

# **nanoo.tv PRO**

## **Market Entry Strategy for Video Service for SMEs**

**Project Work (Live Project) 2016/17**

**Authors:**

**Gina Anderegg**

**Michael Kriech**

**Delia Moser**

**Alice Siegrist**

**Chantal Studer**

6 January 2017

BSc International Management

Supervisor: Prof. Dr. Peter Abplanalp

## Management Summary

The Technology Market is one of the fastest moving and challenging markets today. It provides an immense amount of new opportunities and innovation potential to the companies operating in this market. However, organisations also face a lot of challenges. The product nanoo.tv PRO is successfully implemented in the Education sector but seeks to unlock its potential also in the Business sector. The present research strives to find an answer whether there is an existing demand for the product nanoo.tv PRO. Additionally, the analysis aims to determine the Superior Value and the Competitive Advantage of the product and finally, what are the features demanded by potential customers and what possible product extensions can be proposed. The argumentation was based on the following process; (i) interviewing potential customers through semi-structured interviews, (ii) identifying and analysing the customer needs from the results of such interviews, (iii) researching systems being used by competitors or comparable products which currently exists in the market and (iv) identifying whether a product like nanoo.tv PRO can give superior value over the systems currently being used by competitors or comparable products which exist in the market. According to the analysis of this paper, the findings are; First, there is a demand for video portal services such as nanoo.tv PRO, however, it is still at a development stage. Second, the “Cockpit Function” provides a superior value of the product nanoo.tv PRO and creates, through differentiation, a competitive advantage for the company. Third, it was found that respondents rate “Categorisation of uploaded videos” and the “Cockpit Function” as the most important product features. The authors recommend Werft22 to focus on a well-functioning standard product with basic features. Additionally, product extensions such as “Augmented Reality” and “Extended Statistic Tools” have been suggested. Finally, the basic and extended product has been clearly defined.

## Table of Content

<b>1. Introduction .....</b>	<b>6</b>
1.1 Background .....	6
1.2 Problem Statement.....	6
1.3 Project Objectives .....	7
1.4 Overview of Document Structure .....	7
<b>2. Methodology .....</b>	<b>9</b>
<b>3. Theoretical Framework .....</b>	<b>11</b>
3.1 Semi-structured Interview .....	11
3.2 SWOT analysis.....	12
3.3 Creating Superior Value .....	14
3.4 Competitive Advantage .....	16
3.5 Launching a Digital Product.....	18
3.6 Market for Video Portal Services .....	20
3.6.1 Trends.....	20
3.6.2 Challenges.....	22
<b>4. Analysis of Interviews .....</b>	<b>23</b>
4.1 Situation Assessment.....	23
4.2 Product Features.....	27
4.3 Product Characteristics .....	29
4.4 Pricing .....	30
<b>5. Competitor Analysis.....</b>	<b>33</b>
5.1 Direct Competitors.....	33
5.1.1 Microsoft Azure .....	33
5.1.2 Vimeo.....	35
5.1.3 Prices Compared .....	37

5.1.4	Features Compared .....	38
5.2	More Competitors .....	40
5.2.1	Digital Asset Management .....	40
5.2.2	SWISS TXT .....	43
<b>6.</b>	<b>Company Analysis .....</b>	<b>45</b>
6.1	SWOT Analysis .....	45
6.2	Superior Value and Competitive Advantage .....	47
<b>7.</b>	<b>Results and Findings .....</b>	<b>49</b>
7.1	Recommendations .....	49
7.2	Product Suggestions .....	50
<b>8.</b>	<b>Conclusion .....</b>	<b>54</b>
8.1	Limitations .....	55
8.2	Further Research Suggestions .....	56
<b>9.</b>	<b>Bibliography .....</b>	<b>57</b>
<b>10.</b>	<b>List of Graphics .....</b>	<b>60</b>
<b>11.</b>	<b>Appendices .....</b>	<b>61</b>
11.1	Interview Questions .....	61
11.2	Interview Outcome, Improvement Analysis .....	64
11.3	Interview Partners .....	65
11.4	Interviews .....	66
11.5	Customer Reviews of Vimeo .....	105

## 1. Introduction

This section of the Project Work Documentation gives the reader the necessary background information concerning the project work, states the importance of the project task and describes the underlying objectives. Furthermore, a description of each document element provides the reader with a short overview of the document structure.

### 1.1 Background

The client behind the present research is a small-sized software and data architecture company, called Werft22 AG. The company is based in Baden AG, Switzerland and offers since 1998 its expertise in video portal services. In 2006, Werft22 AG created an experimental operation called “nanoo.tv”, which is planned to become an autonomous company in the future. Nanoo.tv was first brought to the market of Swiss educational institutions in 2012 under the name “nanoo.tv EDU”. Nanoo.tv EDU is a platform that simplifies and encourages the use of video material in classrooms of all educational levels.

Ever since, nanoo.tv is a dynamic and developing product. Recently, the company aims to introduce the product also to the market of Swiss small and medium-sized enterprises (SMEs). Therefore, the company has created “nanoo.tv PRO”, a product that provides all the necessary support for companies to store and manage their video material at one single platform. By means of this Live Project, Werft22 AG entrusted a project team of the University of Applied Sciences and Arts Northwestern Switzerland, to undertake the first steps of this challenge.

### 1.2 Problem Statement

After Werft22 AG has successfully entered the market for educational institutions with nanoo.tv EDU, the company plans to launch nanoo.tv PRO in the market of Swiss SMEs. The difference between the educational segment and the business segment is that companies often produce their own video material in terms of image, product or educational videos. Furthermore, companies need their own media library, which is not shared with the outside world. For this reason, nanoo.tv PRO has to be modified and developed in order to fit the expectations of its potential business customers.

However, the company has been facing issues when entering the market of Swiss SMEs and consequently assigned the first steps of this challenge to the Live Project Team. The expansion into new markets is of importance for a company like Werft22 AG to ensure further growth and

development. For this reason, the project is of high importance and contributes to the success and further development of the company in the near future. Thus, the project team has the unique opportunity to contribute a relevant support in a real life situation and provide the client with useful data and information concerning the market entry strategy of nanoo.tv PRO.

### 1.3 Project Objectives

In this project, the main goal is to collect and analyse the necessary information in order to do a market analysis, which is the first step towards a market entry strategy for the product nanoo.tv PRO.

The project group has formulated the following objectives:

- First of all, this group project aims to determine whether a demand for video portal services product such as nanoo.tv PRO exists amongst Swiss SMEs.
- Second, its objective is to discover and define the superior value of the product, which creates the competitive advantage for the company.
- The third project goal is to define similar customer requirements and needs in order to determine the basic features of nanoo.tv PRO and at the same time suggesting extending features, which can be of interest for nanoo.tv PRO.

### 1.4 Overview of the Document Structure

Firstly, this paper contains a theoretical framework part. This first section provides the reader with essential background information that allows a better understanding of the overall project task. Second, the reader finds the analysis of eight conducted interviews with potential customers within the target market. Thus, the reader will learn about customers' opinions, needs, and expectations in order to get a better understanding of the current market. Third, a competitor analysis will allow the reader to find out about other players within the market, which currently compete against the investigated product and company. Furthermore, the paper contains a SWOT analysis of the investigated company in order to define strengths and weaknesses of the product, opportunities and threats of the underlying market and the resulting competitive advantage by means of the "Three Generic Strategies" Model. Afterwards, the paper contains a section where the results and findings of the analysis in form of recommendations and product suggestions are presented and discussed.

