

On24 Is A Leader Among Enterprise Video Platforms And Webcasting Vendors

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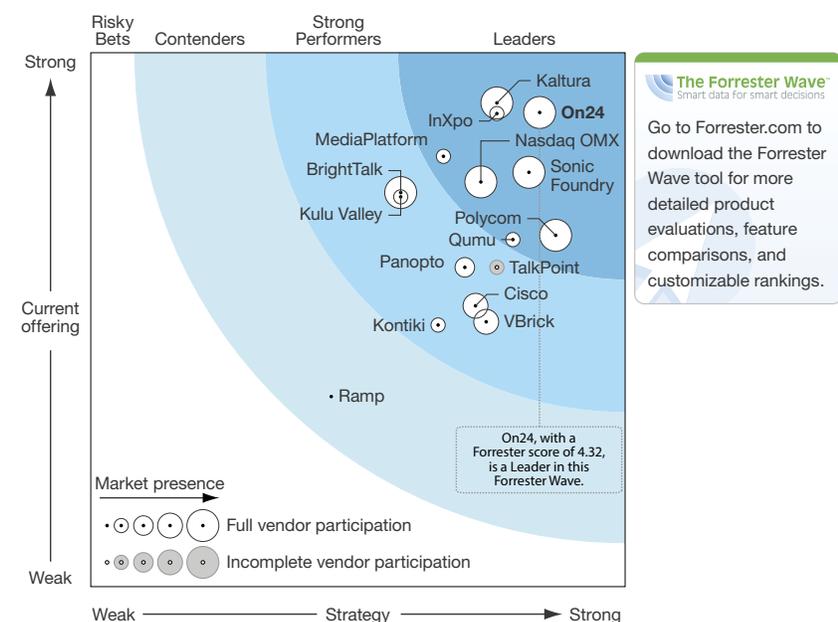
ON24 HAS THE BEST WEBCASTING TECHNOLOGY FOR MARKETERS

On24 Is The Best Pure Webcasting Solution

On24 is the largest pure play webcasting provider, based on reported revenues.

It focuses on the needs of marketers for demand generation: more than 80% of events on its platform are customer facing. This focus shines through in the webcasting experience for attendees with flexibility to brand and skin the player and to customize it with widgets for additional functionality and integrations. On24's focus on marketers is also evident in its support for data — its tools for scoring attendee engagement; its integrations with Marketo, Eloqua, and Salesforce to pass attendee data; and a new service to benchmark webinar effectiveness.

Forrester Wave™: Enterprise Video Platforms For Webcasting, Q1 '15



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On24 has focused in recent years on enhancing the self-service version of its platform. But some tasks — like videoconferencing signal acquisition, for example — still require help from On24 staff. Until now On24 has been a departmental buy, not an enterprisewide service. However, On24's widgets to integrate the player with Chatter, Yammer, Jive, and Socialcast activity streams, and a new portal product should help it extend more into internal training and corporate communications. On24 is still a potential fit for companies that need a platform for marketing webinars, but less so for those who desire a single platform for live and on demand internal and external video publishing.

See below for more information on On24's current offering, strategy, and market presence.



On24 Evaluation Overview

CURRENT OFFERING

Deployment model support	<p>On24 supports:</p> <ul style="list-style-type: none"> - Applications in the cloud. - Content storage in the cloud. - Content storage available on-premises. - Transcoding in the cloud. - Transcoding available on-premises. - Multitenancy.
Failover and disaster recovery	<p>On24 supports:</p> <ul style="list-style-type: none"> - All components support redundancy. - Active-active failover for some components. - Active-active failover for all components. - Multiregion redundant data centers. - Active-active failover between data centers (full-system failover).
Webcasting services	<p>On24 provides:</p> <ul style="list-style-type: none"> - Project manager. - Camera crews and studio production. - Creative consulting and content creation. - CRM and marketing automation integration. - Lead gen services. - Live chat support during webcasts. - Professional services for network-related challenges. - Training and adoption services. - Partnerships with third parties to deliver these services.
Campaign management	<p>On24 supports:</p> <ul style="list-style-type: none"> - Create and design landing pages. - Manage registrations. - Email participants. - Create digests of activity, notifications of new content, and subscriptions. - Create quizzes and tests with pass/fail (not just a poll). - Integrate with campaign management features in Marketo. - Integrate with campaign management features in Eloqua. - Pass customer data directly to Salesforce. <p>Integrations also supported include Microsoft CRM, NetSuite, Silverpop, Exact Target, HubSpot, and Pardot.</p>

