PARTNER SOLUTION BRIEF

Video Content-as-a-Service

Streamlined Collaboration Platform for Enterprise Video

Video providers require an easy-to-use, scalable, and cost-effective way to process and distribute live and on-demand video in multiple formats for secure sharing and collaboration.

Momentum is growing for broader use of video content in the enterprise world, contributing to a sleeker and more modern corporate communication profile. But an effective approach to leveraging video requires deft manipulation of growing libraries of high-definition video and addressing the complexities of seamless publishing across all content delivery platforms with their distinct requirements of optimal format, bitrate, and aspect ratio.

At the same time, the technology available for video processing has never been better and is increasingly available in a highly cost-effective cloud service form. But not everyone in the video content management process has the technical skillset to directly manage cloud services, or indeed video files, transcoding, and streaming delivery. This is why a specialized, dedicated platform that automates necessary technical tasks is increasingly essential for creatives, managers and their clients.

The requirement from marketers, product owners and others is a highly integrated platform that can help them drive an effective multi-channel video publishing workflow, including feedback loops and approvals, and that can leverage premium video processing technologies to ensure rapid turnaround and high-quality results. The platform needs to directly address the business and concerns of its users rather than exposing the details of core technology components.

Video content-as-a-service (VCaaS) overcomes the limitations of Digital Asset Management (DAM) without the overhead of Media Asset Management (MAM). Overcast TEAM is a cloud-based platform flexible enough to integrate microservices, allowing customizations to be made directly by clients without significant hits to costs when scaling video operations. Focused on the requirements of enterprise video management and publishing, Overcast TEAM is built to automate the most mundane tasks and make it possible for less technical teams to manage complex video workflows.

OVERVIEW

CHALLENGES

- Easy, cost effective media asset manipulation and delivery.
- Awkward workflows for collaboration, review, and approvals of video assets.
- Multi-screen, multi-platform distribution requires too much technical know-how.

SOLUTIONS

- A fresh approach to media management and enterprise video publishing.
- Fully managed service with Premium UX enables team collaboration across platforms.
- Includes impeccable service level agreements and global support.

BENEFITS

- Enables teams to scale effective media usage without complexity or large CAPEX.
- Reduces cost and time for content management and publishing by up to 90%.
- Enables rapid delivery of high-quality video content to support business applications.

OVERCAST™

AWS WORKFLOW

Amazon S3 — Source Files → Overcast TEAM (MEDIA MANAGEMENT) → AWS Elemental MediaConvert — File-Based Video Processing → Amazon CloudFront / Third-Party CDN — Content Delivery → DEVICES
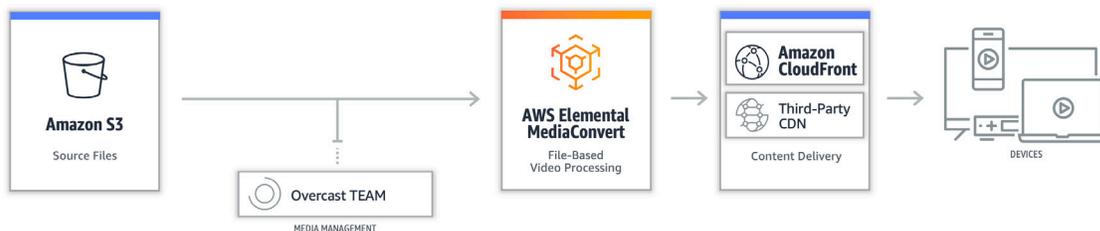
Overcast TEAM is first and foremost a collaboration platform that builds access to powerful video processing tools into an effective and efficient marketing-oriented workflow. It ensures the right video resources are published to the right channels and uses AI and Machine Learning technology to automate repetitive tasks such as video transcoding to enable cost effective use at scale. Conveniently, the interface for TEAM can be used in a white-label mode, to adapt branding and workflow to suit a specific customer environment.

Overcast also offers a more customizable VcaaS solution, Overcast CUSTOM, which enables customers to integrate and configure video microservices to fully match their specific workflow requirements. CUSTOM is used as an interoperable solution for large M&E and Enterprise clients.

Overcast TEAM and CUSTOM orchestrate the use of a suite of key AWS services within an end-to-end collaboration and publishing workflow platform with an elegant user interface. Using Amazon Simple Storage Service (Amazon S3) and Amazon S3 Glacier to provide highly flexible managed content storage, the platform enables rapid search and clip generation which

then drives a team-oriented review, commenting, and approval process.

The video processing at the heart of the Overcast solution uses an API integration with AWS Elemental MediaConvert, which makes it fast and easy to prepare, transcode, and publish selected on-demand video content and supporting metadata in the various formats required for promotional platforms and social media channels. The platform workflow enables the seamless use of Amazon Rekognition Video to satisfy transcription and captioning requirements. Overcast also maximizes the effective use of AWS for delivery of final media outputs, leveraging Amazon CloudFront for scalable video delivery services on a global basis.

The Overcast TEAM solution is delivered as video content-as-a-service (VCaaS) including all necessary training, support, and issue resolution. Overcast's experience in integration of AWS Media Services and enterprise video applications provides a cost-effective, flexible, and powerful offering. The solution helps empower marketing teams to fully integrate video within their campaigns and make the most efficient and effective use of their content investments.

VCaaS WORKFLOW
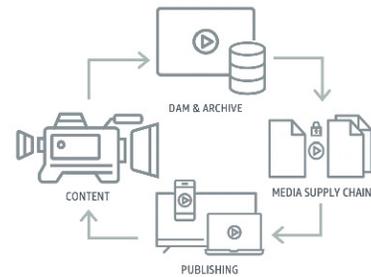
PRODCUT DETAILS

DESCRIPTION

- An out-of-the-box VCaaS solution and adaptable cloud-based video collaboration platform.
- Automates repetitive tasks using AI and ML technology for cost optimization & scale.
- Pay as you grow.

FEATURES

- Agile API for fast microservice deployment.
- Secure, cloud-based solution that can be containerized and installed on-premise.
- Provides control over content services costs.

BENEFITS

- Fast response times that get customers up and running almost immediately.
- Simpler management, especially for less technical collaborators.
- Allows customers to control costs by managing processing, storage, and bandwidth.

Learn more at
overcasthq.com