



INTEGRATING VIDEO WITH YOUR CUSTOMER EXPERIENCE MANAGEMENT PLATFORM

Brightcove CMS partner integrations break down the walls between video and other types of online content

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INTRODUCTION

Content marketing has quickly become a critical part of most organizations' marketing mix. By providing authentic and engaging content, marketers have achieved proven results and ROI in building brands, increasing social interactions, and ultimately, growing their business.

How important is content marketing? Consider these statistics from the 2012 MarketingProfs and Content Marketing Institute research study of 1,092 professional marketers:

- › Some 9 in 10 **B2B marketing** organizations say they've used **content** as a form of marketing in 2011.
- › 60% of the surveyed marketers said they planned to increase spend on content marketing over the next 12 months.
- › Marketers, on average, spent over a quarter of their marketing budget on content marketing.¹

As content marketing undergoes explosive growth, video has emerged as one of its most prominent forms. In the past year alone, the use of online video in business-to-business content marketing increased 27 percent, the use of YouTube rose by 47 percent, and the perception of the effectiveness of video rose 36 percent.² The exceptional engagement, emotional impact, communication, and sheer popularity of online video makes it a uniquely effective medium for providing a rich customer experience. Driving SEO, expanding social engagement, and increasing conversion rates, video is quickly becoming an indispensable element of content marketing.

Given the rising importance of online video in content marketing, it's only natural for organizations to want to be able to work with video in the same environment used for other types of marketing content—in other words, a content management system (CMS). Providing easy access to centrally managed brand assets and content, automation, workflow, analytics, and testing, a CMS is a powerful platform for achieving the goals of content marketing. By integrating video into CMS, marketers can draw on their full range of content creation, management, and optimization tools to make video a seamless and highly effective part of the online experiences they deliver. However, online video platforms (OVP) and CMS solutions have traditionally remained separate, with little or no interaction between the two systems.

To help organizations address video as part of a holistic online strategy and experience, Brightcove is breaking down the wall between CMS and OVP. Rich integrations between Brightcove Video Cloud and leading CMS solutions deliver powerful value from more efficient and accurate workflows to greater insight and control over the customer experience—helping increase business value and ROI for both systems.

[1] Content Marketing Institute and MarketingProfs, B2B Content Marketing: 2012 Benchmarks, Budgets & Trends.

[2] Content Marketing Institute and MarketingProfs, B2B Content Marketing: 2012 Benchmarks, Budgets & Trends.

THE TOP FIVE BENEFITS OF A CMS-OVP INTEGRATION

The integration of CMS and OVP solutions can generate significant strategic value by enabling organizations to stop managing video in a vacuum and start treating it as the powerful content type it is. Organizations that already use integrated CMS/OVP have seen benefits including:



Improved workflow

As with any integration, one of the most fundamental benefits of a unified CMS/OVP strategy is the ability to work entirely within a single user interface rather than toggling between separate systems to upload video and embed it in a page. The integration of an OVP with a CMS lets users pull video assets from their OVP account directly into a page design quickly, easily, and accurately—replacing the error-prone manual copy-and-paste methods used previously. A more seamless and automated user experience improves both the speed and accuracy of online operations, helping to increase efficiency and reduce cost.



Rich CMS functionality for video assets

Website operators depend on sophisticated functionality such as A/B testing, multivariate testing (MVT), social sharing, and mobile optimization to deliver the best possible customer experience. While many CMS solutions make these capabilities available for non-video content, enabling them for video usually requires additional work by the organization or its OVP vendor. By integrating an OVP with a CMS, organizations can leverage the full functionality of their CMS system for video assets, managing and optimizing video through the same processes as the rest of the page.



Unified analytics

Online video shares many key analytics with other types of content, such as time on site, time on page, and referrer sites. By bringing analytics data from the OVP into the same CMS dashboard used for other types of content, organizations can perform analysis within a single holistic environment. This allows marketers to tweak their video strategy in terms of video duration, location, content, and other variables to optimize its impact, while gaining new insight into the role and effectiveness of video within the site as a whole.

THE TOP FIVE BENEFITS OF A CMS-OVP INTEGRATION



Cross-content search

Sophisticated CMS integrations allow customers to include video content when they search across all content types. This not only makes video more easily discoverable; it also makes video more effective as part of a comprehensive content strategy, as videos created to support a specific product or message will reliably appear alongside articles, images, blog posts, and other related items. In some cases, the search can even extend to the OVP library itself to return a more complete result list of relevant data and content.



Granular permissions

Different users need to have different permission levels depending on the role they play in managing websites and content; for example, a website administrator needs a higher level of access to content than a website editor. A close integration of a CMS with an OVP makes it possible to bundle video assets alongside other content types under the same consistent set of rules for accessing, editing, and publishing for each user type.

CHALLENGES IN MANAGING VIDEO ALONGSIDE OTHER TYPES OF ONLINE CONTENT

Organizations have long recognized the need to bring video into their CMS environment.

