vimeo enterprise

WHITEPAPER

Unify Without Compromise: The Future of Enterprise Video Orchestration

Key Takeaways

Enterprises have large and diverse needs when it comes to video, from customer-facing assets for sales and marketing to internal communications and L&D. Most legacy video platforms haven't evolved to keep pace, leaving businesses to stitch together incompatible solutions. The future of enterprise business requires one unified, orchestrated platform.

01 **Today's enterprise video architectures are complex, siloed, and inefficient:**

Organizations with more than 5,000 employees have an average of five separate video platforms.

02 **Unified video is essential for long-term scalability and innovation.**

A single video platform eliminates hurdles to growth and new initiatives, such as AI.

03 **Orchestration and parent-child architectures enable the transition to a single video platform:**

Different business units have varying needs when it comes to video, but each unit must align with company-wide oversight.

04 **Workspaces combine rich features and autonomy with organization-level benefits:**

Organizations can set up autonomous workspaces for teams, regions, products, and more, all while maintaining company-wide clarity into spending, analytics, and other core functions.

Table of contents

Introduction 04

Problems with siloed video platforms 09

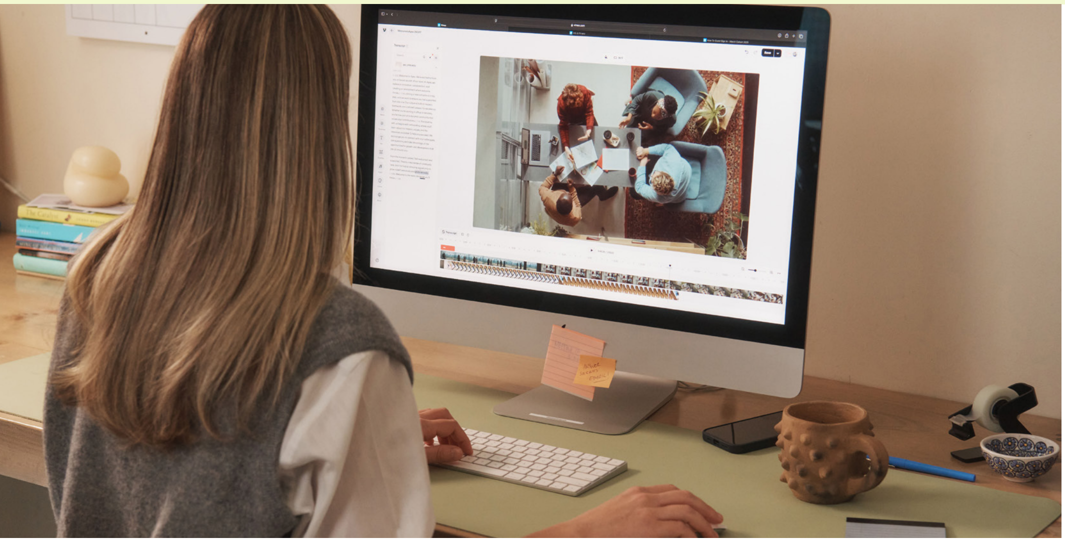
The need for orchestration 13

Vimeo Workspaces: The Future-proof Video Architecture 17

Vimeo vs. Brightcove vs. Kaltura 21

“You will only create more video. You will never have less video.”

Adam Preset
ANALYST, GARTNER



Those were the words of Gartner analyst Adam Preset four years ago. In the time since, those words have only become more relevant. Video is the new standard for communication and knowledge sharing in distributed workplaces, and AI makes it possible to create videos faster than ever before. Today’s enterprises are experiencing an explosion in the volume of video content they need to create, organize, deploy, and measure.

The problem? For most enterprises, their infrastructure has no hope of keeping up.

Different business units have different use cases for video. Learning and development (L&D) teams utilize video to train employees worldwide. Marketing and sales teams develop creative video assets to drive campaigns. Executives use video to convey crucial messages to their distributed workforces. Support teams depend on video to answer common customer questions and reduce call volume.

As the use cases have emerged and grown, each business unit has invested in its own platform or set of platforms, independent of what its colleagues are using. According to Vimeo's [2025 State of Video at Work Report], a survey of 1,000 enterprise business leaders, enterprises with more than 5,000 employees are working with an average of **five video platforms**. That level of sprawl is a natural consequence when companies lack options to consolidate capabilities while also allowing each sub-brand, region, or business unit to organize itself independently. In other organizations, separate brands may use separate platforms — without providing enterprise-level oversight and control.