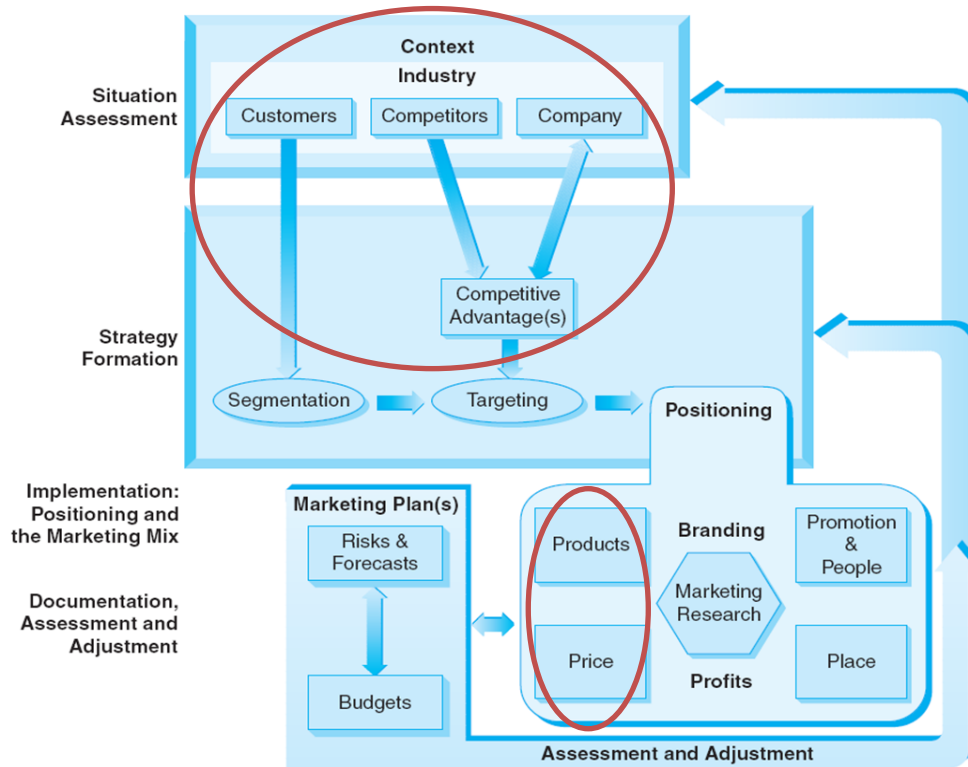
Finally, the paper includes limitations and further proceedings suggestions and an overall conclusion.

## 2. Methodology

As a first step, the project group gathered secondary data on theories and market data in order to build a theoretical background, which is needed to analyse the market of Video Portal Service and being able to draw meaningful conclusions.

In order to systematically narrow the market entry strategy to fit the project scope, the project group members orientated themselves on the Strategic Marketing Analysis and Planning Process, which is illustrated in Figure 1.

Figure 1: The Strategic Marketing Analysis and Planning Process



Source: Mooradian, Matzler, & Ring, 2014.

Figure 1 shows the different stages one has to undergo when introducing a product to a new market. Because a market entry strategy contains a broad spectrum of different analysis, the authors chose for the underlying project to focus on the “Situation Assessment” and the resulting “Competitive Advantage” and “Product/Service”. The “Price” for the product did already exist and therefore no identification was needed. However, the project group investigated whether the potential customers perceive the price as fair and affordable.

Firstly, the group defined the market's customer needs by interviewing potential customers. The method used was a semi-structured, qualitative interview with eight different SMEs, which have been selected at random as our client did not have a specific target audience. Through the analysis and research aforementioned, the project group aimed besides customer needs to be able to determine if a market for nanoo.tv PRO exists and which superior value and competitive advantage the product has to offer to its clients. Thereby, the group applied the "Three Generic Strategies Model" of Porter. Second, the authors analysed the competitors and what they offer. For this analysis, the project group investigated and tested similar products, which are currently available on the market. Third, the company itself was examined in order to describe its strengths, weaknesses, opportunities and threats by means of a SWOT analysis. The data for this analysis was gathered on one hand through research based on secondary data and on the other hand through data gathered from the interviews. All collected data together was aimed to lead to a precise definition of the competitive advantage and a description of the product features demanded by the market.

### 3. Theoretical Framework

In this part of the essay, the authors provide the reader with the theoretical knowledge that is essential to understand the following market analysis. First, the reader will learn about the approach of semi-structured interviews. Second, the authors provide information about creating superior value and establishing a competitive advantage. Third, the authors gathered information about launching a digital product and about the market for video portal services. The following theory in this section is entirely based on secondary data.

#### 3.1 Semi-Structured Interview

This section is dedicated to gain theoretical background about the semi-structured interviews. It has been found that the technique of semi-structured interviews is the most suitable way of doing a qualitative data gathering. This type of interview is highly appropriate for complex research questions rather than questions which can be answered by one or two sentences (Miles and Paul, 2005: 66).

According to Miles and Gilbert semi structured interviews are a good option to get to know what the interviewees think and feel about your research content by talking to them (Miles and Paul, 2005: 65). A semi-structured interview has a certain guideline in form of prepared questions but it still gives you the possibility to have a dynamic talk (ibid.). By the end of the interview, the guideline of questions should be mostly discussed; nevertheless, the order of the questions can vary. This allows the interviewee to talk more freely how he feels about a certain topic and the interview partners get the chance to dig into details if they wish so.

Miles and Gilbert suggest summing up the interview or sections at the end of the interview or after important discussions (ibid.: 75). Formulations as the following are advised:

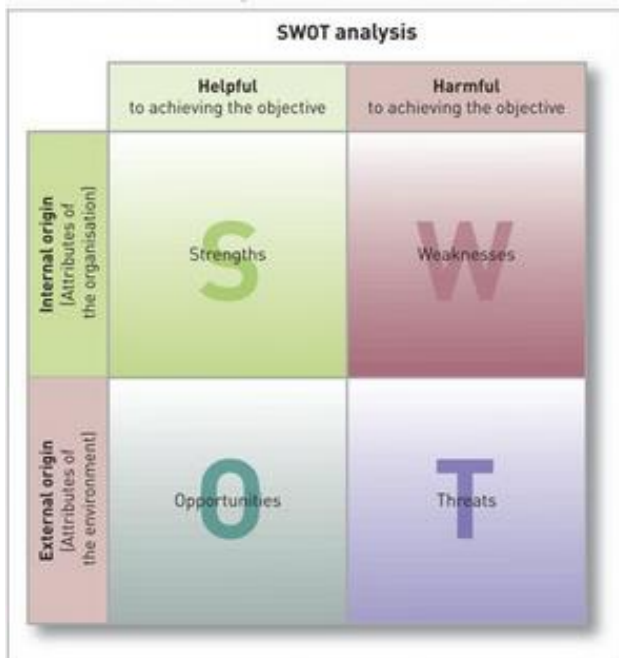
I'll summarize the main points of what we've talked about, and if I've missed any, or got anything wrong please tell me (ibid.).

To end the interview, ask the participants if they have any questions, if not, thank them for the participation and whether they are interested in seeing the finished research paper or the results of the interviews.

### 3.2 SWOT Analysis

The SWOT analysis is a widely used marketing tool for companies to not only assess the internal strengths and weaknesses but also monitor the external opportunities and threats as it can be seen in Figure 2 (Kotler et al., 2009: 101). A SWOT analysis contains an internal assessment of the company's strengths and weaknesses, as well as an external assessment of opportunities and threats in the market. Companies with outstanding marketing and good profits are often companies, which track opportunities the fastest and take advantage of them. Additionally, they know exactly where their strengths and weaknesses are and are able to profit or deal with them. Furthermore they manage to spot threats quickly and observe them carefully.

Figure 2: SWOT Analysis



Source: Kotler, Keller, Brandy, Goodman, & Hansen.

