



SHERPA
CONSULTING



ENTERPRISE VIDEO SPECIALISTS

- ASSESS
- DESIGN
- IMPLEMENT
- FUTURE-CAST

The Enterprise Video Challenge

Video presents a daunting challenge to the enterprise. No longer an experiment, it is an *imperative* for business – both inside and outside the walls of an organization. As the use cases for video multiply, so does the requirement for all stakeholders – IT and Business Units alike – to come together to the table to craft a video strategy for the organization. This is tough business.

expert guidance for enterprise video initiatives

Like the famed mountaineering guides, the Sherpa team works with patience and precision to understand a company's multitude of challenges and needs. We then apply our years of thought leadership and field-based execution experience to map a path to success. Along the way, we help navigate challenging obstacles, like security, scale, governance, network implications, and interoperability with other technologies – converting them from potential weakness to strengths. Most important, we accomplish all of this with an unbending eye toward achieving business results.

The benefits of a successful enterprise video initiative are proven and numerous – however the climb is complex and fraught with risk. Companies need an expert partner to lead them...



TRUST SHERPA TO BE YOUR GUIDE

SHERPA EXPERTISE:

- WEBCAST/STREAMING
- VIDEO CONTENT MANAGEMENT
- MOBILE VIDEO
- VIDEO CONFERENCE
- "YOUTUBE FOR THE ENTERPRISE"/USER-GEN
- VIDEO FOR SOCIAL MEDIA
- VIDEO ANALYTICS
- INTERNAL/EXTERNAL VIDEO DISTRIBUTION
- WAN OPTIMIZATION FOR VIDEO
- TECHNOLOGY INTEROPERABILITY

ENTERPRISE VIDEO... AVALANCHE OF USE CASES:

- EXECUTIVE TOWN HALL
- INTERNAL MESSAGING
- EXTERNAL COMMUNICATION
- TRAINING & HR
- INTERNAL/EXTERNAL MARKETING
- EMPLOYEE COLLABORATION
- INTERNAL "TV NETWORKS"
- 'YOUTUBE' FOR THE ENTERPRISE/UGC
- COMPANY-SPECIFIC/CUSTOM USE CASES

Sherpa works with:

- Enterprise clients
- SI partners
- Technology partners



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1172 Fay Street
Redwood City, CA 94061
866.989.7794 ph
info@TrustSherpa.com
www.TrustSherpa.com