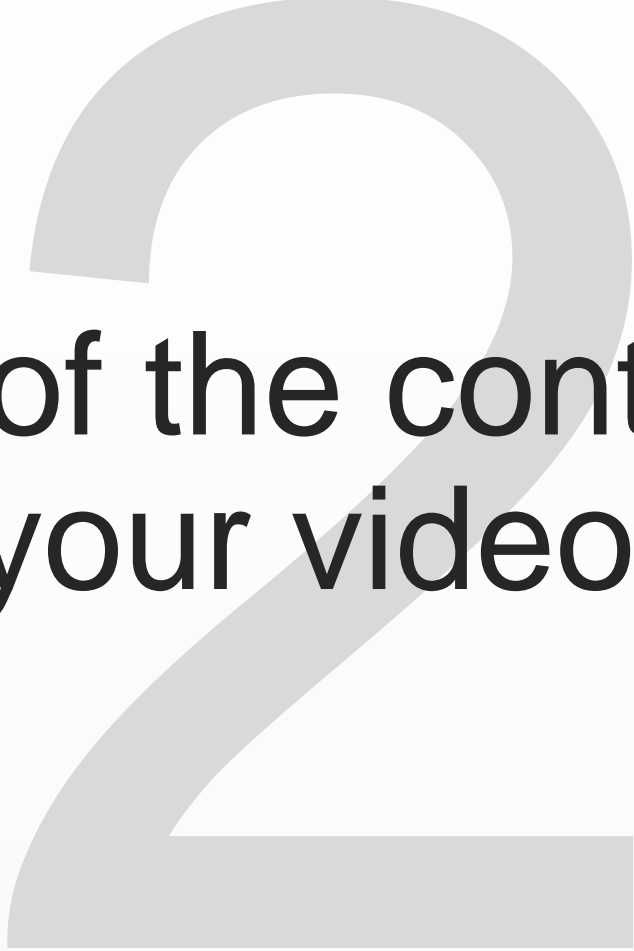
DVDs
Hard files

Learning
management
systems

Intranet
portals



How do you help your employees find relevant video content today?



Index all of the content inside
your videos

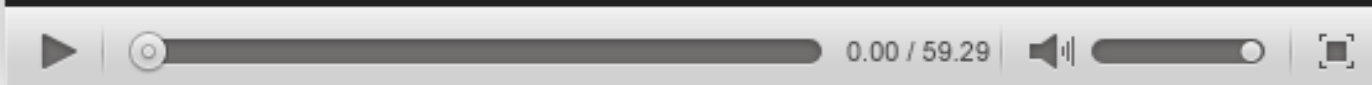


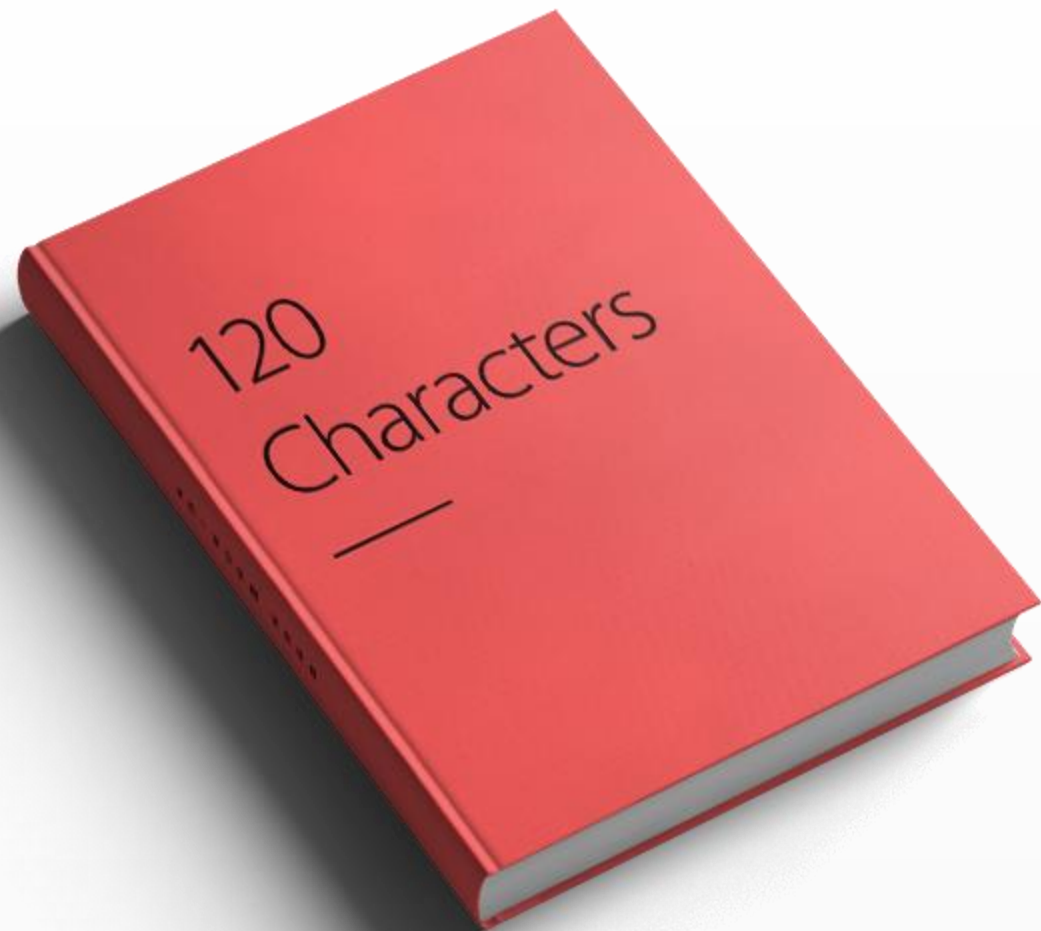
How can we use tags and titles?

