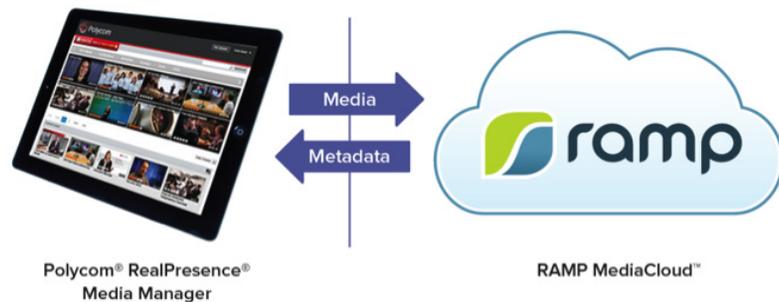# Drive Media Value with Deep Indexing, Search, and Engagement

Media indexing for Polycom® RealPresence® Media Manager

RAMP has partnered with Polycom to deliver RAMP's patented audio and video indexing service, RAMP MediaCloud®, to Polycom customers. RAMP MediaCloud leverages proprietary speech processing to automatically generate time-coded metadata on recorded media assets.

Integration of this rich metadata with applications powered by Polycom® RealPresence® Media Manager increases discovery across search and enhances user engagement through dynamic player experiences. Adding RAMP's hosted search, publishing, and interactive player technology provides a complete solution for video creation, management, delivery, and engagement across all audio and video asset types.

Polycom® RealPresence®
Media Manager

RAMP MediaCloud™

Key features

Deep media indexing

- Automated speech-to-text for time-coded transcripts on recorded audio and video
- Automated natural language concept extraction
- Automatic video thumb-nailing

Cloud-based search and publishing

- Blended or "Universal" (video + conventional text) search results
- Automated SEO Media Lander and Topic Pages
- Related content links
- Social sharing integration

Interactive video player toolkit

- In-video keyword search and time-line "Jump-to" interaction
- Contextual (time-coded) keyword highlighting and content spotlighting
- Extensible for creating custom experiences

Qualifying questions

- Is the growth of recorded media becoming a knowledge management challenge?

- Do you need a way to ensure that media assets remain accessible and valuable after they are recorded and stored?

- Do you need a way to make your media assets more discoverable through existing enterprise search services?

- Are engagement rates (e.g. % of users watching a video to completion) of online video at the desired level?

Why choose RAMP MediaCloud?

The metadata produced by RAMP MediaCloud is used to power access to media using the otherwise inaccessible spoken word—increasing the likelihood that video content will be found through standard keyword searches and other text-based delivery methods.

Organizations that have deployed RAMP MediaCloud have:

- Improved recall in media search by up to 900% (helping users find content that would otherwise not be found)

- Decreased search abandonment rates by 50% and increased click-through rates by 30% with improved media search

- Increased user engagement by 70% through interactive media player experiences

- Automated microsite deployments that increased SEO referrals by 100%

- Contextually linked related content and increased page views and by 50%

Key differentiators

RAMP's cloud-based services, automation, and flexible toolkits and APIs delivers time-coded transcripts and tags across all recorded audio and video assets, enhancing search, related content targeting and recommendations, and maximizing media inventory value.

Simplicity

- Cloud-based implementation streamlines deployments

- Automatic transcriptions services reduces editorial burden

Interoperability

- Integrate RAMP generated metadata with Polycom RealPresence Media Manager

- Integrate RAMP generated metadata natively with other 3rd party enterprise content management system (e.g. Microsoft SharePoint)

Cutting Edge User Experiences

- Highly extensible media player toolkit with pre-built reference implementations for most standard media players

Learn more

To learn more about how Polycom and RAMP can help your organization, go to *www.ramp.com*.

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