Enterprises with more than 5,000 employees are working with an average of

5 video platforms

That fragmentation leads to inefficiency:

- Business, finance, and IT leaders lack visibility into the video infrastructure as a whole
- Cross-functional search tools are impossible to deploy because they lack access to the complete set of video libraries
- Companies are unable to maintain consistent brand and security standards across departments
- Organizations miss out on the financial and operational efficiencies made possible by sharing resources
- Innovations like AI are rolled out unevenly, depending on platform capabilities
- Comparing results between business units is next to impossible as no two video platforms agree on analytics standards

68%

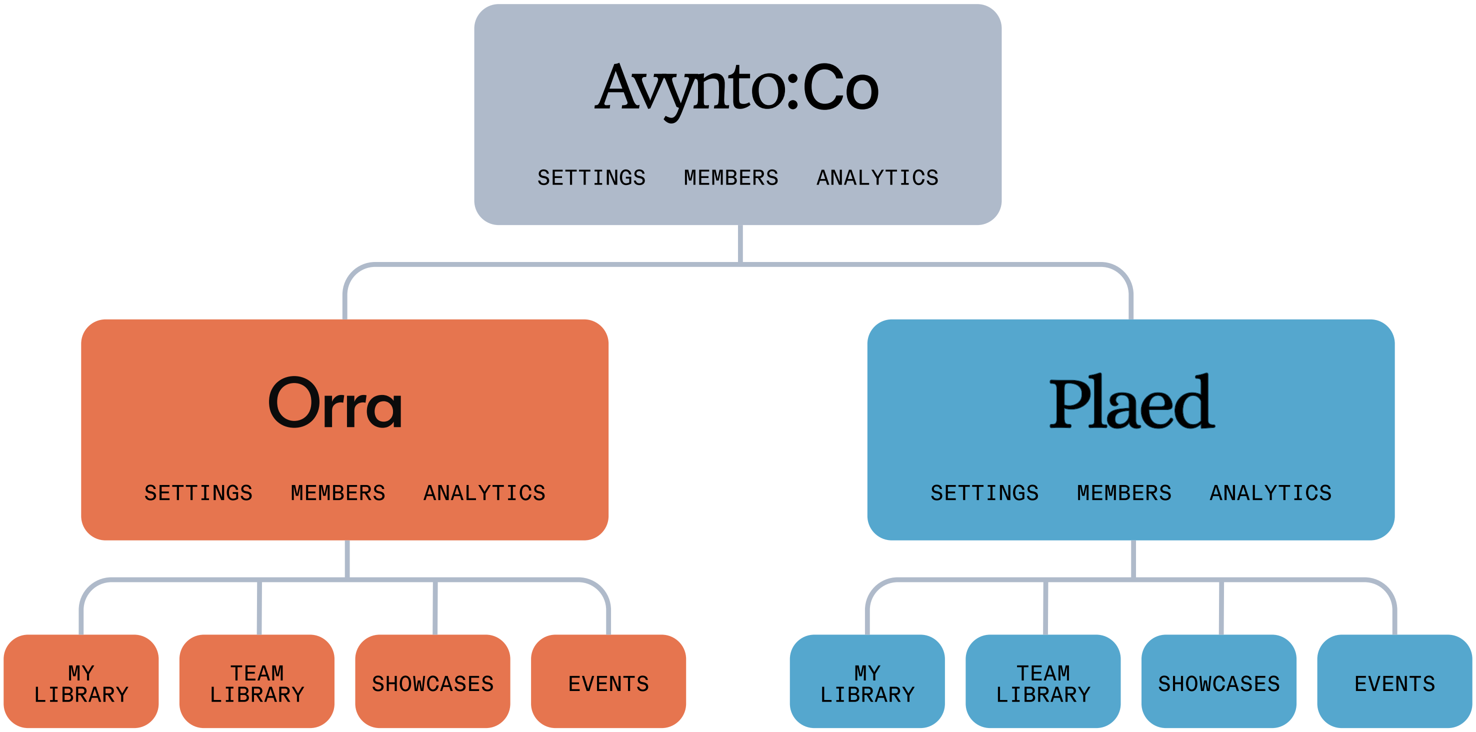
of organizations agree that scaling video initiatives is crucial for gaining a competitive advantage.

