

▶ Polycom® Accordent® Media Management System™ – Microsoft® SharePoint® 2010 Integration

Integrated Media Search, Scalable Rich Media Delivery within SharePoint

Challenge

Organizations using Microsoft SharePoint solutions are increasingly facing requests to include video and rich media content within the portal user experience. However, the attributes of video capture, upload, publishing and network delivery are distinct from other forms of enterprise content, demanding a solution specifically designed to address these unique requirements. Organizations are asking for “YouTube-for-the-enterprise” functionality. They are also demanding easy-to-use capabilities that provide a management system for IT that enables video asset capture and aggregation, content approvals and expirations, and configurable network delivery that provides “Scale After the Click” within the SharePoint environment for both live and on-demand video content.

Solution

Polycom and Microsoft have developed a seamless integration between the Polycom® Accordent® Media Management System™ (Polycom AMMS) solution and Microsoft SharePoint 2010 to deliver unique Polycom AMMS enterprise video management capabilities within SharePoint. Rather than merely providing a “cut and paste” integration, the Polycom Accordent and Microsoft teams collaborated to re-conceive multiple views of Polycom AMMS content within SharePoint and harmonize the way video assets are searched for and previewed within the SharePoint search function.

Through the single sign-on capability, end users can access an organization’s SharePoint 2010 site and use the embedded Polycom AMMS functions for integrated search, video content browsing, and program viewing within the SharePoint 2010 user interface. Administrators can use the unique Polycom AMMS media player-side viewer tracking capabilities to measure, track and report on media viewing within the SharePoint 2010 environment.

The Polycom AMMS – SharePoint integration includes the following features:

Single Sign-on – End users can sign on, and will be authenticated, through the same login ID as their SharePoint 2010 and other Microsoft system accounts.

Integrated Search – End users can use SharePoint 2010 search to find Polycom AMMS video assets and have that content presented alongside all other relevant content types, including documents, e-mails, Web pages and images. End users will see details of the Polycom AMMS video content, event metadata, chapters, and slides, and will be able to preview content within the search area, regardless of the video’s file/format.

Embedded SharePoint 2010 Player – When end users choose to play a video, a minimized version of the player—which may include video and synchronized graphics—is displayed within the SharePoint 2010 interface. The play back experience is within the SharePoint 2010 UI and does not require pop-up/out windows. Viewership reporting is tracked whether the user is viewing the content within the embedded SharePoint player or the expanded player mode is launched.



Benefits

Ability to keyword search, preview and replay video within SharePoint interface

Centralization of all video assets: UGC, videoconference recording, Accordent and 3rd-party presentations

Scalable video delivery via reference architecture that draws from video servers, storage and networks for optimal delivery

Content Browsing Web Parts – End users can browse video-based content via SharePoint Web Parts, including the following browse views: Library Tree, Upcoming Events, Recently Viewed and Most Popular. Video content can be viewed within the Web Part frame and/or launched to expanded player mode.

SharePoint 2010 Administration – A Polycom AMMS Administration console is provided within SharePoint 2010 that allows IT administrators to align the Polycom AMMS instance configuration with the SharePoint 2010 environment.

Benefits

As a result of this new integration between the Polycom Accordent Media Management System, Microsoft SharePoint 2010 and other key components of Microsoft infrastructure, users can now create, publish, access and view video content using the applications already used to perform their daily jobs. At the same time, administrators can control the use, management, storage, and delivery of video assets throughout the content life cycle. The solution provides:

Optimized Video Performance – The Polycom AMMS SharePoint integration optimizes live or on-demand streaming video performance through Polycom AMMS content creation and distribution profiles, which reference enterprise video servers, storage area networks and bandwidth-efficient network routing schemas.

Centralized Video Asset Publishing and Management – End users can access all video assets—whether recorded from the classroom, the desktop, or from third-party sources—through Polycom AMMS. Seamless integration with SharePoint enables in-application, term-based searching and browsing of video assets. IT staff can set rules for video approval, formatting, publishing, storage and retention and proactively track viewership reporting for business and IT reporting purposes.

Video Recording, Publishing and Upload from the Desktop – Users can record and publish Lync Server 2010 sessions, and upload media files directly to Polycom AMMS for entry into a content approval queue. This enables IT departments to offer a more distributed course capture solution, without the need to install, administer, and maintain additional desktop software products.

Learn More

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