#### Internal Analysis

Typical questions to be asked when assessing the strengths and weaknesses of a company are not only marketing related but also financing, manufacturing and organisational belongings (Kotler et al., 2016: 101).

#### Strengths

According to Berry (2016), the strengths can be tangible or intangible assets of a company. These assets are within the control of the company and are never lead by external factors. Examples of

strengths might be to have a considerable market share, to have highly motivated employees, to have a good reputation or to have an advantage over the competitors. Companies should try to sustain these strengths, build more of them and try to take further advantages of it.

### *Weaknesses*

Weaknesses on the other hand, are the opposite. They are spots where a company is not able to perform, as it should (Berry, 2016). The question here always has to be how to minimize or even eliminate the effects of these weaknesses if they cannot be completely eliminated. Additionally, it can appear that a company does not perceives something as a weakness, however, as soon as it is being perceived as one by the customer, it should be treated as such.

### **External analysis**

For the external analysis of a company, one has to take a look into the macro environment of the company (Kotler et al. 2016: 99).

### *Opportunities*

To stay on track with the trends of a market, marketers can use the framework of opportunities in the SWOT analysis. It is an assessment of trends, which are in favour of the company. Furthermore, it contains the buyer's needs and interests of which the company can take advantage. Kotler et al. have identified two sources of market opportunities:

1. "To supply something that is in short supply"
2. "To supply an existing market offering in a new or superior ways."

(Kotler et al. 2016: 99)

The opportunities can have various faces. Namely, it can be an improvement in the buying process, an entering in a new market field, a change from standardized to customized products or services, new capabilities of the company, an advantage through faster delivery than the competitors or an advantage through a lower price than the other offerings of the same product.

Kotler et al. suggests evaluating the market opportunities with questions such as if the company is able to deliver a product better than its competitors. It is being advised to classify the opportunities in terms of "Success Probability" and "Attractiveness" in order to set the focus correctly. An idea with the company can provide and is demanded by the market, should be treated as a major opportunity and the focus could be laid on it.

### *Threats*

Threats also belong to the macro environmental analysis of the company but unlike opportunities, they are negative, or unfavourable trends. These risks can have a negative impact on the company if they are not treated with respect and are not being monitored carefully (ibid.: 99). However, with the SWOT model, companies can manage to identify the threats, deal with them and sometimes even prevent them (Mind Tools Ltd., 2016). Threats can be classified in terms of “Probability of Occurrence” and “Seriousness” (Kotler et al. 2016: 99). Depending on how probable or serious a threat is, it is recommended to prepare a contingency plan in order to be able to deal with it. On the other hand, there are threats that barely need to be communicated as they pose only a minor risk to the company. Nonetheless, also these threats should be observed as they might change in the dimension of probability of occurrence or seriousness and become a major issue at a later stage.

### 3.3 Creating Superior Value

Companies often face difficulties in presenting their true value to the customer. However, the company has to conduct profound research in order to track down the best customer segment, the competitive advantage or the communicational error.

Superior value tends to exist in companies that are strongly customer oriented (Weinstein, 1999:147). It is explicated by the fact that customer-oriented businesses are “more proactive in anticipating their customers’ wants,” and therefore, they are more likely to discover the “emerging value drivers”. Furthermore, superior value creation longs for improvement of the processes. Indeed, when processes provide “customers control over how and when they buy”, minimizes failures and inconvenience, they might increase in value. Not to be forgotten is the importance of the communication of the value proposition. Weinstein defines in his book the value proposition as follows:

The value proposition involves the proper blending of price, product, service, innovation, and image as a means for establishing a unique position in the market (1999:147)

In order to create and preserve the value, strong relationships based on trust and commitment are fundamental (ibid.).

According to Sutevski, having a superior value proposition can increase the businesses potential energy (2009). In fact, if start-ups are able to build a superior value proposition then this will be the business that is most likely to succeed in the market. Referring to the business potential energy, it is the energy that will bring the company increased profitability. This energy has a connection with

two elements of the superior value, namely prices and cash. Higher prices generate a higher income that cover all the costs and allow to make a greater profit. Due to more profit the cash flow will increase as well. More available cash can again increase the potential energy of the business elements such as knowledge, products and services (ibid.).

Nevertheless, prices cannot just be increased. In fact, the superior value proposition has to be built before. "Superior value proposition is one of the tools that can help a company to sell the products for more money without losing the current customers" (ibid.). Most likely, when the product is being perceived as too expensive, it is not a matter of too high costs but rather a lack of good communication.

As the name *Superior Value* already carries, superior means something that has a higher position in relation from something else. Sutevski defined superior value proposition as follows:

Sending the message to our audiences with which they will recognize us as a business that have value that is higher than our competitors (2009).

In fact, the superior value includes the entrepreneur, business, products and services that are more worthy than the competitors (ibid.).

More important is, how a company can build superior value. This is a whole process, whereas three key elements are included. First of all, the people who will recognize the superior value. Those people are the ones that will reward the company for their efforts. A distinction between current customers and potential customers has to be made. Whereas, a company intends that current customers do business with the company repeatedly because of their value, the potential customer are the ones the company wants to attract with its superior value.

A crucial second element is the improvement. To be more superior a business needs to steadily improve its current values. Finally, new values are the last of these three elements. Finding new values will appeal more attention from both existing and potential clients. Finding the own superior value is a process, which includes basic steps. Nevertheless, all firms are diverse and therefore, the superior value can be found through different ways. Looking at the basics, one should start with analysing the problems on the market. This means, the company needs to examine, what their purpose is and which market problems they would like to solve. The possible issues such as quality of products, perceived value, customer support, brand, etc. can be part of the superior value proposition (ibid.).

But not only the market problems need to be figured out, also the superior value of the competitor have to be considered. Therefore, it is crucial to know who the most important competitors are. As a next step the superior value of the competitors needs to be analysed. This is followed by the analysis of the previous two steps. It is recommended to put all the factors from the market problems and the competitor's superior value in a table. Moreover, one needs to recognize the values and if on that level the current and potential customers can see it. Additionally, the company needs to ask itself if they can offer that value and if the competitor offer that value.

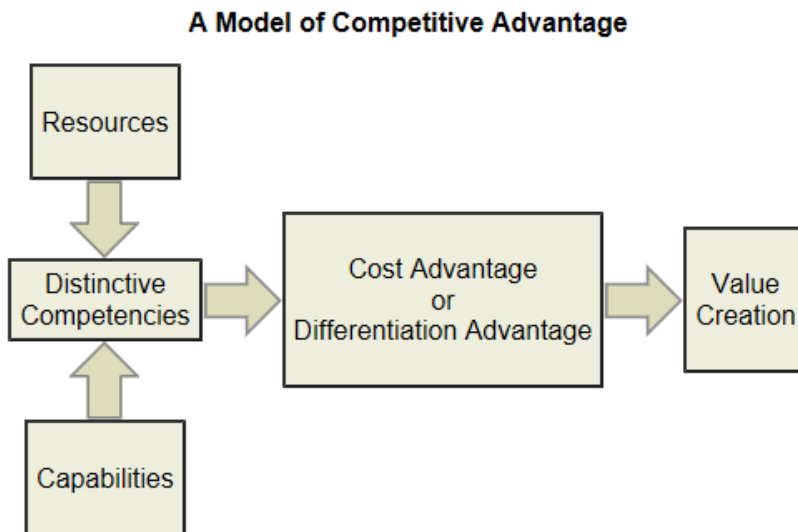
Finally, the found values can be implemented and improved. The best way for doing so is by making a plan and starting to work (ibid.). Moreover, the superior value is closely related to the competitive advantage. Actually, the superior value can be achieved through the competitive advantage. On the other hand, to create a competitive advantage a company has to perform one or more value creating activities in order to establish a perception of customers with an overall higher value (QuickMBA website, 1999-2010).