Enterprise video needs an architecture upgrade. The State of Video at Work Report found that 68% of organizations agree that scaling video initiatives is crucial for gaining a competitive advantage. But to truly scale video initiatives in the age of AI, large organizations need visibility across their entire video infrastructure.

Enterprises have solved their fragmented toolsets in other business areas, but the challenge with video persists. You wouldn't take a fragmented, team-by-team approach to network infrastructure, cybersecurity, or employee collaboration; the idea of having one department in Slack and another department in Microsoft Teams is unthinkable. As video becomes a pervasive, company-wide imperative, it needs the orchestration to match.

The ideal solution for enterprise video brings together the best of both worlds: every department operates autonomously with high-quality tooling tailored to their use case, combined with organization-wide visibility, oversight, and shared infrastructure for IT, finance, and executive leadership.

In this guide, we'll take a closer look at the challenges presented by fragmented video architectures, the need for a consolidated, enterprise-wide video platform, and how Workspaces empowers enterprises to scale for the future.



Problems with siloed video platforms

If every department chooses a video platform for their specific needs, is there really a problem? In the case of enterprise video, the whole is never greater than the sum of its fragmented parts. In fact, it often results in increased costs, wasted resources, inefficiency, and unnecessary security and compliance risks.

For large enterprises, tool sprawl is more than just a minor annoyance. According to a recent report, the average large enterprise lost $104 million in 2024 due to underutilized technology, disjointed strategies, and low adoption rates. Enterprise business leaders stated that roughly half of their IT investments failed to deliver the necessary ROI.

Siloed data and analytics also limit the value that organizations can gain from their video. According to the State of Video at Work Report, 98% of organizations find value in video insights when making decisions. Still, just 15% say they're "very effective" at extracting those insights from their videos. When organizations utilize these insights effectively, they can support product development, inform sales and marketing campaigns, and drive enhanced customer experiences.

98%

of organizations find value in video insights when making decisions.

Imagine three different business units, each paying for a different platform to report results. Examining three different reports with varying methodologies to measure success — for instance, every video platform has its own unique approach to counting "views" — leads to debates about how the data points are calculated, rather than how to resolve problems and improve outcomes.

Fragmented video architectures lead to increased costs: not just in terms of spending, but also in terms of innovation. When executives want to pursue new technology initiatives at an organization-wide level, siloed platforms make it much harder to move quickly and implement changes.

In a market where new AI models debut monthly, agility is crucial; multiple video platforms become hurdles to innovation. With multiple video platforms, enterprises run the risk of **potential security gaps** and **increased administrative burden**. CIOs and security leaders must work harder to understand how various video platforms interact and address any gaps in their defenses.

Large organizations have consistent standards and requirements for brand identity, communications, and security. When different business units use various tools to create and manage video, it becomes significantly more challenging to oversee the combined output and ensure that each video meets the company's standards. A video platform built for marketing, such as Wistia, may be strong on brand identity but weaker on security — including a lack of SCIM provisioning. In contrast, one built for executive communications, like Vbrick, might deliver the opposite. Enterprises can't afford lapses in either area.

Most importantly, siloed video platforms don't reflect today's enterprise organizational structures. A large enterprise may have its operations divided by regions or teams, each of which reports to a larger organizational leader. Those teams and regions often collaborate on key initiatives. If their video assets live on different platforms, collaboration can be difficult, if not impossible.

Enterprise business leaders understand what's at stake. Our survey found that two-thirds of organizations believe that a comprehensive video platform could help them use video at scale to gain a strategic advantage. What's more, 42% of enterprise leaders are already actively working on consolidating their video platforms. Fragmented toolsets hinder organizations' efforts to scale.

42%

of enterprise leaders are already actively working on consolidating their video platforms.