Title: An Introduction to Network Security

Tags: Network security, intrusion detection, corporate WAN, firewall, authentication

Description: A broad overview of network security as defined by today's hybrid corporate WANs.

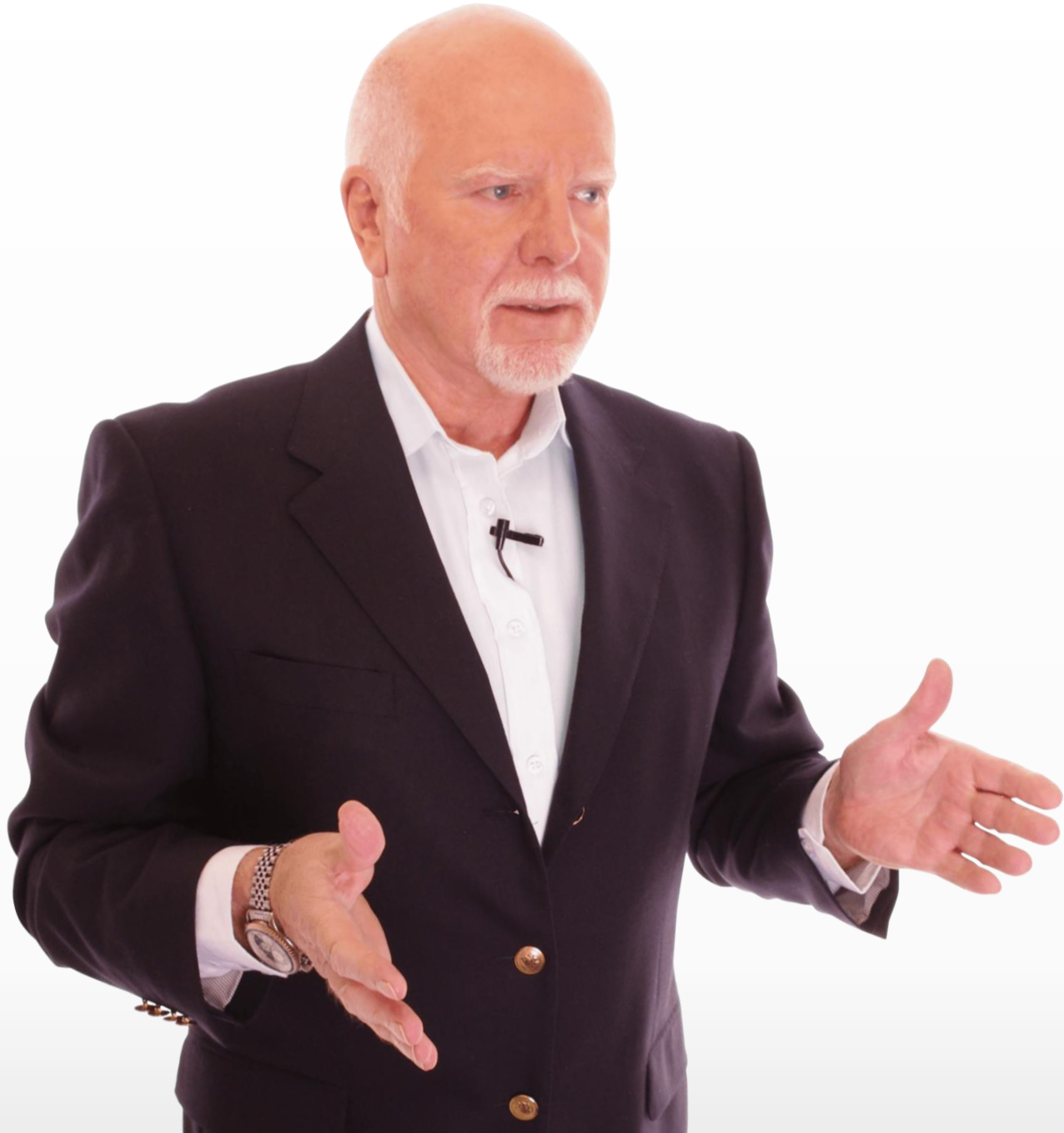




120
Characters



8-12 tags



125 words per minute
5,625 words spoken

The network is the entry point to your application. It provides the first gatekeepers that control access to the various servers in your environment. Servers are protected with their own operating system gatekeepers, but it is important not to allow them to be deluged with attacks from the network layer. It is equally important to ensure that network gatekeepers cannot be replaced or