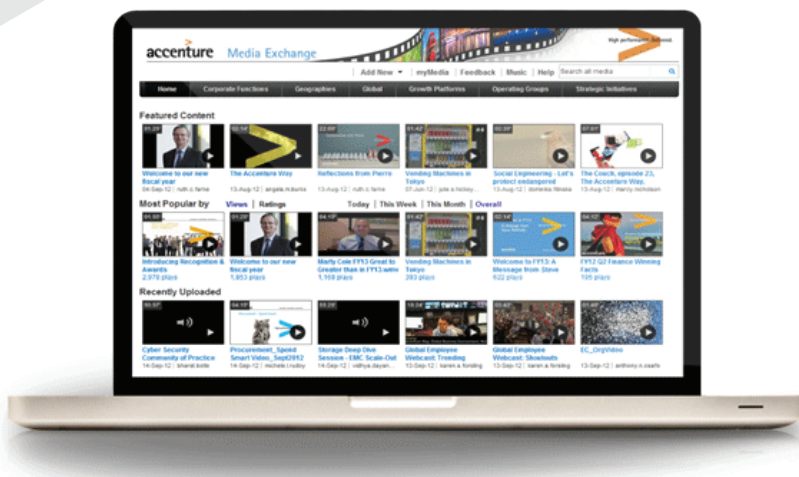**Kaltura**
open source video

# Kaltura Ignites Wide-scale Adoption of Video at Accenture

Enterprise video for communication, collaboration, and knowledge sharing gains rapid success



accenture

Accenture is a global management consulting, technology services and outsourcing company, with 257,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments.

## The Beginning of Accenture's Video Journey

Accenture is a large organization with globally distributed teams and a high employee turnover. In this dynamic enterprise atmosphere, effective knowledge transfer and sharing is central to productivity, as is employee collaboration, and personal, effective communications. Numerous "garage applications" appeared throughout the organization to address these needs, resulting in overhead and inefficient video management. In addition, employees often used public video sites, triggering concerns over data privacy. Accenture sought to replace these siloed solutions with a centralized video platform that is easily accessible, searchable, and sharable by all employees, and that stays ahead of the rapidly-changing video technology landscape.

## The Crossroad

Accenture had built its own home-grown video solution, but as the content library grew, the company realized that it was not scalable nor cost effective enough to address the storage, management, and maintenance demands of a fast growing video repository. Moreover, the solution was unable to provide the depth and breadth of capabilities offered by third party solutions, and was not meeting the expectations of employees accustomed to using video outside of the workplace (e.g. YouTube, mobile devices). It was clear that Accenture needed to reconsider its video strategy and evaluate third party solutions.

> " We really feel like we found the best of breed with Kaltura. We feel like they are going to continue to innovate and move forward in this ever-changing marketplace.
>
> *Mandy Bickerman, Collaboration Product Manager, CIO Organization, Accenture*

## The Solution

After a thorough market analysis, Accenture chose Kaltura as its enterprise video platform and deployed Kaltura MediaSpace™, a social video portal.  "We went live with Kaltura and it's been an overwhelming success since then," said Mandy Bickerman, Collaboration Apps Product Manager from Accenture's CIO organization, who leads company-wide digital media and collaboration initiatives. The application, known as the "Accenture Media Exchange", is used by over 230K employees for a variety of enterprise use-cases. "It started as a Marketing and Communications tool and has grown from there into a tool for engagement, learning, and communications" Bickerman adds.

## Why Kaltura?

Accenture selected Kaltura for the following reasons:

- The only video platform that provides an out-of-the-box social video portal and seamlessly integrates into collaboration tools such as SharePoint, as well as a variety of Learning Management Systems

- Kaltura offers the most comprehensive set of video creation, authoring, and social tools for knowledge sharing and collaboration, including: screen capture, webcam recording, video-slides synchronization, comments, sharing, and liking

- Fully hosted SaaS solution, both backend and frontend, with no hardware required on end user desktops and devices

- Enterprise-grade scalability, redundancy, and security

- Mobile device and browser agnostic, catering to Accenture's "Bring Your Own Device" (BYOD) model

- Full governance and control over published content via approval flows and channels management

- Ability to provide detailed reports and identify thought leaders within the organization, with Kaltura's user-level analytics

- Quick deployment turnaround time and highly competitive pricing

- Ability to influence Kaltura's product roadmap

> **We compared about 50 vendors and checked who has what [capabilities] out of the box. Kaltura met over 90% out of box. They were pretty much the obvious choice.**
> *Mandy Bickerman, Collaboration Product Manager, CIO Organization, Accenture*

## How is Accenture Using Video?

- **Executive communications:** Accenture CEO, Pierre Nanterme, uses video as his primary means of communication with employees,  via his "CEO on Camera" channel. Other executives use video in a similar way. Executive video communication makes up 30% of Accenture's video content (the remaining 70% is employee generated content).

- **Video tutorials and how-tos**: Short video tutorials and screencasts help fellow employees with questions about applications, processes, projects, and more. The videos are generated and shared by the employees and for the employees in a true many-to-many communications model, simplifying knowledge transfer.

- **Organizational video messaging:** Video has become a popular medium for peers within teams to communicate with each other across time-zones and geographies. This improves collaboration and enhances personal connections among team members operating out of different locations. Organizational leaders often use video for purposes such as announcements, interviews, and Q&A to communicate with geographically distributed teams.

- **Employee generated video content (EGC) and video as an engagement tool:** Video is used to instill a sense of community and belonging, as well as increasing employee engagement within the company. Contests such as "What's Accenture's Secret Sauce" generated hundreds of video submissions, tens of thousands of votes, and positive reactions throughout the organization.

### Results and ROI

- Video is fully recognized throughout the organization of over 230K employees, including CEO and executive team,  as a communications and productivity tool

- Number of employee-generated videos/month increased by 230%

- Number of comments increased to 300 /month, indicating video-centric collaboration and engaging online discussions

- Reduced Total Cost of Ownership (TCO) due to a cloud-based solution

- Full control and governance thanks to effective channel management, approval flows, and access control

- Professional quality video creation for internal communications without the studio costs

- Cost savings with video reduce the need in frequent travel

|  | Sept. 2011 (Before Kaltura) | Sept. 2012 (After Kaltura) |
|---|---|---|
| **Video uploads/month** | 270 | 623 |
| **Comments/month** | N/A | 300 |
| **Overall Media** | 8,483 | 10,003 |
| **Overall Storage** | 800GB | 1300GB |

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