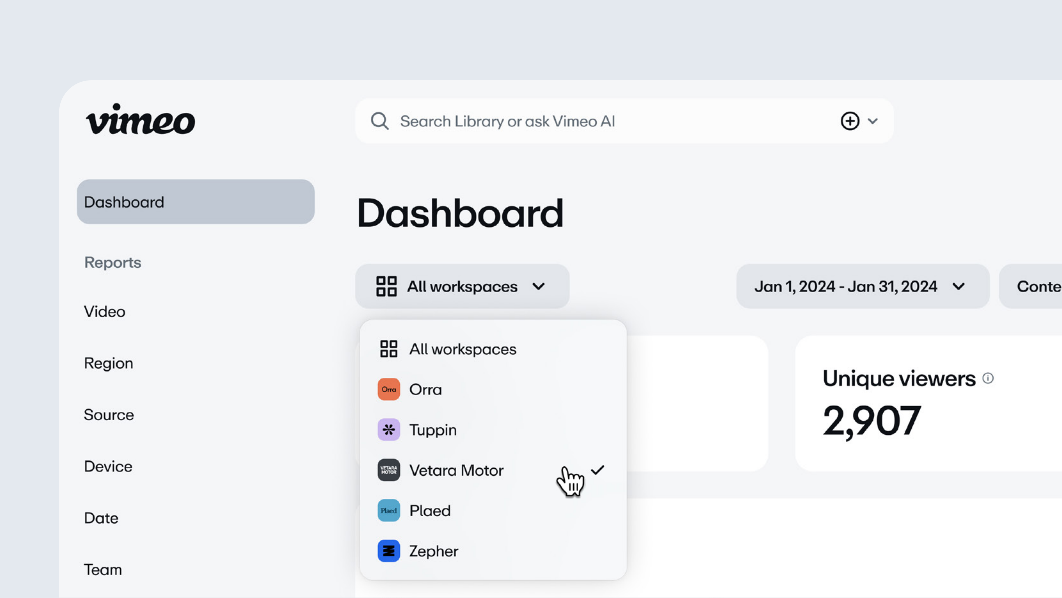
The need for orchestration

If you could start over, how many video platforms would you want to buy?

No business leader would choose the Frankenstein's monster that is today's video fragmentation. They would design a solution that works across the organization, delivering exceptional capabilities to each business unit while building on enterprise-wide efficiencies.

Orchestration isn't just about consolidating tools; it's about an architecture and strategy that combines the depth of specialized video functions with the breadth of a unified platform. Effective video orchestration supports technology, governance, and business alignment simultaneously.

When establishing an enterprise video strategy, organizations should focus on the following priorities:



Managing depth and breadth

Consolidation shouldn't mean sacrifice, particularly if different business units currently feel they have the right tool for their needs. Orchestration isn't about forcing each business unit to accept the lowest common denominator; it's about providing a unified platform that's equally strong for the needs of marketing, L&D, corporate communications, and any other team that relies on video. A true orchestration platform delivers full-featured toolsets for each department.

An enterprise video solution needs to provide organization-wide oversight of specific capabilities — including security, governance, search, and analytics — while giving each business unit the freedom to operate independently.

Unified analytics allows IT teams to optimize performance and identify issues quickly. Managing one platform also makes it easier for finance leaders to plan spending on video, while business leaders can confidently oversee governance and brand consistency.

Mapping workspaces to real organizational needs

By eliminating siloes, enterprises can more effectively map their video tools to the needs of their business. Brands and sub-brands can establish workflows to support individual business drivers, regions, or teams, allowing each to work together seamlessly without needing to manage access to multiple platforms. The ideal enterprise video platform should enable teams to operate without friction while automatically establishing a foundation of governance andshared intelligence.