reconfigured by impostors. In a nutshell, network security involves protecting network devices and the data that they forward.

80%

The basic components of a network, which are the front-line gatekeepers, are the router, the firewall, and the switch. An attacker looks for poorly configured network gatekeepers to exploit. Common vulnerabilities include weak default installation settings, wide-open access controls, and unpatched devices.

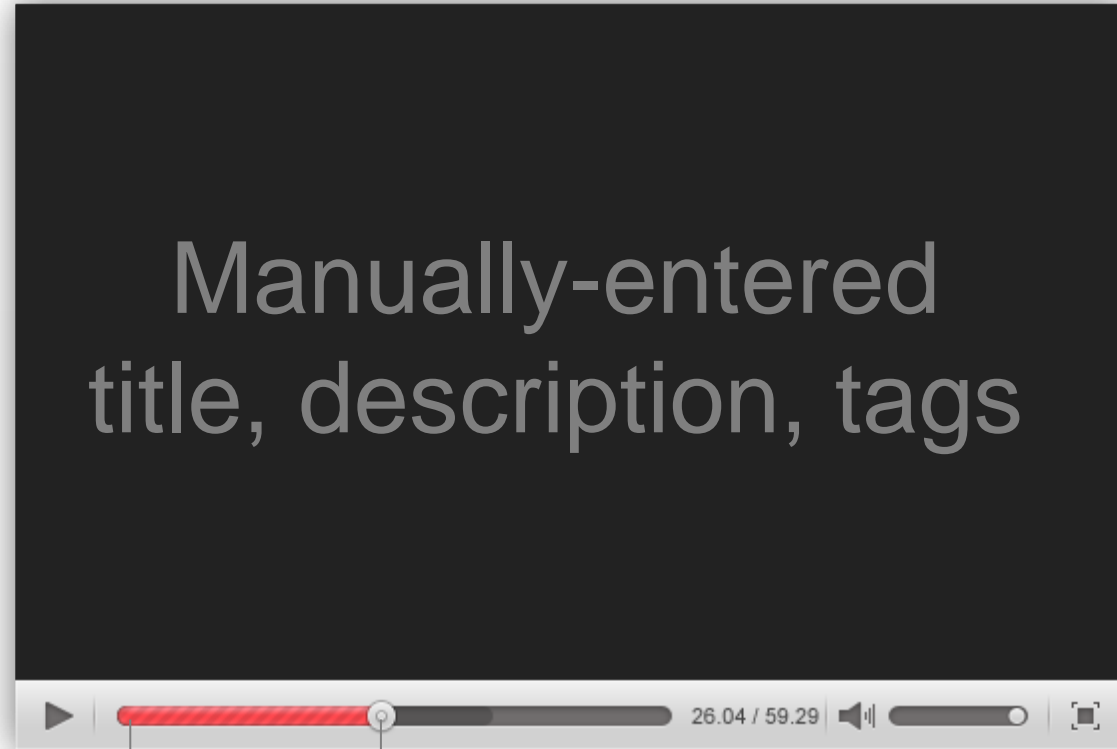


With 10 tags, you've covered less than 1% of valuable content

5,000 characters

Just over 800 words,
or 10 pages single spaced

Manually-entered
title, description, tags



Helps you get here (so you get here?)



How can we use transcription?



