

# Top 5 HIDDEN TRUTHS about Using Internet Streaming Services for Your Enterprise Video Needs



## 1. Take cover – you’re about to crush the network!

**Streaming services, much like YouTube or consumer sites, put the burden on YOU** to figure out how to distribute video globally across your organization without destroying the network. You tell all 3,751 employees to log in to watch your CEO webcast. Each employee logs in, pulls down an individual (unicast) stream from the internet, and what happens? There wasn't nearly enough bandwidth to go around. You crushed the network and your IT team sighs in frustration - "Not again!"

## 2. Shake that money tree – you’ll need the extra cash!

**Your service provider is charging you for every event, every time – the more you use the service, the more you pay.** Is your goal widespread adoption of video throughout your organization and to promote collaboration? Forget it. You'll be lucky to get the CEO's message out once a quarter, much less grant other departments the power to reach distributed work forces every day, within your budgetary constraints.



## 3. Put down that top-rate video camera – you can't use that for your webcast!

**Streaming services destroy your video quality.** They have limited capacity to serve a huge number of users and, as a result, cap the size of your video format and bandwidth available. You're likely forced to use a tiny webcam instead of your broadcast-caliber camera or gorgeous telepresence system! Your CEO starts out looking bad and gets even worse via basic, low, bitrate compression.

## 4. Hop on the treadmill – one size fits all doesn't ALWAYS fit.

**If you're looking for a flexible system you can tailor to your organization's needs, you won't get it with a streaming service provider.** You're restricted to using their canned "one size fits all" system with no flexibility to control your video capture and storage process, set user access and permissions or manage delivery devices and publishing/distribution.



## 5. Use a doppelganger – nobody will know it's not your CEO!

**Streaming service providers offer you the highest quality video output they can – if you consider a postage stamp sized, incredibly grainy video of what may or may not be your CEO high quality.** You can't 'wow' your employees with your content if they're focused on why it looks so bad. Your executives AND your employees deserve the same pristine, HD video experience at work that they've come to expect at home.

### So, why settle? It doesn't have to be this way!

You can use your own network, your own video sources, and your own video management platform to deliver pristine-quality communications, securely and cost effectively, to any employee, anywhere, anytime with Vbrick® Rev®.

#### Learn more about Rev:

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