Born of a B2B Application

November 30, 2016

USTREAM
an IBM Company

IBM Cloud Video

IBM Cloud Video Product Offerings

Media Offerings

Logistics Manager	Catalog & Subscriber Manager
Verified Access	

Enterprise Offerings

Streaming Manager	Streaming Manager for Enterprise
	Enterprise Content Delivery Network

Media	Enterprise
Specialized for media and entertainment companies with large scale deployments.	Specialized for enterprise video use cases, streaming of live events or smaller media deployments.
Video workflow processing and distribution (Logistics Manager)	Live streaming and one-to-many video distribution (Streaming Manager)
Direct-to-consumer video subscription services (Catalog and Subscriber Manager)	Live streaming and one-to-many video distribution within a corporate environment (Streaming Manager for Enterprise)
Cable subscriber "TV Everywhere" authentication service (Verified Access)	Network Delivery Optimization (Enterprise CDN)

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IBM Cloud Video Product Offerings

Enterprise Offerings

Focus of this presentation

Streaming Manager for Enterprise

Enterprise Content Delivery Network

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Cable subscriber "TV Everywhere" authentication service (Verified Access)

Live streaming and one-to-many video distribution (Streaming Manager)
Live streaming and one-to-many video distribution within a corporate environment (Streaming Manager for Enterprise)
Network Delivery Optimization (Enterprise CDN)

Streaming Manager for Enterprise

Securely stream live and on-demand video within your organization

Key Features

Single Sign-On via SAML integration for secure, streamlined access

Ustream Align Portal - a centralized, customizable "hub" for your video content

Integrated Q&A with moderation and voting for audience interactions and engagement

Individual Viewer Tracking to measure and analyze views by video and viewer

Ustream eCDN - manage internal video traffic to minimize network impact
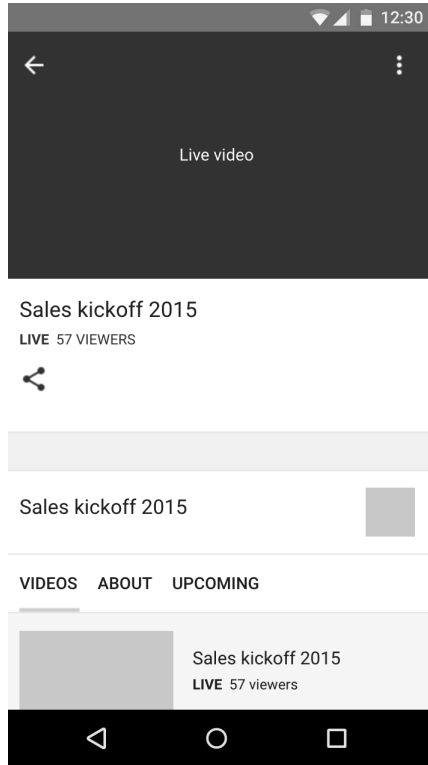
- Do you have native mobile app support?
- No, but why?

Long nights to validate a prospect request with current customers

- Created clickable mockup along with UX developers
- Called most of our customers
- Showed them the app
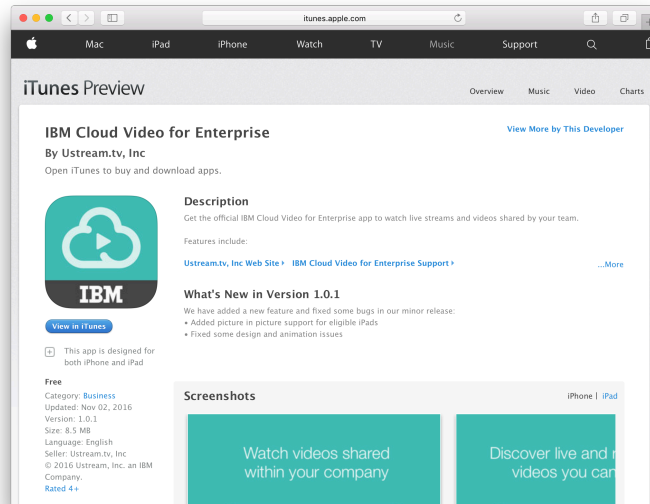- Got them excited about features
- Took tons of notes

Priorities and User Stories

- Based on the discussions we were able to figure out the MVP
- Had a yearlong roadmap mapped out already
- Had user stories instantly
- Had a list of beta testers instantly
- Sorry for the Android based wireframe

Release and Wait for Data and Feedbacks

- Or not…because the app lags a lot of features that the site already have
- Challenge is to have the site and mobile app in sync with features
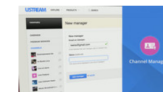
Questions?

Thank you!
We are hiring:

http://bit.ly/ios-ustream-dev