Watching: Clarifying your goal

From the course: **Having Difficult Conversations**

Save Layout 585 likes Share



Contents Notebook Overview **Transcripts** Exercise Files View Offline Feedback

Introduction

- Welcome 50s
- Effective communication 4m 28s
- Getting the most from this course 1m 45s

1. Understanding Difficult Conversations

- What is a difficult conversation? 1m 40s
- The Matrix of Difficulty 5m 9s
- When difficult conversations go badly 2m 11s
- The pathway to problems 3m 41s

Clarifying your goal

At the heart of every difficult conversation is some kind of problem we're trying to solve. Something isn't going as it should, and we want to make it better. The first part of the reflection phase is to focus on what you want to achieve. This step is really important and will guide the rest of the phases, so take time to do this step properly. Now, the answer might seem obvious. For Scott, he might just want Joe to stop demeaning people. And that's certainly part of it but it's not at the heart of it. You see, when we're in a difficult situation, our perceptions get bound up by the rungs of our ladder. They literally box us in. To discover what we really want we have to step off the ladder just for a moment and give ourselves permission to dream bigger.

To get at the heart of what you really want, I recommend this simple process. Again, we'll use Scott as our example. Our goal is to get at the heart of what he really wants. Ask yourself the question: what do I want? Scott: For Joe to stop demeaning me and others at work. Britt: Then ask yourself, if I had that, what would it get me? Try to phrase it in the positive, what you want, as opposed to what you don't want. For example, Scott might initially say: Scott: Well, I wouldn't feel so stressed about all the time, and I would feel so angry at Joe.

Britt: And he would rephrase that to: Scott: Well, I would feel more relaxed and I'd actually enjoy my work again. Britt: Then ask it again, if I had that what would it get me? Scott: I could get really excited about our projects and enjoy working with the team. Britt: Then ask it again and keep going until you feel done. You'll get to a layer where you'll say yes, that's it that's it.

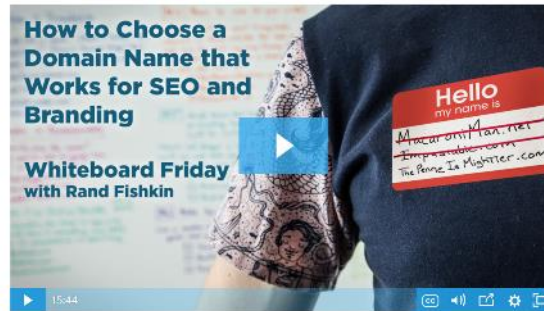


By: Rand Fishkin

July 15th, 2016

How to Choose a Domain Name

Basic SEO | Whiteboard Friday



Howdy, Moz fans, and welcome to another edition of Whiteboard Friday. This week we are going to chat about how to choose a domain name.

Maybe, you're starting a new company, a new brand, or have an existing brand you're trying to take online? Either way, you're going to need a website.

Domain names have a massive impact all over the web in terms of click-through rate, from search to social media results, to referring links, to type-in traffic, brandability, offline advertising. There's a huge wealth of places that your domain name impacts your brand and your online marketing, and we can't ignore this.

1. Make it brandable

Brandable, meaning that when you hear or see the domain name, it sounds like a brand. Which means that hyphens and numbers are a real problem because they don't sound like a brand. They sound generic, or strange.

For example, if we wanted to create a pasta website that has pasta recipes and sells some pasta related e-commerce products on it:

- Pasta-shop.com would be hard to brand, say, or remember.
- PastaAficionado.com sounds brandable, is unique, but quite challenging to say.
- PastaLabs.com would be amazing because it has a scientific connotation to it, is very brandable, unique, memorable, and stands out.

2. Make it pronounceable

You might be thinking, "Rand, why is it so important that it's pronounceable? Most people are going to be typing it or clicking a link."



How can we use technology?

Slide Extraction

Company Introduction



Kollective
Solution Overview
16th July, 2015

1



Kollective The leading cloud-based software company utilizing the power of software defined networking to bring value to over 2.4 million enterprise subscribers

2



Pedigree

- Founded in 2001
- Originally Kontiki, rebranded Kollective in 2015
- 11 patents issued worldwide, 5 pending
- 2.4 million users at 80+ customers across 180 countries
- Incredibly loyal customer community
- Established leadership in software defined ECDN & Enterprise Video

3



Software Defined Enterprise Content Delivery Network

90%
LESS TO WORRY ABOUT

- **100% Reach**
Live streaming, on demand video, content delivery to every employee and every office
- **Reduced CapEx & Operational Costs**
No additional hardware or network upgrades are required to leverage the Kollective SD ECDN
- **Increased Network Capacity & Adaptively**
Eliminates up to 90% of WAN traffic. Scales up to hundreds of thousands of employees with virtually no impact on the network. Changes behavior on-the-fly to suite stream type (Live, VOD, Feeds)