### 3.4 Competitive Advantage

As creating a superior value requires a competitive advantage, it is important to understand this term. Competitiveness of a product is the core to success, as it gives a product a favourable position ahead of other products (Porter, 1998). Porter argues that competitive advantage can be classified in two types. One is the cost advantage, which exists when a company can provide a product or service at a lower cost but with the same advantages as its competitors. The second type is the differentiation advantage, which is offering a product at a comparable cost but in a unique way that creates higher value for a customer and surpasses the benefits of the competitor (Economist, 2008). Hence, the created competitive advantage is the basis for a business to "create superior value for its customers and superior profits for itself" (QuickMBA website, 1999-2010). Furthermore, the two types of advantages can be viewed as positional advantages as they state the position of a company.

The model of competitive advantage shown in Figure 3 illustrates the connection between the value creation and the competitive advantage.

Figure 3: Model of Competitive Advantage



Source: QuickMBA.com.

If a company's resources and capabilities are not "superior to those of its competitors", the rivals could easily duplicate the ideas and a competitive advantage could not be established. Resources are the assets of a firm, for example patents and trademarks, proprietary know-how, installed customer base, reputation of the firm or brand equity (QuickMBA, 1999-2010). The ability to use the resources effectively is known as capability. This exists for example when a firm is able to launch a product on the market faster than its competitors. Taking the resources and capabilities together, a distinctive competence can be built. Through the distinctive competences "innovation, efficiency, quality, and customer responsiveness" are facilitated. All these factors can be used to craft a cost or differentiation advantage (ibid.).

Once the competitive advantage is achieved through using resources and capabilities, a firm can "position itself in its industry with its lower cost structure" or a product differentiation. Finally, a superior value can be created by performing valued activities as well through the competitive advantage (ibid.).

There are two underlying concepts regarding the choice of the competitive strategy for a company; Firstly, the attractiveness of an industry for long term profitability and secondly, the determinants of relative competitive position within an industry. Both concepts are dynamic as the attractiveness of an industry and the competitive position can change quite swiftly, even after long periods of stability. However, they are both regarded as vital concepts as they can be shaped by the company since a

firm can affect the market if it has considerable power and an important position within in it. Furthermore, based on the strategy a company chooses they can affect their position within the industry (Porter, 1998).

The generic model, as illustrated in Figure 4, describes the competitive strategies a company must seek to achieve an advantage over competitors, its focus is on three strategies: Cost leadership, differentiation and focus. The concept of the generic model is that for every strategy a company implements the focus should be on achieving competitive advantage, which can be attained depending on the scope and the competitive advantage it seeks.

Figure 4: Three Generic Strategies

		Competitive Advantage	
		Lower cost	Differentiation
Competitive Scope	Broad Target	1. Cost Leadership	2. Differentiation
	Narrow Target	3A. Cost Focus	3B. Differentiation Focus

Source: Porter, 1998.

### 3.5 Launching a Digital Product

One of the most important parts in launching a digital product is understanding the market and knowing what potential customers need. Even if the product is great from the developers' perspective, if it does not serve the needs of the clients it is intended for, expectations will not be met and therefore the product will not be as successful as originally hoped for. As suggested by Robinson (2014) a company should develop a minimum viable product (MVP), which has the highest return on investment versus risk. A MVP concentrates on what already exists and suggests to start working with that. Developing many new features and additions costs a lot of time, which is a huge loss, when the product or service does not succeed in the market as wished for. Therefore, the first product needs to satisfy the basic expectations of a potential customer segment, so that the product launches well and creates a sound base for the next generation of the product. Later on, when the product has been launched, it makes sense to develop it further. Moreover, satisficing clients so

there is no room for other competitors to offer a product which meets the expectations better and therefore hindering any other company from entering the market (Robinson, 2014). Most developers are their own worst enemy, as they are unable to remain unbounded due to their pride, imagination and professionalism. A lot of developers constantly try to add one idea after the other whilst brainstorming about their product and end up with a product full of good ideas, without offering a product with a clear competitive advantage or superior value. An initial product should be bounded so a client is able to actually know the product and see the advantages of the features it has, if it becomes too big the overview is lost by the client. It is suggested to test the product by getting a test version out to a small group of consumers so that feedback can be collected (Fallon, 2015). Furthermore, understanding and getting to know the target audience's expectations is important, which is why a market research is important. Prefer a senior consultant states that "in one sentence, can you articulate the product offering and its benefits?", what was meant by the statement is that for a start-up company the product is the brand (Business News Daily, 2015). Furthermore, once the product is launched it is important to keep track of the results, so that a company can measure its success and what is contributing to the successful launch. Finally, this is where the company can then start adding features to the developed MVP so that the momentum of their product can be kept going by planning for the future (Fallon, 2015).

Di Benedetto found in his research, that a strategy regarding the marketing of the product needs to be planned and developed prior the launch (1999:532). In fact, many launches fail due to an insufficient marketing strategy as the product offerings were incomplete, inadequate channel, poor targeting or no focus on effort. A complete strategy for a launch includes all "elements of the marketing mix, statements of launch control, timing and speed, and likely competitive responses" (ibid.). In the marketing mix every element needs to be thought through in the marketing strategy. Market testing can help to examine the fit of the product with the marketplace. For the promotion consistency between the copy platform and the positioning of the product is key. The decision on the price should be made based on demand and revenue per unit (ibid.). Moreover, information from the market needs to be gathered. Through market research the effectiveness of the market launch can be assessed (ibid.:534). The feedback that will be obtained is a very valuable information as it states the chances of the product and where it needs improvement. Accordingly, the product can be fine-tuned (ibid.) When developing a marketing strategy, the first step should be the strategic positioning. This can be done by defining the "category that one's product or service exists within and then map it to its key product benefits, the core value proposition and competitor benchmarking" (smartinsights, 2016). The experts from smartinsights also see the brand development as crucial. The name, logo and URL need to stand out from the crowd. Nowadays, social media and digital marketing belong to the everyday life. Therefore, it is very important to have a web presence. While

creating a website, the company should see it as a customer application rather than just for information. Meaning, that the website needs to be compatible with different devices, provide an overview that customers understand, moreover, the content and structure is critical and has therefore to be embedded effectively (ibid.).

Nevertheless, not to be forgotten are the internal communication and processes. According to Steelman, a “strong internal communication plan is just as important to the success of a new product launch as the external marketing plan” (2016). The employees of a company should be informed about the product message and the strategy in order to understand their role in the plan. Through the communications the employees feel committed and care about it, which leads to increased productivity (ibid.). The team that is involved with the product needs to be provided with the accurate information such as the objectives of the launch, target audiences, positioning statement and key messages. Furthermore, it is better to have a plan about the timing, which states the steps in its order. To communicate effectively it is better to use a variety of communication channels such as E-Mail notifications and meetings (ibid.).

### 3.6 Market for Video Portal Services

The global market for video portal services is highly competitive and extremely affected by its fast-moving nature and technical advancements. Thus, numerous SME's try to differentiate themselves from other players based on features, technology, video, quality, and price (Technavio, 2016). As a result, that the branch is further growing it faces several trends, opportunities and threats, with which an innovative product launcher has to consider gaining a substantial market position.

#### 3.6.1 Trends

Several trends are currently discussed within the market for video portal service. The project group decided to further consider five of them, as they seem to be interesting for nanoo.tv PRO.

##### *Augmented Reality*

Augmented reality can be seen as the future in many ordinary areas because it is assumed that the benefits from it will create an additional value (Janszky, 2016). It is an application for smartphones that already exists. It enables for example, that through opening the camera and pointing it at buildings, streets or items, the application will recognize it and provide additional information (IT Wissen website, 2016). In connection with the video platform nanoo.tv PRO, an augmented reality function can be used in terms of that the camera can recognize the interface with the videos.