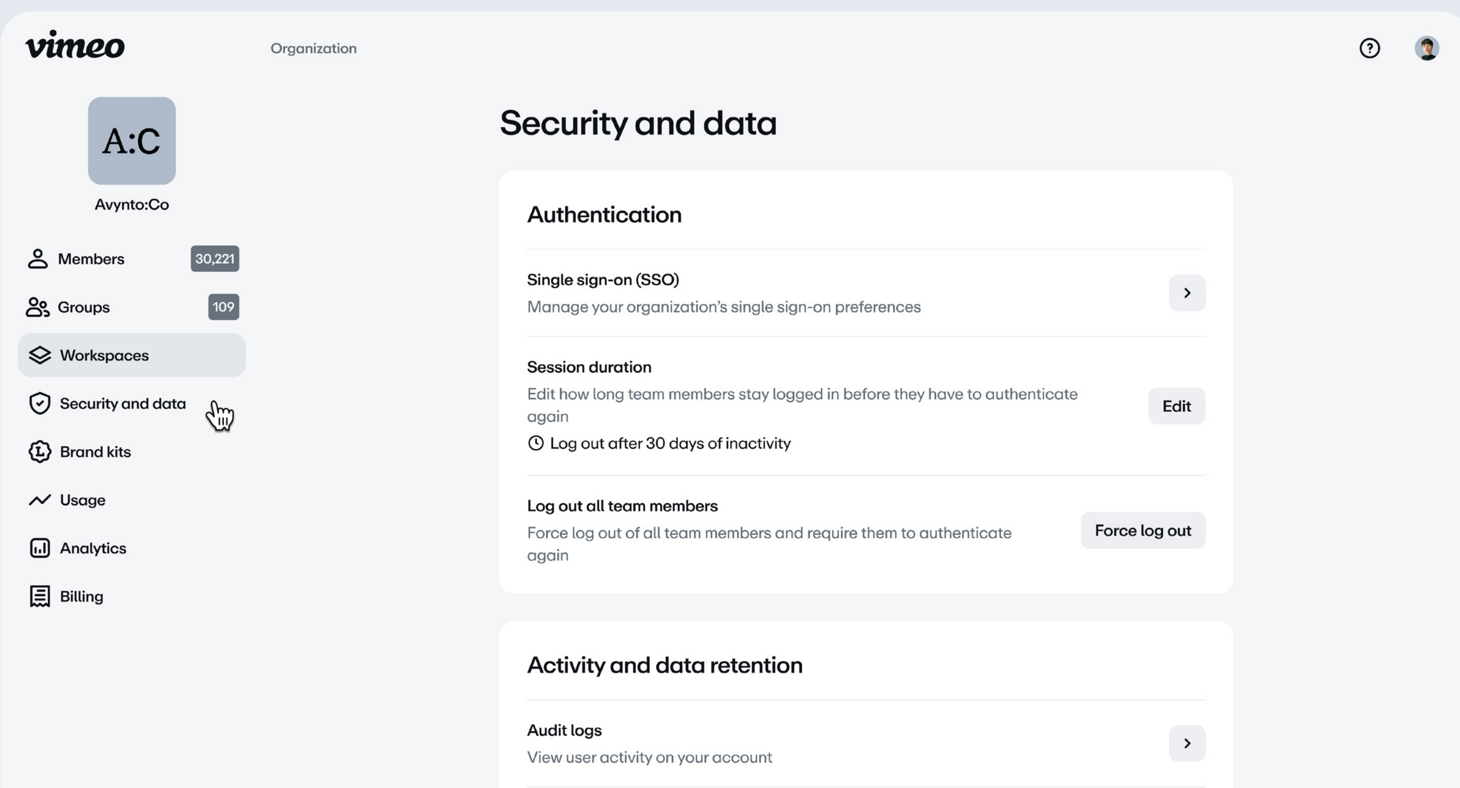
Carefully setting permissions and content controls

Different teams will have various sensitivities when it comes to video content. A video featuring the CEO speaking to employees about proprietary information will require more security and controls than a marketing asset intended for public sharing. Enterprise video platforms should make it easy to establish baseline permissions and controls and then adjust as needed.

For large organizations, security features like two-factor authentication and single sign-on are non-negotiable. Any video platform that doesn't deliver enterprise-level security will introduce unnecessary risks to your tech stack.

Laying the groundwork for scale and innovation

When enterprises embraced the explosion of big data a decade ago, they needed a new infrastructure and tool set to keep up. Comprehensive platforms like Snowflake and Databricks emerged to help businesses handle the sudden surge in data.



Today, enterprises need to modernize their video platforms to accommodate the rapid increase in video content and the data that goes with it. Whether you're looking to consolidate five or more video platforms, or if you're only beginning to think about an enterprise video strategy, you need to move towards a solution that's built for the future.

If your business expands to a new region where the language is different, can your video platform support it?

If your company acquires a competitor and needs to quickly onboard new employees into marketing and sales workflows, will that be easy with your video platform?

If your engineering team builds a new AI agent, can it be easily deployed in your video workflows?

The right enterprise video platform, combined with the right orchestration strategy, can help you gain control over your video content now while also setting the stage for innovation in the future. Suppose you want to leverage features like interactive video AI or personalized content delivery: It's far easier when your content resides on a single platform with consistent APIs and data formats. Bolting these new tools onto multiple siloed platforms is a non-starter.