4

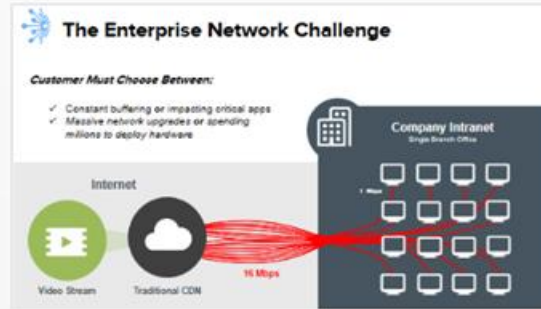
Product Overview



Kollective - System Overview

Architecture diagram showing components: Video Management & Reporting, Video Management & Control, Content Base, Access, Analytics, Video Platform, and Software Defined Enterprise Network.

5



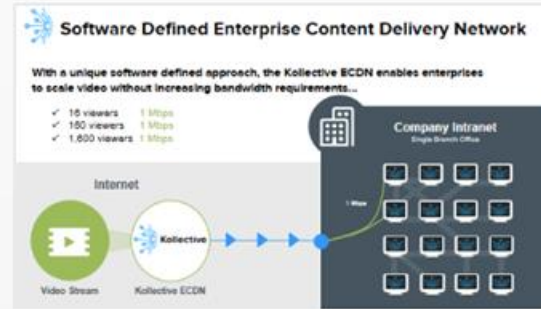
The Enterprise Network Challenge

Customer Must Choose Between:

- ✓ Constant buffering or impacting critical apps
- ✓ Massive network upgrades or spending millions to deploy hardware

Diagram comparing Internet Video Stream (16 Mbps) and Traditional CDN to Company Intranet.

6



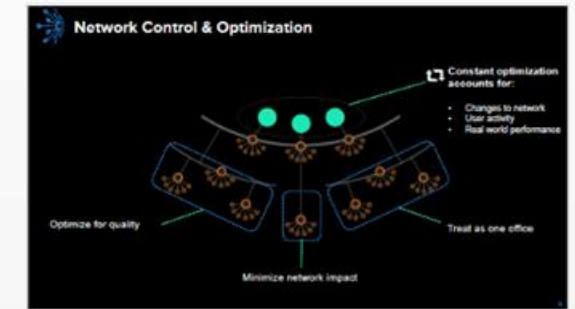
Software Defined Enterprise Content Delivery Network

With a unique software defined approach, the Kollective ECDN enables enterprises to scale video without increasing bandwidth requirements...

- ✓ 15 viewers 1 Mbps
- ✓ 100 viewers 1 Mbps
- ✓ 1,000 viewers 1 Mbps

Diagram comparing Internet Video Stream and Kollective ECDN to Company Intranet.

7



Network Control & Optimization

Constant optimization accounts for:

- Changes to network
- User activity
- Real world performance

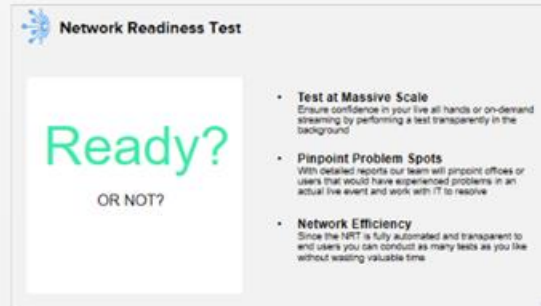
Optimize for quality, Minimize network impact, Treat as one office.

8



It's 60 seconds before a 10,000 person all hands event.
Is this going to work?

10

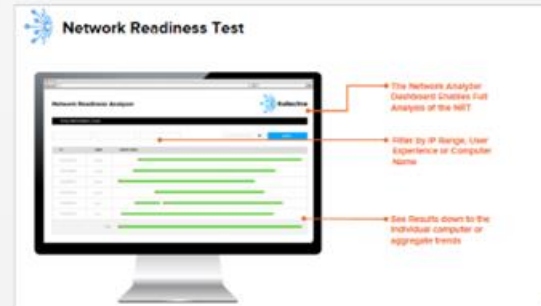


Network Readiness Test

Ready?
OR NOT?