### *Interactivity of Videos*

One of our interview partners already thinks very future-oriented and gave an interesting input, that interactivity of videos could be our future. Therefore, a short overview of the trend of interactivity will be given.

Videos are already an effective way to give value to a brand and are more effective than just reading a text (Long, 2015). It is a great way to engage the target audience and the content provides feedback what the target audience is looking for (frozenfire, 2016). There are many different possibilities within the interactivity functions and with some creativity a lot can be done. Possible ways of an interactive video is by questions that by either clicking yes or no the video takes a different direction or by giving an overview with chapters or a timeline, which enables to choose the topic one is interested in.

It adds value for a brand because videos with interactivity will be memorized better as the client or user is active and therefore improves the brand image. Furthermore, companies can include advertising content and brand goals. Meaning that they can choose how consumers interact (Long, 2015). Moreover, it is a great opportunity for E-Learning and make the learning process more interesting (Maerschack, 2015).

### *Platform for a video market*

An interesting input was given during the interviews, namely the need for a platform for a video market. This platform should offer a sales area to enable video producers to buy and sell videos. With help of this platform video producers could upload their digital videos either to just share it or to sell it. Other people then have the possibility to buy and download those videos. Being able to sell videos can generate a higher degree of brand awareness of the selling company. Moreover, companies, who are looking for specific video material and are too small to produce their own, can benefit by just buying the videos and therefore, also add value to their videos in use.

### *Cloud services*

Technavos analyst sees a trend in cloud computing services (2016). Cloud services have “simplified the management and maintenance of IT” as it offers a central administration and control for a company’s assets. Moreover, the service provider will handle all services and maintenance (ibid.).

### *Outsourcing*

Nowadays, many companies tend to outsource their IT-related requirements in order to focus on their core business. The needed IT services will be implemented to an external provider. In that way companies can improve operational efficiencies and achieve their vision and mission by

concentrating and placing their expertise at their main processes. Additionally, the firms do not need to worry about the functioning of their IT as they have experts taking care of it. Following this trend, IT services, including video platforms such as nanoo.tv PRO, have a promised outlook and opportunity to emerge in the markets as those products are increasingly demanded. (Technavos, 2016)

### **3.6.2 Challenges**

Unfortunately, the IT markets are not only facing favourable trends but also some challenges. For many companies a guaranteed data protection is key and therefore, security and privacy risks are “barriers to the adoption of cloud services in organizations”. Providers of IT products are confronted with the challenge to protect the data, especially online (Technavos, 2016).

Additionally, the presence of many open-source provider of video platforms might be challenging in the market. Due to the free of charge use of open-source programs, many companies use those as long as they cover their needs instead of paying for a solution (Technavos, 2015).

Lastly, the market for video portal services is extremely competitive and fast moving, Therefore, actors within the market are highly threatened to lose their market position or even get entirely excluded, when not moving fast enough with the changes of the industry by continuously developing products according to the latest technical advancements (Technavio, 2016).

## 4. Analysis of Interviews

Over a time of about one and a half months, eight semi-structured interviews have been conducted. As the client has not yet defined the customer segment for the product nanoo.tv PRO, the interview partners have been chosen by only one criterion; namely, the company has to manage videos. The videos can be for internal or external uses but a reasonable amount should be on hand as companies with about 20 or even less videos might not see any value in the product, which nanoo.tv PRO offers. This led to a group of companies from different industrial backgrounds, such as safety, governmental, politics and even video creating. Further, an important issue was, that the interviewed person are directly affected with the data management as they are informed the best.

The interview questionnaire (see Appendix 11.1) has been structured as followed:

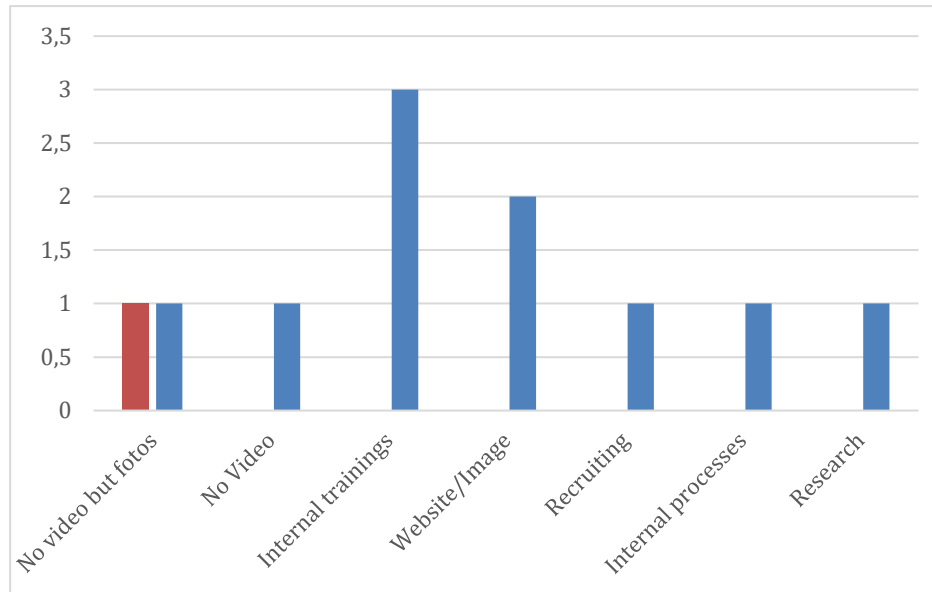
1. Situation Assessment
2. Analysis of the features
3. Product characteristics
4. Pricing
5. General, administrative questions

### 4.1 Situation Assessment

The first set of questions were used to get to know the client better and in particular, to get an insight on the use and management of videos in the company.

The first questions were about the reason why the company uses videos and for what particular purpose (e.g. workshops, trainings, image films, external or internal use etc.) do they use videos or video-tools. As it is shown in Figure 5, out of the eight interviews that have been done, two of them do not use or not yet use own videos in their organization but work with few external sources. The rest of the participants stated that videos are used primarily for internal training courses and workshops with employees, image films, product-presentation films, advertisement and presentations and also for job postings.

Figure 5: Purpose of Video Use



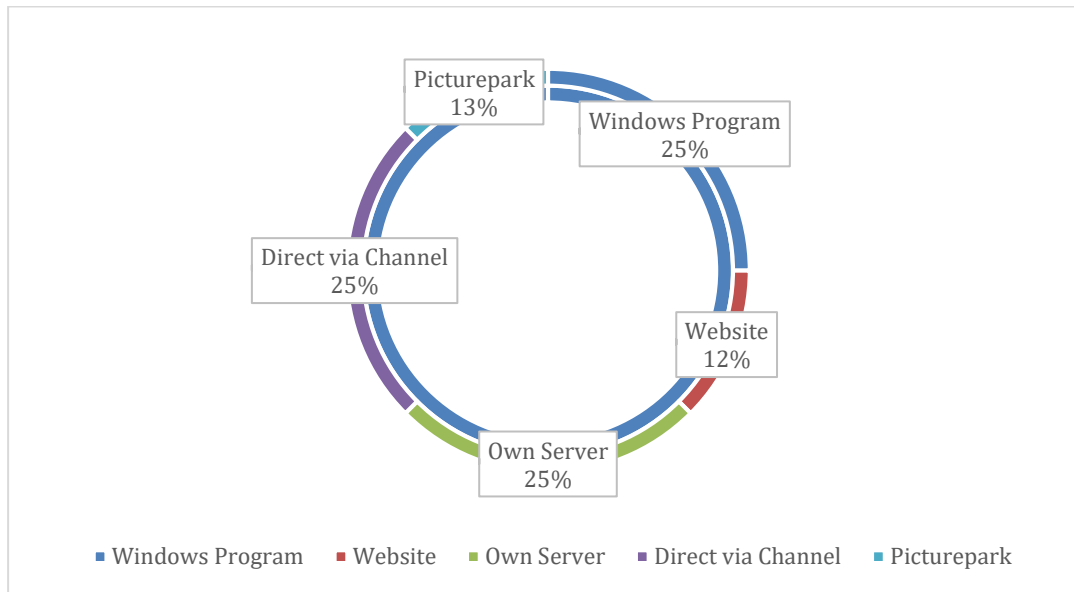
Source: Authors based on data from interviews conducted.