Vimeo Workspaces: The Future-proof Video Architecture

Enterprise leaders know they need to consolidate their video infrastructure. Their teams know what they need from their tools. Vimeo built Workspaces to support them both.

Legacy video platforms were cobbled together over time. Some video platforms offer “multi-tenancy” in name, but in practice, these features are essentially siloed sub-accounts rather than true orchestration. These “multi-tenancy” capabilities lack top-down governance and control models, making it challenging to distribute resources efficiently and effectively. Customers complain about these platforms billing multiple times for the same user who exists in multiple tenants, or siloing resources like bandwidth and storage so they cannot be shared efficiently between departments. Adjustments are often possible but can be time-consuming and technically challenging; in other cases, they can only be performed by the vendor, which requires submitting tickets and waiting for a resolution.

Workspaces offer real orchestration from the ground up, providing visibility and shared control across all workspaces.

Here's how our architecture supports enterprise video needs:

Parent-child architecture

Workspaces enable a large organization to divide into multiple autonomous workspaces. These aren't just divisions around business units, such as marketing and L&D. Instead, they can be set up to align with the business structure. Different regions, brands, teams, and projects can all establish dedicated workspaces that facilitate easier collaboration.

Organization-level settings

Instead of having to keep track of controls and standards across multiple platforms, enterprises can use Workspaces to set standards at the organization level. For example, those settings can include:

- Access controls like single sign-on (SSO)
- Enterprise-wide branding standards
- Consistent metrics and analytics
- Governance requirements for sensitive data
- Audit logs, data retention, and recovery

Autonomous workspaces

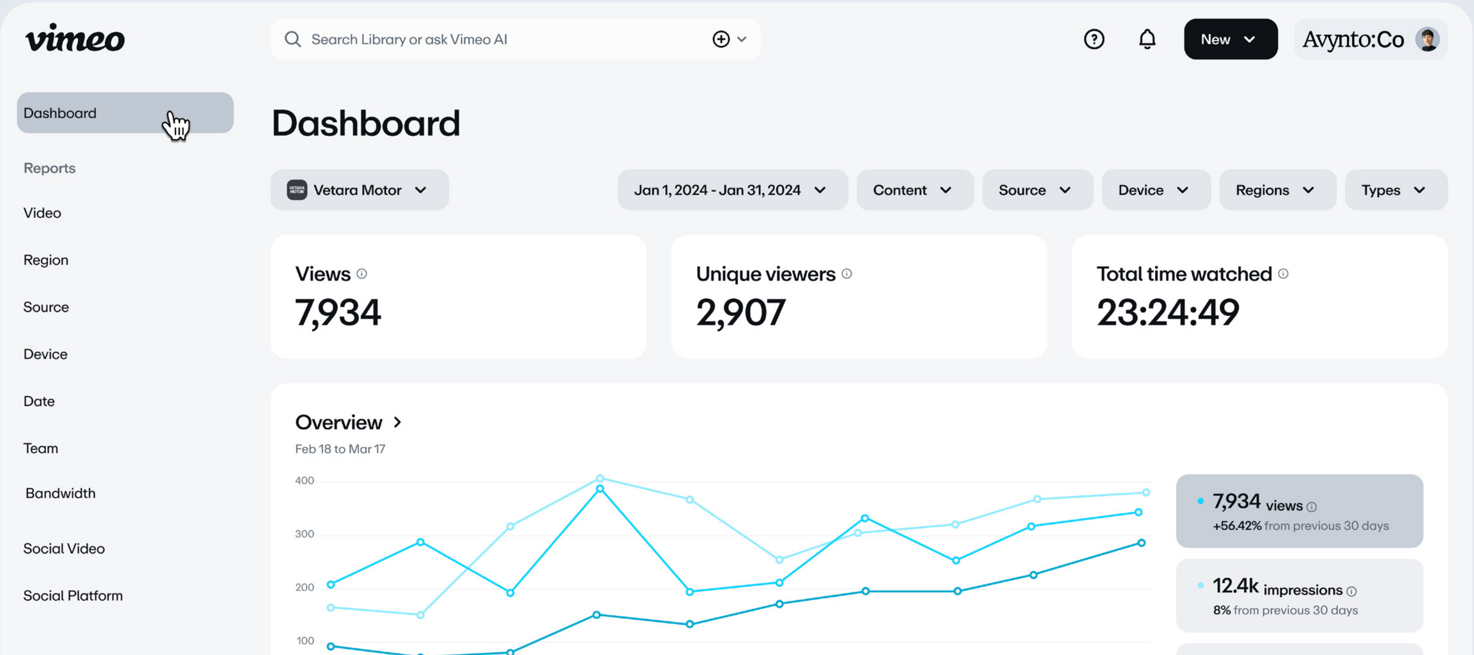
While some settings are established at the organizational level, each workspace has the autonomy to appoint administrators, set privacy rules, and tailor its environment with connected applications. If workspaces are developed along specific brands or product lines, they can also implement their own brand kits to ensure consistency separate from the larger organization.