- **Test at Massive Scale**
Erase confidence in your live all hands or on-demand streaming by performing a test transparently in the background
- **Pinpoint Problem Spots**
With detailed reports our team will pinpoint offices or users that would have experienced problems in an actual live event and work with IT to resolve
- **Network Efficiency**
Since the NRT is fully automated and transparent to end users you can conduct as many tests as you like without wasting valuable time

11

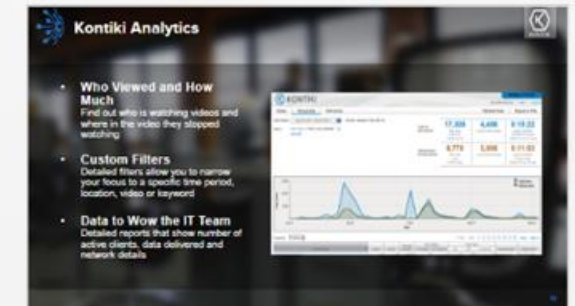


Network Readiness Test

Diagram showing a computer monitor displaying test results.

- The Network Analyzer Dashboard Checks Full Analysis of the NRT
- Filter by IP Range, User Experience or Computer Name
- See Results down to the individual computer or aggregate trends

12



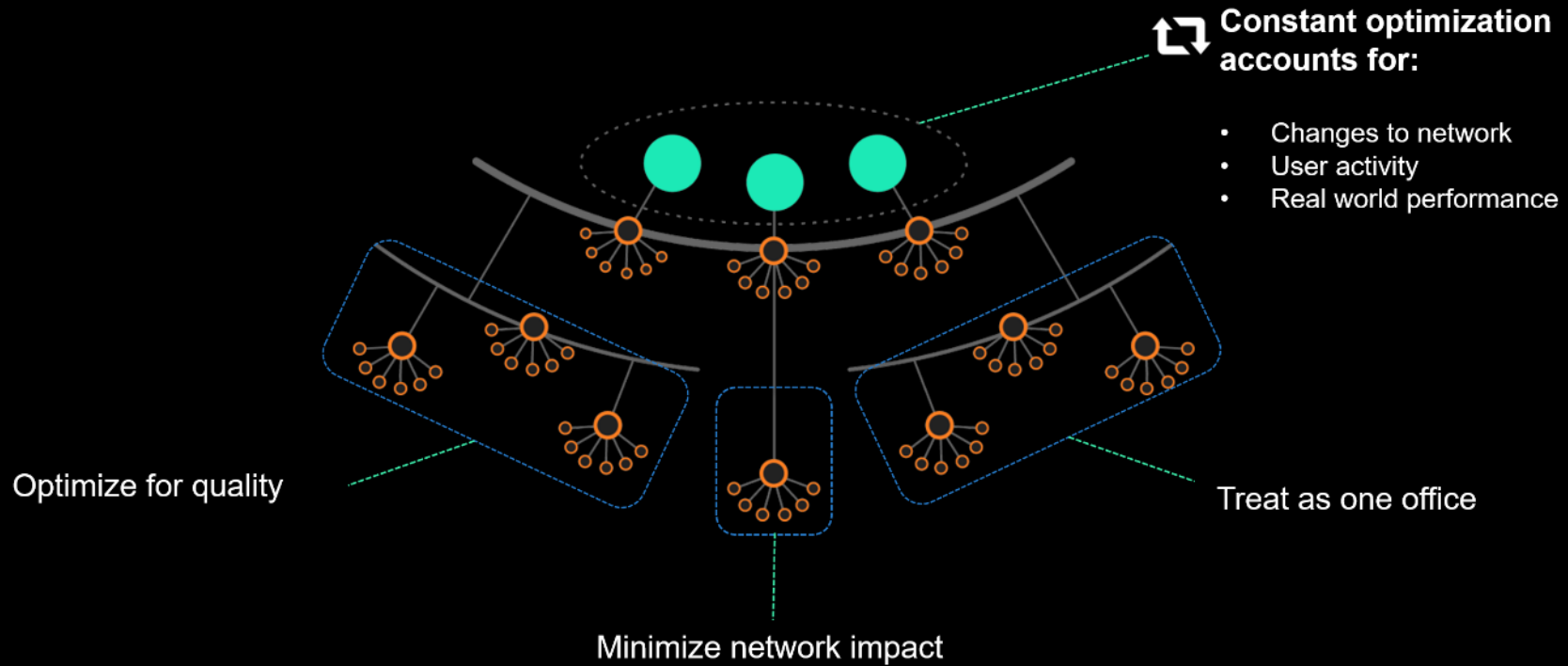
Kontiki Analytics

- **Who Viewed and How Much**
Find out who is watching videos and where in the video they stopped watching.
- **Custom Filters**
Detailed filters allow you to narrow your focus to a specific time period, location, video or keyword
- **Data to Wow the IT Team**
Detailed reports that show number of active clients, data delivered and network details

13



Network Control & Optimization



Timestamp: 0:00

Text: Network Control & Optimization at Google, Apr 15...