This has presented several challenges:

- Most CMS solutions offer a default video player for playback on the site, but these players are usually uniform in appearance with little ability to customize; more problematically, they also typically lack high quality ingestion and transcoding, making it difficult or impossible to deliver an optimal experience for every viewer. While many CMS' invite the embedding of YouTube videos, this is not adequate for professional video on a corporate site.
- To apply capabilities like social sharing, MVT, and mobile optimization to video, the CMS needs a way to tell the OVP what types of renditions and previews are required for different contexts and delivery channels. Making this kind of communication possible has required custom integrations, increasing cost and complexity.
- Some CMS platforms reject external JavaScript code. Microsoft SharePoint, for example, does not accept the JavaScript embed code generated by most leading OVPs. As a result, people have had to implement custom integrations between the systems to ensure complete functionality of the player—again, a costly and time-consuming prospect.

It shouldn't be this hard for website operators to unify video with other types of content. Performing custom integrations diverts money, time, and resources from more strategic business needs. Organizations should be able to count on their technology providers to get it done for them.

BRIGHTCOVE LEADS THE WAY TO A UNIFIED ONLINE CONTENT ENVIRONMENT

As the pioneer of online video since its earliest days, Brightcove maintains a constant focus on anticipating the needs of organizations and solving hard problems. Over the past 7+ years, Brightcove has developed industry-leading tools for every aspect of online video, from transcoding to playback.

Now, Brightcove has taken the next step by working to make these capabilities available within the same CMS environment people use for other types of content.

Strategic vision

Brightcove is uniquely qualified and positioned to succeed in addressing this key industry challenge. The company's vision for online video has always been anchored within the context of holistic online experiences and business strategies, and Brightcove's products, technologies, and partnerships have been developed accordingly. Brightcove was early to recognize the importance of a CMS-OVP integration for the growth and evolution of online media, and has made many strategic commitments and investments over the years to make this a reality.

Open technologies

The open technologies and development behind Brightcove solutions pave the way for effective CMS integration. The well-documented Brightcove Media API allows publishers to access their Brightcove Video Cloud library from within the CMS user interface. After storing their read token in their CMS settings, users can edit their metadata, upload new videos, and create new playlists—all powered by the Brightcove Media API.

Dedicated technology partner team

Brightcove has worked actively to build relationships with leading CMS developers. In earlier years, we worked to educate these providers about the need for an OVP-CMS integration. As this requirement has become more clear and urgent, we have emerged as the clear partner of choice to help CMS vendors meet the demand of their customers for better online video support.

Through these efforts, Brightcove has established a strong foundation of technology integration to help companies use video more effectively as part of a unified online strategy and operations. This includes:

- ▶ Viewing a Video Cloud library from within the CMS user interface
- ▶ Searching for specific videos by title, keyword, or custom field
- ▶ Scrolling through existing playlists or creating a new playlist
- ▶ Publishing video to a website with the push of a button
- ▶ Taking advantage of Brightcove ingestion and transcoding functionality
- ▶ Optimizing video playback for mobile and other devices

PARTNER INTEGRATIONS TO ADDRESS A BROAD RANGE OF BUSINESS NEEDS

Video Cloud customers can now take advantage of integrations with leading CMS platforms to enhance the value and ROI of their online video and content management investments. Any Video Cloud customer entitled to access the Brightcove Media API, including Video Cloud Professional and Video Cloud Enterprise customers, can use the following integrations to unify Video Cloud with the respective CMS.

Drupal

Brightcove Integration for Drupal

A leading open source CMS based on PHP, Drupal is used to publish more than 450 websites around the world. Working with leading Drupal developer Acquia, Brightcove has provided an integration for Drupal that allows users to:

- Browse videos from Video Cloud directly in Drupal and search them by name or tags.
- Upload videos from a Drupal site to a Video Cloud account.
- Bring Video Cloud player metadata into the Drupal Views module, including play counts, creation dates, and keywords, to generate comprehensive, customized reports and summaries.



Elsevier

PARTNER INTEGRATIONS TO ADDRESS A BROAD RANGE OF BUSINESS NEEDS

Ektron

Brightcove Widget

Ektron, a .NET developer, has built a Brightcove integration for its CMS product to make it easy for users to upload video to Video Cloud, and publish Video Cloud assets to their websites, while taking full advantage of automated encoding, players and styling, HTML 5 video, mobile video delivery, analytics, and other Video Cloud functionality. The Ektron Brightcove Widget can be used by any Video Cloud customer, including Video Cloud Express customers, with no minimum purchase.



Lahey Clinic

Microsoft SharePoint 2010

Brightcove Video Cloud SharePoint Integration

Brightcove worked with VML, one of the world's leading digital marketing agencies, to build an integration for the SharePoint .Net platform that is now available on an open source basis.