Shared primitives and analytics with attribution when used

Resources such as storage, bandwidth, and AI credits are managed at the organizational level, putting control of spending back in the hands of finance leaders. With visibility into overall resource usage, CFOs no longer run the risk of being surprised by a sudden consumption spike in one platform or a dramatic increase in renewal rates for a different tool. Additionally, the use of these resources is tracked at the workspace level for each workspace. This allows for internal accounting and bill-back — a critical component in balancing the books in a large or especially complicated environment.

True orchestration

Workspaces offers true orchestration, where visibility, autonomy, and control coexist. This architecture is designed from the ground up to meet the comprehensive video needs of a modern enterprise.



Vimeo vs. Brightcove vs. Kaltura

How do popular video platforms compare when it comes to meeting the needs of today's enterprises? While dozens of vendors offer narrow solutions for individual use cases, only three vendors claim to support multiple teams and collaborative spaces. The key is to find the video platform that offers easy-to-use, enterprise-wide infrastructure without sacrificing capabilities for individual business units and teams. One could be built for marketing and media companies but may be weak in internal communications, learning and development, or customer support. At the same time, the other is designed with internal communications and training in mind. While they offer a path towards multiple account management, the capabilities are limited, and the orchestration is fragmented. This ultimately leads to a greater need for multiple platforms to cover the gaps in out-of-the-box capabilities.

Brightcove

The video hosting and streaming platform was built for just that: streaming. While Brightcove is popular among marketing teams, it lacks many of the features required by other business areas, including learning and development (L&D) and corporate communications. In fact, Brightcove's platform list a single L&D integration in their Integration Center. Vimeo's focus on ease of use and quality creation tools means teams are getting more out of Vimeo with less friction than they do with Brightcove. Customer reviews of Brightcove also mention expensive, unclear pricing — a hallmark of fragmented, stitched-together video platforms.

Brightcove is limited in terms of orchestration due to its lack of a parent-child model and inability to support shared resources.

Kaltura

Kaltura is most widely used for L&D and employee training. The platform offers collaboration solutions, but these are largely simulated using separate instances and APIs. The result is an inconsistent user experience with high administrative overhead. One clear example is that users in the parent account have access to all other accounts, which is far too broad to be practical. Organizations are made to manage the same person in multiple child accounts as if they were separate users, which leads to fractured analytics, controls, and poor results for those users.

Kaltura's education-first design reflects its original purpose, but it doesn't scale effectively to meet the overall needs of an enterprise. Like Brightcove, Kaltura's approach to the parent-child model is awkward. The parent can manage video content, but anyone who can see that content would inherit access to all child accounts. This administrative quagmire makes it impossible to share resources and difficult to understand usage per workspace.

Businesses that choose Kaltura to invest in L&D will find themselves under-resourced in other areas like marketing and forced to pay for additional video solutions to cover their complete needs. For example, if your organization needs marketing support with features like automatic SEO boosting, Kaltura's approach will involve extensive customization, which means higher costs and friction for marketing users.

Vimeo is the only platform on the market offering true orchestration: a native parent-child architecture with governed autonomy. Vimeo Enterprise customers benefit from a unified contract with shared entitlements, providing much-needed clarity for executives and finance teams. While other platforms stitch things together, Vimeo built a comprehensive enterprise solution the right way.

Feature	Brightcove	Kaltura	Vimeo
Parent-child model	✗	✓	✓
Shared entitlements	✗	✗	✓
Scoped AI permissions	✗	✗	✓
Central usage dashboard	✗	✗	✓
Easy admin UX	✗	✗	✓

Is your organization ready to build its long-term video strategy? Let us show you what orchestration at scale looks like. Request a demo to learn from a member of our sales team.

vimeo