The next question was about the number of videos they are managing. The majority of the answers states that they manage thousands or hundreds of videos, but there are also some that said “only a few”. When looking at these facts, we need to consider that the participants that answered with “thousands” are either in an international environment or count to the large companies in Switzerland.

In the following questions, we wanted to know how often videos are being managed in the company internally. Surprisingly, the majority of the interviewees reported that they manage videos rather seldom in the company. By the contrast, there were also two companies that said that they manage videos on a daily basis. Between the two extremes there were others that explained that it was weekly or few times in a month.

After that we were interested on how organizations manage their video material and moreover, if they have a tool to handle that task. As it is visible in Figure 6, the answers were very diverse on those questions. In fact, only one company uses a professional instrument called “Picturepark” that is comparable with our tool nanoo.tv PRO. Some companies indicated that they use a special server where only videos are stored and in some proportions some stated that they do not use a professional tool and upload it directly to channels such as Youtube. A large part also said that they use the common instruments of the windows system by creating folders in order to store video material rather than a professional tool.

Figure 6: Tools for Video Management



Source: Authors based on data from interviews conducted.

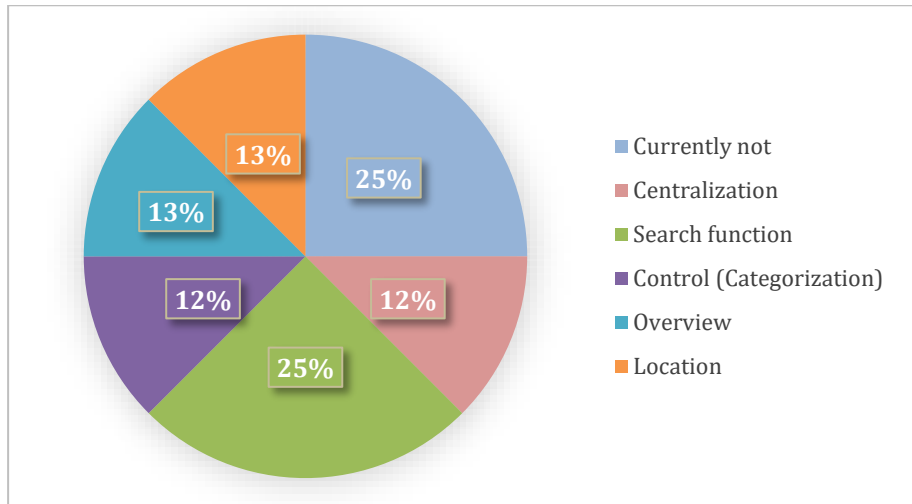
Furthermore, the authors wanted to know the approximate expenditure of time and costs on their current and individual solution. As this was a challenging question, two participants stated that they either cannot give an answer or do not want to give one. On the contrary, we received two precise allegations. One company explained that they use approximately one to two hours per video clip. Another company stated, in the same terms that were used in the questionnaire, that their initial costs were CHF 40'000 – 50'000.- and an additional cost of CHF 1000.- per year. As mentioned before, there were also companies that could not give any answers because of their lack of video use.

The next question was about the location of the management; if the organisation has a centralized or departmental approach to manage the videos. The majority here reported that they rather use a more departmental approach but with some implications. One example was that for some projects all the people had access to the videos and for more specified projects such as IT projects, the access was restricted or even banned for employees of other departments. However, there was also a second large fraction of the answers that stated that they already have a centralized solution in place.

The following questions demanded an open input from the interviewees; we asked them if they have aspects they would optimize on their current tool, process or solution. The majority of them gave us valuable inputs such as a better degree of control in tools (such as categorization), more overview, and the opportunity to centralize data and also optimized search functions. One company mentioned

a location-determination that is stored with the video. The answers are graphically illustrated in Figure 7 below.

Figure 7: Suggestions for Improvement on Current Solution



Source: Authors based on data from interviews conducted.

The last question of this area was the question if they are currently looking for another tool or if they are interested in a new solution. Most of the respondents declared that they are not looking for a new solution at the moment. Reasons for that are very diverse; an organization said that they are constructing an own internal program to manage their video material, another argued that at this time there is no better solution on the market. A third company is completely satisfied with their actual solution.

However, it is visible that three third of the respondents suggested corrections on their current solution and are not completely satisfied with the actual product. Due to that reason, the assumption in this case is that there is an existing potential for new products entering the market in that area.

## 4.2 Product Features

In the following section, the focus lies on how important or unimportant the features of nanoo.tv PRO are to the potential customers. The features chosen to present to the interviewees are the ones who were communicated to the authors of this paper by the client, nanoo.tv.

It has been shown that customers are not aware of the company nanoo.tv. None of the interviewed enterprises have ever heard about the brand.

### **Rating of Features of nanoo.tv PRO**

In order to gain an insight on how important the interviewees rank the features of nanoo.tv PRO, the most important applications have been presented to the interviewees. In a further step, they had been asked to classify whether they perceive the feature as „very important“ „rather important“, „rather unimportant“ or „unimportant“.

The outcome of this question had then been quantified (see Appendix 11.2) and each feature put into a list from number one which is the most important feature to number ten which is the least important.

1. Categorisation of the uploaded movies
2. Supervision on which video is uploaded on which website (cockpit function)
3. Archive inclusive search option
4. Client service and support
5. Live broadcasting
6. Easy conversion of external videos to nanoo.tv PRO
7. Cutting of movies
8. Easy exporting of videos to external web pages inclusive customizable player
9. Access to the Swiss and German TV
10. Data exchange

It can be said that not surprisingly, the categorisation of the videos is the most essential feature. Some interviewees even said that this is so essential that it should not even be a question, as every data-managing tool has to offer such a feature. The supervision of which video is uploaded on which platform has been rated very well. The majority of the interviewees were rather surprised and said it would be innovative and could support them with their video management. However, some

said that this should be well coupled with a statistical application which tells how many times the video has been watched on which platform.

Unpredictably, even if the research group thought that the exchange of data might be a valuable feature to the firms, they ranked it at the very bottom of the list. There might be a correlation between this low ranking and the fact that many of the interviewed firms mostly would use nanoo.tv PRO for internal purposes such as instruction and training videos. Furthermore, most firms have internal solutions for data exchange or are using a tool such as Dropbox.

### **Requested Additional Features**

In the second part of the optimisation assessment, we asked the interviewees if they would have further suggestions for features. The one definitively mentioned the most, was that they are looking for an all-round solution, which is also able to manage imagines as effectively as videos. Most competitive products do not only offer this as a feature but rather as a part of the basic product.

Furthermore, a feature that has been requested twice is a statistic tool. The interviewed specialists of data management and IT are looking for a self-generating statistic tool on how many times a video has been viewed. This is, as far as our research has shown, something that is offered by only few of the identified competitors. Especially combined with the cockpit function of nanoo.tv PRO is, according to our research, unique. The statistics might help the companies to analyse on which platform their videos find the most attraction.