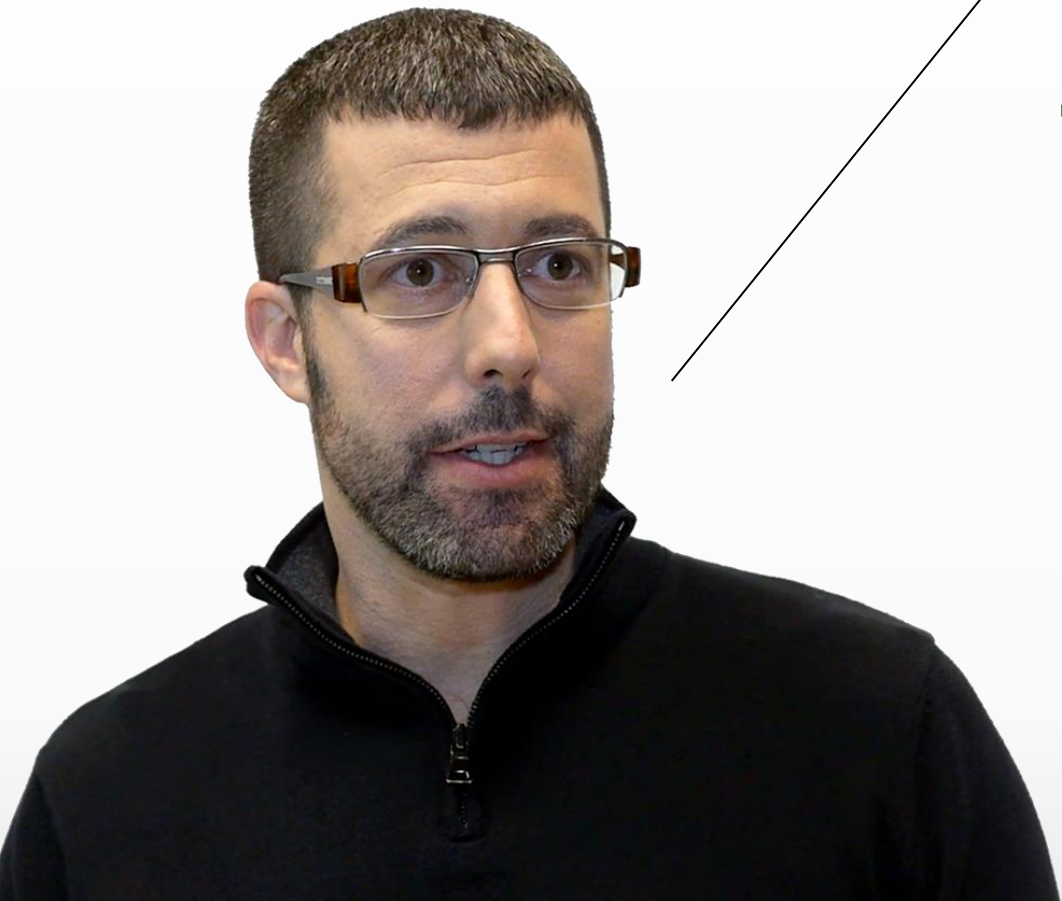
Optical Character Recognition (OCR)



Benefit	Network	Out-of-Network
Deductible (per benefit period)		
Individual	\$250	\$500
Family	\$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
<u>Preventative Care</u>	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.

Automatic Speech Recognition (ASR)



“Here are the key points of
our 401k program””