SharePoint administrators can:

- Configure the company's Video Cloud account details
- Upload videos
- Configure which players are available
- Change which videos are available within the SharePoint site

SharePoint users can:

- Browse for Video Cloud media and playlists
- Search for Video Cloud media
- Preview and play videos within SharePoint
- Create, view, edit, publish, and play Video Cloud playlists
- View and edit metadata information for videos

The integration also solves a key problem for SharePoint customers by enabling Video Cloud players to render and play video on mobile devices—including iOS devices.

PARTNER INTEGRATIONS TO ADDRESS A BROAD RANGE OF BUSINESS NEEDS

Adobe CQ5

Brightcove CQ5 Component



First Data

Created by Brightcove partner Coresecure, the Brightcove CQ5 component integrates Video Cloud into Adobe's CQ5 author instance to let users:

- › Browse a Video Cloud account within the CQ5 interface
- › Search for videos by ID or name
- › Drag-and-drop a Video Cloud video or playlist onto a page

Agility

Brightcove Integration



Corus Entertainment

Agility, a provider of CMS as software-as-a-service (SaaS), has built a Brightcove integration to help customers handle video transcoding, management, and playback across Flash and HTML5 for both internally produced content and user-generated content (UGC).

For internally produced content, users can manage Video Cloud videos directly from the Agility content management interface.

UGC submitted via an organization's website can be moderated through the Agility UGC engine, then sent to Video Cloud for transcoding when moderators publish the videos.

The integration is seamless for the user and optimizes the content editing and publishing workflow across all content types.

PARTNER INTEGRATIONS TO ADDRESS A BROAD RANGE OF BUSINESS NEEDS

Sitecore

Brightcove Video Cloud Connect

Sitecore has built a Video Cloud connector for its .NET-based CMS to allow Brightcove customers to view, edit, and publish videos directly into their website—all from within the Sitecore user interface. The deep integration lets publishers:

- › Sync Video Cloud videos, playlists, and keyword tags into Sitecore
- › Search video titles and metadata via custom Sitecore search interface
- › Embed videos as modal video content or as Sitecore sub-layouts
- › Preview Video Cloud video content in Sitecore before publishing
- › Upload new videos via custom interface in the Sitecore content tree

The incorporation of video into sitewide search makes it simple for publishers to build pages and sites with complete relevant content around a given topic, including videos as well as articles, posts, images, and other similarly tagged content. The integration also makes it possible to capture analytics at the player level, such as player loads and video completions, and bundle this data with Sitecore analytics in a unified view.



FA English Football Association

Built by Agency Oasis, Brightcove Video Cloud Connect is available in the Sitecore Developer Network open source community and fully supported by Sitecore. The integration can be used by any Brightcove customer, including Video Cloud Express customers, with no minimum purchase.

PARTNER INTEGRATIONS TO ADDRESS A BROAD RANGE OF BUSINESS NEEDS

Atex Polopoly

Brightcove Integration

Atex, a digital media solution provider serving major media companies worldwide, has built a Video Cloud integration for its Atex Polopoly CMS. The integration lets media publishers upload and embed Video Cloud-hosted video content directly to their website pages through the Polopoly interface, enabling these organizations to deliver high quality video content while taking advantage of the full features of the Atex solution.



Astral

WordPress

Brightcove Video Cloud Plug-In for WordPress

By far the world's most popular personal and professional blogging platform, WordPress in its hosted and self-hosted forms is used by [nearly half of the world's top 100 blogs](#) as well as millions of smaller websites.² The open source Brightcove Video Cloud Plug-In for WordPress lets both WordPress.com and WordPress.org sites play back any Video Cloud player, single or multi-playlist, and works on any device Brightcove supports. Live previews of videos and playlists let users ensure the accuracy of their videos before they are posted.

Video Cloud Plug-In for WordPress can be used by any Brightcove customer:

- ▶ Video Cloud Professional and Enterprise customers can easily search for videos by short description, long description, name, tags, and custom fields. Search results are displayed by thumbnail, title, and other information, and can be inserted into a post or page with a single click
- ▶ Video Cloud Express customers without a Brightcove Media API Read Token can use the plug-in to post videos and playlists easily with the click of a button.



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[2] <http://royal.pingdom.com/2012/04/11/wordpress-completely-dominates-top-100-blogs/>, Pingdom, April 2012.

PARTNER INTEGRATIONS TO ADDRESS A BROAD RANGE OF BUSINESS NEEDS

PaperThin CommonSpot

Brightcove Integration

PaperThin's on-premise or SaaS/cloud-based web content management solution CommonSpot connects people and brands through the web. CommonSpot, a ColdFusion CMS, features a marketing suite that helps organizations increase site traffic, brand loyalty, and conversion rates. Its intuitive user interface allows everyday users to easily drop video content onto Web pages and manage video content using the Brightcove Video Cloud.



American Wind Energy Association

LEARN MORE

To learn more about Brightcove CMS partner integrations, please visit the Brightcove website at <http://www.brightcove.com/en/partners/technology-partners/cms>