

Enterprise Video

Top 10 Insights from Cisco IBSG Horizons Study

Andy Noronha
James Macaulay
Rick Hutley



Introduction

Enterprise video is a market experiencing tremendous change in terms of adoption, traffic growth, business-model evolution, and technology innovation. The Research & Economics Practice of Cisco's Internet Business Solutions Group (IBSG) has conducted extensive research and analysis to uncover key insights about the use of business video in U.S. enterprises. The Cisco IBSG Horizons enterprise video study used an online research panel and focus groups to tap the experience of 479 enterprise executives from more than 20 industries. All of the respondents held titles of director or above, 200 were line-of-business executives, and 279 were IT executives. The findings were supplemented and validated by additional secondary research and consultation with subject-matter experts. This paper offers an overview of the top 10 insights.

79 percent of business executives use two-way business video at least once a week, and 50 percent use it daily.

Insight No. 1: Executive Use of Business Video Is Already Mainstream

- 79 percent of business executives use two-way business video at least once a week, and 50 percent use it daily.
- 76 percent of business executives watch one-way business videos at least once a week, and 40 percent view them daily.

Insight No. 2: Use of One-Way Business Video Is Growing

- 71 percent of business executives say they will increase their use of one-way business video in the next two years, with 35 percent expecting their use to increase significantly.
- The most popular use of one-way video is for education and training, listed among the top three preferences by 48 percent of executives.

62 percent of business respondents watch employee-created videos at least weekly, with 33 percent doing so daily.

Insight No. 3: Two-Way Business Video Is Growing, Too

- 75 percent of business executives will increase their use of two-way video in the next two years, and 41 percent will do so significantly.
- Executives are most interested in using two-way video for scheduled or ad-hoc meetings with colleagues, and for training or education.

Insight No. 4: Employee-Created Video Is Gathering Steam

- 62 percent of business respondents watch employee-created videos at least weekly, with 33 percent doing so daily.
- 93 percent of the executives who watch employee-created videos also comment on, recommend, forward, or rate them.
- 82 percent of business executives record business videos. 64 percent of these executives upload recorded videos to their company's video-sharing portal.

35 percent cited “security concerns related to business video” as a major roadblock to adoption.

Insight No. 5: Network Limitations Inhibit Adoption

- Enterprise IT executives clearly understand that, from a technical perspective, it is the network that is the primary roadblock to greater adoption of video in their companies.
- 38 percent of IT executives agreed that “a large increase in video traffic would negatively impact the delivery of other applications on our network.”
- 35 percent cited “security concerns related to business video” as a major roadblock to adoption.
- One-third of IT executives stated, “Our current network infrastructure cannot support the quality of service required for business video solutions.”

Insight No. 6: Usability Issues Are Primary Barrier to End-User Adoption

- From a business perspective, the primary roadblock to adoption is usability, with 40 percent of business executives responding that current enterprise video solutions are too difficult or time-consuming to use.

76 percent of IT executives say having a single vendor for business video is important or very important.

Insight No. 7: Collaboration is the “Killer App”

- The need for better, more timely corporate communications and improved employee collaboration are the top two drivers of business video adoption.
- Reduced travel costs, better exchange of ideas and expertise across the company, and better employee interactions are the top three benefits cited by business executives.

Insight No. 8: Enterprises Want a Single Vendor for Business Video

- 76 percent of IT executives say having a single vendor is important or very important.
- The top three benefits of a single-vendor solution cited by IT executives are lower total cost of ownership, improved interoperability, and easier implementation.

75 percent of business executives will increase their use of two-way video in the next two years.

Insight No. 9: For End Users, “Any-to-Any” Interoperability Is Paramount

- For business executives, the most important feature for one-way video is the ability to view, access, and manage video from any Internet-enabled device, regardless of where the video was captured or recorded.
- The most important feature for two-way video is the ability to hold video-conference calls with any party, including customers, suppliers, and others outside the company.

Insight No. 10: Two-Way Video: Large-Screen HD Solutions Are Preferred

- The top three preferred formats for future use of two-way video are dedicated desktop video conferencing, room-based video conferencing, and telepresence.
- High-definition quality is important (cited by 44 percent of business executives).

Clearly, business video has hit its stride in the enterprise and will continue to transform the ways people communicate, collaborate, and innovate.

About Cisco IBSG Horizons

Horizons is a multimodal research and analysis program designed to identify business transformation opportunities fueled by technology innovation. Horizons' multimodal approach focuses on three core areas: (1) primary research such as customer surveys, focus groups, and subject-matter-expert interviews; (2) in-depth secondary research from market leaders and influencers; and (3) the application of predictive analytics to garner insights about technology innovations and quantify their impacts.

For more information about the Cisco IBSG “Enterprise Video” Horizons study, please contact:

Andy Noronha

Cisco IBSG Research & Economics Practice
anoronha@cisco.com

James Macaulay

Cisco IBSG Research & Economics Practice
jmacaula@cisco.com

Rick Hutley

Cisco IBSG Innovations Practice
rhutley@cisco.com

More Information

Cisco Internet Business Solution Group (IBSG), the company’s global consultancy, helps CXOs from the world’s largest public and private organizations solve critical business challenges. By connecting strategy, process, and technology, Cisco IBSG industry experts enable customers to turn visionary ideas into value.

For further information about IBSG, visit <http://www.cisco.com/ibsg>



Cisco IBSG Research & Economics Practice

The Cisco IBSG Research & Economics (R&E) Practice uniquely combines ongoing original research with in-depth financial analysis to produce high-impact insights and thought leadership for the world’s largest public and private organizations. With resources on four continents, the R&E Practice each year surveys tens of thousands of consumers and businesses around the world to explore cutting-edge trends and emerging opportunities, and develops more than 100 executive-ready financial models on the business benefits of technology innovation. The team’s custom research and financial analysis enable Cisco IBSG’s vertical consultants to deliver transformative business solutions across a broad range of industries.

For further information about the Cisco IBSG Research & Economics Practice, visit <http://www.cisco.com/go/ibsg/re>




Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV Amsterdam,
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

 Cisco and the Cisco Logo are trademarks of Cisco Systems, Inc. and/or its affiliates in the U.S. and other countries. A listing of Cisco's trademarks can be found at www.cisco.com/go/trademarks. Third party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1005R)