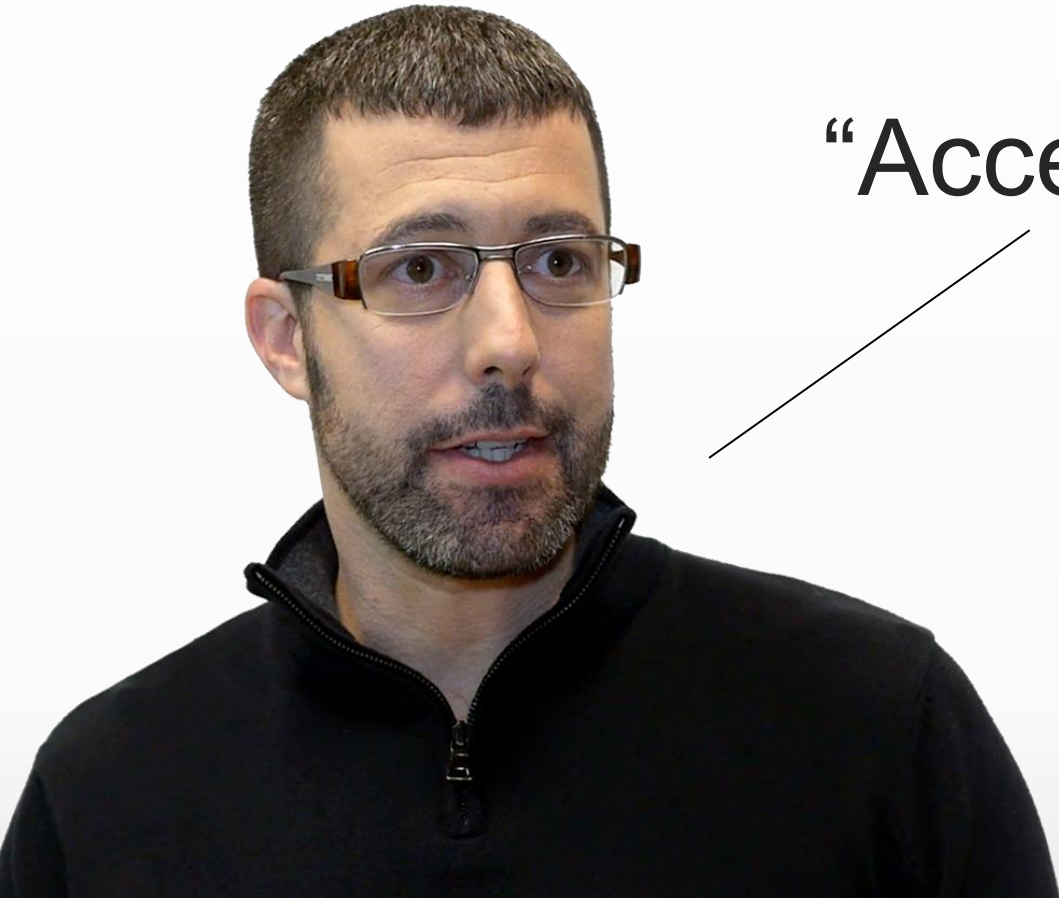
🔍 14:20 | “...our 401k program”



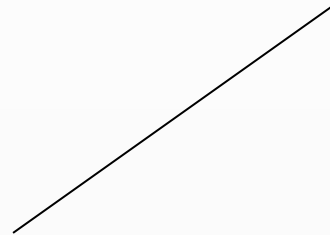
How accurate is accurate enough?

Word Error Rate (WER)

Substitution



“Access”



“Excess”

The network is the entry point to your application. It provides the first gatekeepers that control access to the various servers in your environment. Servers are protected with their own operating

system gatekeepers, but it is important not to allow them to be degraded with attacks from the network layer. It is equally important to ensure that the network gatekeepers cannot be replaced or reconfigured by imposters. In a nutshell, network security involves protecting network devices and the data that they forward.

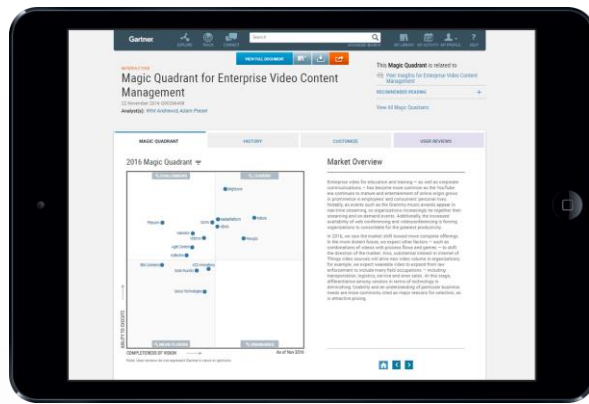
Even a 25% WER won't significantly reduce search quality

The basic components of a network, which act as the front-line gatekeepers are the router, the firewall, and the switch. An intruder looks for poorly configured between gatekeepers to exploit.

Common vulnerabilities include weak default installation settings, wide-open access controls, and unpatched devices.



Recommended reading



Gartner Research: *Magic Quadrant for Video Content Management*

<http://panop.to/gartner-mq-atd>



Forrester Research: *The Best Support for Video Search*

<http://panop.to/forrester-video-search-atd>



Video: *Searching Inside Video Content on the Panopto Video Platform*

<http://panop.to/panopto-smart-search-atd>