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Player and interactive features	<p>On24 provides support for all these features:</p> <ul style="list-style-type: none"> - Rating, tagging, sharing, flagging, commenting. - Link to a specific time code/share a specific segment. - Share content on social networks. - Moderated Q&A. - Moderated chat. - Private presenter chat. - Polls/surveys/forms. - Display and post to social network activity streams (e.g., Twitter, Yammer). - Exit actions. - Handouts/downloadable resources (like PDFs). - The chapter widget allows linking to a specific time code/sharing a specific segment.
Editing	<p>On24 provides:</p> <ul style="list-style-type: none"> - Self-service editing, not just for admins. - Static images. - Live video play-in. - Bumpers/pre-roll/post-roll. - Trimming/cropping. - Edit slide timings. - Edit transcripts. - Cue points (for chaptering, overlays, event triggers).
Branding and design	<p>On24 supports:</p> <ul style="list-style-type: none"> - GUI-based editor for logos, colors, and background images. - Templates for player, portal, or registration page design. - Edit the design of individual player buttons, widgets, and other elements (not just enable/disable them). - CSS and HTML (without professional services) for portal and registration pages design.
Client and device support	<p>On24 supports:</p> <ul style="list-style-type: none"> - Live webcasting to mobile. - Live webcast participants on mobile can toggle between sources (e.g., video and slides). - HTML5 player for PCs supported on the video portal.
Uploading and encoding	<p>On24 provides support for the following:</p> <ul style="list-style-type: none"> - Uploading of video files and slides with timings in an XML file. - Multicast. - Adaptive bitrate for PC. - Adaptive bitrate for mobile. - Live cloud transcoding.

On24 Evaluation Overview

Direct capture options	<p>On24 can capture video via:</p> <ul style="list-style-type: none"> - Webcam. - Screen-sharing. - Multiple speakers in multiple locations can present the same content. - Standards-based videoconferencing live stream via SIP or direct to encoder. - Lync upload. - Lync live stream. - Scheduling, reservation, and remote control of encoding resources available via Presentation Manager.
Support for workflow	<p>On24 supports:</p> <ul style="list-style-type: none"> - Approvals workflow. - Different approval models per channel/category (not just a global setting). - Custom metadata. - Custom metadata can be required. - Live event URL becomes on-demand. - Availability windows/expiration dates for content. - Unlisted/unpublished content (in the portal). - Automatic upload of recordings. - Channel managers can manage user roles for their channels. - Multiple live presenter roles.
Search engine	<p>On24 supports:</p> <ul style="list-style-type: none"> - Closed captioning. - Slide ingestion (uploading the file, not using OCR). - Searching across a library to find a video. - Searching for content inside an individual video. - One-click access to precise moment in video from search results. - Search features that work on mobile devices. - Federated searching from SharePoint (results show in line with native SharePoint search results). - Indexing by Google and other search engines for Webcast Portal.
Reporting and analytics	<p>On24 provides:</p> <ul style="list-style-type: none"> - Visual dashboards. - Real-time updates. - Standard reports. - Sources of users. - Content and user engagement. - Lead scoring. - CSV output. - Integrations with third-party analytics software.

On24 Evaluation Overview

Administration and security	<p>On24 supports:</p> <ul style="list-style-type: none"> - HTTPS. - File encryption in the repository. - Password protection for individual files or events. - Role-based permissions. - Multiple account support. - Audit trail. - LDAP/AD. - SAML. - OAuth. - Tokenized URLs.
Internationalization and localization	<p>On24 supports all of these features. Language support includes: English, French, German, Hebrew, Spanish, Italian, Russian, Dutch, Turkish, Portuguese, Chinese (traditional and simplified), Japanese, and Korean.</p>

STRATEGY

Integrations with enterprise applications	<p>On24 can call the following applications through its platform:</p> <ul style="list-style-type: none"> - Chatter. - Yammer. - Jive. <p>It also supports RSS feeds syndicated into SharePoint.</p>
API support	<p>Some APIs are free in all packages; others depend on the product package. For example, the Webcast Elite Marketing Edition has all webinar APIs free. On24 has customers taking advantage of APIs.</p>
CDN strategy	<p>On24 provides:</p> <ul style="list-style-type: none"> - Internet CDNs as part of the standard delivery model. - Integrations with more than one Internet CDN. - Software for general purpose servers. - Configuration support for popular WAN op appliances. - P2P-software-only CDN that can be integrated.
Global support	<p>On24 has:</p> <ul style="list-style-type: none"> - Multilingual support. - Sales offices in more than three countries. - Support offices on more than three continents. - At least 30 staff supporting professional and managed services engagements. - At least 30 partners.
Cost of ownership	<p>On24's pricing is based on annual subscription pricing. Forrester estimates this around \$15,000.</p>
Webcasting track record	<p>On24 has been providing webcasting since 2002.</p>

On24 Evaluation Overview

MARKET PRESENCE

Revenue	On24 had more than \$50 million in revenue attributable to this product in 2013.
Customers	On24 has more than 1,000 active customers.

WHY READ THIS REPORT

FROM THE FORRESTER WAVE™: ENTERPRISE VIDEO PLATFORMS AND WEBCASTING, Q1 2015

In Forrester's 24-criteria evaluation of enterprise video platform and webcasting vendors, we identified the 16 most significant providers — BrightTalk, Cisco, InXpo, Kaltura, Kontiki, Kulu Valley, MediaPlatform, Nasdaq, On24, Panopto, Polycom, Qumu, Ramp, Sonic Foundry, TalkPoint, and VBrick — in the category and researched, analyzed, and scored them. This report details our findings about how well each vendor fulfills our criteria and where they stand in relation to each other to help organizations select the right video publishing or presentation solution for marketing, corporate communications, and training.

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