Further features have been requested only once:

- A tool to edit the videos and insert subtitles into the video.
- Approval system: the video goes through a queue of employees who are in charge to ensure all videos who leave the company are legally approved.
- An alliance to similar video: after some seconds, the similar video starts playing, just like on YouTube.
- Interactive learning: especially for internal instruction videos. The new employee sees the video and is asked `yes` or `no` questions, such as: “do you want to rewatch this video in order to get a better understanding?”
- Online store for videos: a platform where the clients can not only sell their videos but also buy from other film producers.
- Linkage to Skype: the program is able to integrate a Skype call into the system of nanoo.tv PRO.

### 4.3 Product Characteristics

The questions in this section of the semi-structured interview focused on the product features, in regard to what clients might expect from nanoo.tv PRO and if they considered the described feature as important or unimportant.

The questions were based on eight features, which were:

1. User friendliness
2. Image of producer
3. Trustworthiness
4. Support / Customer Service
5. Modifiable
6. "Swissness" of the Product
7. Design of the Portal
8. Oversight and Control when using the product

As illustrated in Figure 8, out of the eight respondents, seven gave us feedback on the features whilst one interviewed party was unable to give us their view point due to time constraints during the interview. There is a clear consensus concerning which features are regarded as important as all the respondents agreed on the same four features. These were user friendliness, trustworthiness, support and customer service as well as oversight and control.

Based on this feedback we are able to determine that not only the product characteristics themselves are important, moreover the trustworthiness of Werft22 AG and the way the firm handles its clients is relevant for potential customers. As companies are concerned about the videos which are intended for internal use only, should not be accessible to the public due to confidentiality.

Regarding the importance of the image of the developer there were disparate answers. One company stated that it was very important because they do not want to purchase a product such as nanoo.tv PRO, if the company does not have a proven success story. This is due to the fear of the producer's longevity.

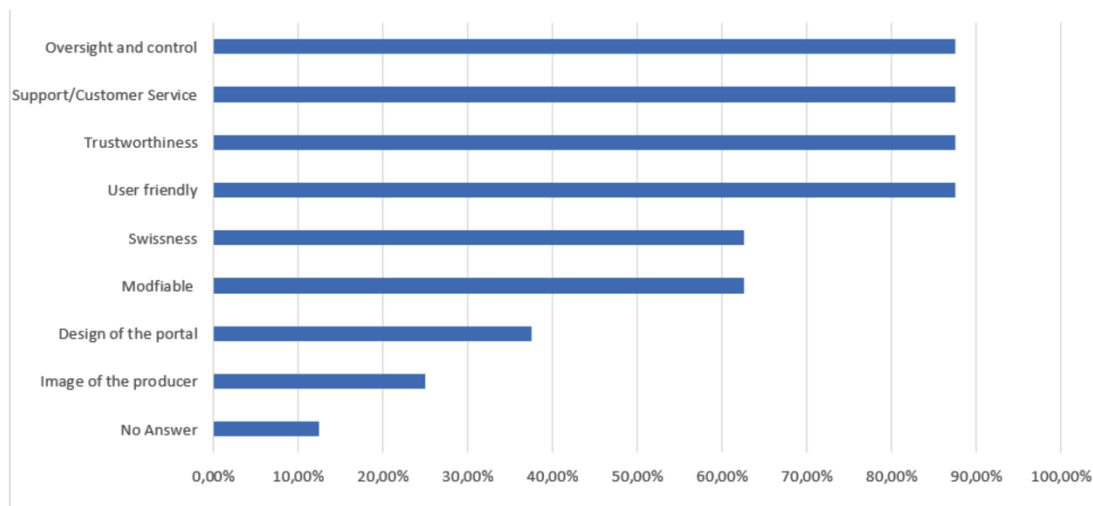
Whilst one interviewed company indicated it was not important, as long as the image of the producer is not negative. All other companies stated that they did not consider it as important.

Concerning the question whether nanoo.tv PRO should be modifiable, all respondents considered it as significant except for the IT consultant which mentioned that the product should be proven and

tested and not a constant construction zone. The product should be simple and well defined as they have already had a bad experience in the past with a product where the capabilities were endless. However, none of the capabilities worked without faultiness.

In regards to ‘Swissness’ of nanoo.tv PRO, there was a clear trend that the global companies did not consider it as important, as they both responded the most essential factor for them is the well-functioning product whereas the producers’ location is not relevant to them. Whilst SMEs, which only serve the Swiss market, stated that it was a sign of quality and that they wanted the developer to be reachable, in case there are any issues.

Figure 8: Importance of Product Characteristics

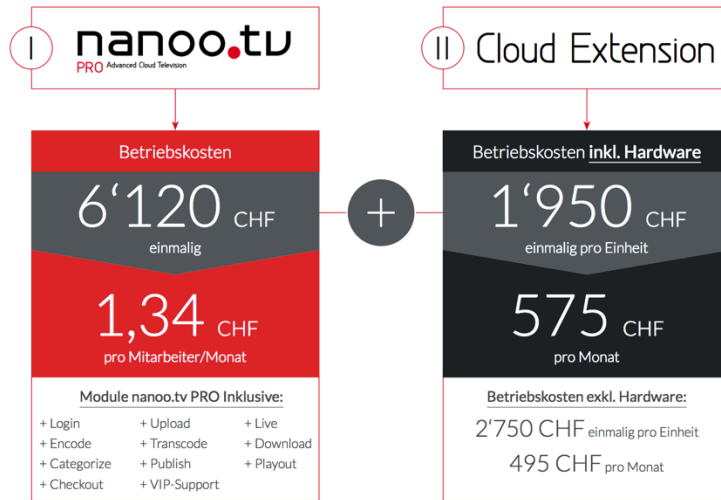


Source: Authors based on data from interviews conducted.

#### 4.4 Pricing

The next step was to analyse the opinion of the interview partners towards the price of the product. In order to answer this question, nanoo.tv PRO provided the project group with the cost specifications, as demonstrated in Figure 9. The interview partners have then been asked to evaluate the underlying costs.

Figure 9: Pricing nanoo.tv PRO and Cloud Extension



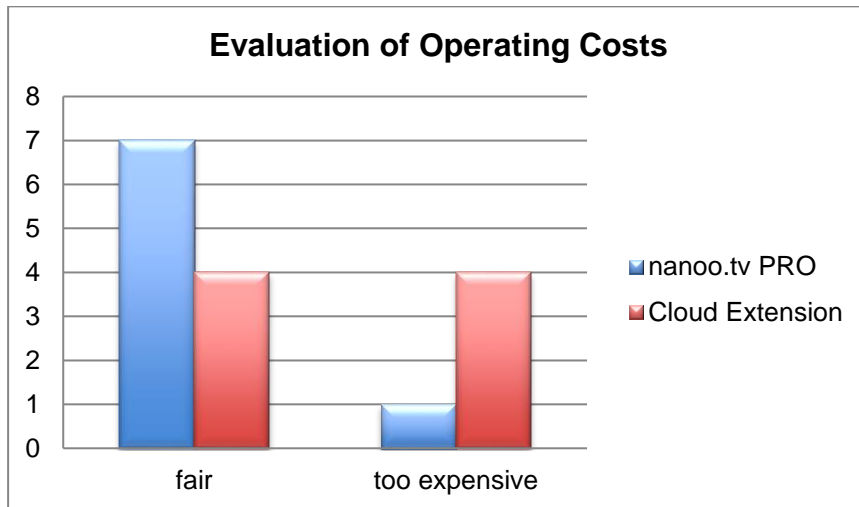
Source: Werft22 AG.

The first question was whether the initial costs for nanoo.tv PRO and Cloud Extension of CHF 6'120 and 1'950 respectively, were viewed as appropriate. Unanimously, the contenders believe that these costs are realistic and fair. Furthermore, the companies see the costs as bearable, although one company thinks the costs lie along the upper limit.

The interviewees are more discordant when it comes to operating costs. The project group asked its interview partners if they perceive the operation costs for nanoo.tv PRO of CHF 1,34 per employee/month as appropriate. As shown in Figure 10, most companies perceive the costs as fair and only one company would not be able to afford the demanded amount of money per month. However, the fact that this company is rather small and not a frequent user of video material is likely to explain this.

Moreover, also shown in Figure 10, is that half of the interviewees believe the operating costs for the Cloud Extension of CHF 575 per month are too high. But, the other 50 % consider them as fair and bearable for their company.

Figure 10: Evaluation of Operating Costs



Source: Authors based on data from interviews conducted.

The next question was to examine if the companies' budget would be in align with the overall product costs. 75% of the respondents indicated that the product investment would fit their financial resources. However, considering their budget available and product utility, two companies would not be able to afford nanoo.tv PRO.

Overall, most companies would be financially able to invest in a product like nanoo.tv. Thus, we can say that the price is not much of an obstacle when deciding for or against the product.

## 5. Competitor Analysis

In order to get a better overview and understanding about video platforms, the project group decided to analyse what features other similar platforms offer. Especially, since this data contributes in finding a superior value. Moreover, a comparison of the prices of competitor products and nanoo.tv PRO is an interesting information for the evaluation.

### 5.1 Direct Competitors

For a direct comparison, the authors have selected Microsoft azure and Vimeo. Microsoft is a worldwide, acknowledged provider and therefore, their product, Microsoft azure, should be seen as a competitor. Moreover, it is interesting to see what features and characteristics their product delivers. The decision to have a deeper look at Vimeo is rather based on random research in the google search engine. Actually, Vimeo's website quiet often appeared, while searching for general information of video platforms and for that reason, the authors perceived Vimeo also as an significant provider of video services

#### 5.1.1 Microsoft Azure

Microsoft Azure is a platform developed by the international software and hardware producer Microsoft. Their promotion is as follows: "Your app. Your framework. Your platform. All welcome". As the all welcome says, their product is very variegated. It is a collection of integrated cloud services and provides solutions for all kind of affaires, such as mobile apps, SAP can be integrated in Azure, launching digital marketing campaigns, analysing massive amounts of data in real time, and many more. To only have the features and solutions a business actually needs, it is possible to customize the product by choosing the desired features (Microsoft, 2016).

##### *Prices of Microsoft Azure*

Since the scope of Microsoft Azure's features is very broad, the authors decided to collocate two subscriptions for comparison. The first packet created can be closely compared to nanoo.tv.

Figure 11: Basic Feature Package and Costs

Your estimate				
Service type	Custom name	Region	Description	Estimated Cost
Storage	Storage	West US	1 GB storage Block blob type. Basic tier, LRS redundancy, 1 x100,000 transactions	\$0.03
DocumentDB	DocumentDB	East US	1 DocumentDB(s) s1 level, 744 hours	\$5.95
Data Transfers	Bandwidth	West US	5 GB/Month Zone 1 (United States, Europe)	\$0.00
Backup	Backup	East US	1 instance(s), 0 GB, 0 GB lrs of storage	\$0.00
Data Factory	Data Factory	West US	Cloud: 0 low frequency, 0 high frequency, 0 re runs, 0 data movement. On Premises: 0 low frequency, 0 high frequency, 0 re runs, 0 data movement.	\$0.00
Azure IoT Hub	Azure IoT Hub	East US	free tier	\$0.00
Event Hubs	Event Hubs	East US	0 million events, 1 throughput units(s) x 744 hours, basic tier. Archive added: false	\$11.16
Stream Analytics	Stream Analytics	East US	1 GB data processed, 1 unit(s) x 744 hours streaming units	\$23.07
API Management	API Management	East US	1 units, 1 day(s), developer tier	\$1.58
Support			<b>Support</b>	\$0.00
			<b>Monthly Total</b>	<b>\$41.78</b>
			<b>Annual Total</b>	<b>\$501.42</b>

Source: Microsoft Azure Website 2016.

Besides the subscription with the similar features as nanoo.tv the authors were interested how expensive Azure’s product with all existing features is.

Figure 12: Costs of All-In Package

	instances x /44 hours. worker node: A3 size, 1 instances x 744 hours.	\$714.24
East US	1 DocumentDB(s) s1 level, 744 hours	\$5.95
West US	1 instance(s), 744 hours, size: b1, basic tier, 0 SNI connection(s), 0 IP connection(s)	\$55.80
	<b>Support</b>	\$0.00
	<b>Monthly Total</b>	<b>\$3'870.17</b>
	<b>Annual Total</b>	<b>\$46'441.99</b>

Source: Microsoft Azure Website 2016.

*Existing customers of Microsoft Azure*

The following customers do use Azure Service partially or completely:

**Switzerland**, examples:

- Swiss Life - Insurance Industry
- Organisation der Arbeitswelt Gesundheit und Soziales Aargau - NPO Industry
- ASENDIA - Other Industry

In Switzerland, Microsoft has customers from random industries, rather big companies. The majority however are more technical/IT companies. We have a total of 6 customers in Switzerland.

- In **Germany**, there are about 30 big customers from all industries, such as Lufthansa
- In the UK about 90 customers exist like Renault Formula One
- In the **United States** they have about 400 customers

### 5.1.2 Vimeo

Vimeo was founded in New York in 2004 by a group of filmmakers. Vimeo stands for video + me. The reason for this platform was, that these filmmakers wanted to share their video work with others (Vimeo, 2016). Vimeo offers four different versions of their product, which can be found in the following Figure 13:

Figure 13: Vimeo Product Variations

Vimeo Basic (for a taste of Vimeo)	Vimeo Plus (for everyone)	Vimeo PRO (for professionals)	Vimeo Business (for teams and organizations)
CHF 0	CHF 52.95 per year	CHF 179 per year	CHF 539 per year
500MB weekly storage	5GB weekly storage Up to 250GB a year	20GB weekly storage Up to 1TB a year	No weekly limits Up to 5TB total
Unlimited bandwidth in the vimeo player	Unlimited bandwidth in the vimeo player	Unlimited bandwidth in the vimeo player	Unlimited bandwidth in the vimeo player
Basic video conversion	Priority video conversion	Priority video conversion	Priority video conversion
Basic privacy	Advanced privacy	Professional privacy Password protection Domain-level privacy Private link sharing Private, unlisted review pages	Professional privacy Password protection Domain-level privacy Private link sharing Private, unlisted review pages
Basic stats Dashboard	Advanced stats Dashboard Custom reports and filters	Pro Stats Dashboard Custom reports and filters Engagement and duration graphs	Business stats Dashboard Custom reports and filters

			Engagement and duration graphs  Google analytics integration
Basic support  Within 3 business days	Priority support  Within 4 hours on business days or 24 hours on weekends	VIP support  Within 1 hour on business days and 24 hours on weekends	VIP support  Within 1 hour on business days and 24 hours on weekends
	Advanced customization  Customize video player  Custom outro	Professional customization  Add your logo to the video player  Custom outro  Third-party player support	Professional customization  Add your logo to the video player  Custom outro  Third-party player support
		Team collaborations  Up to 3 team members	Team collaboration  Up to 10 team members
		Customize portfolio sites	Customize portfolio sites
		Sell videos online and worldwide	Sell videos online and worldwide
			Lead generation  Capture email addresses in your embedded videos and download them or sync them to your email marketing software
			Video production  Find professional creators to make your next video

Source: Authors based on data from vimeo.com.

As the aim of nanoo.tv is to introduce their product nanoo.tv PRO, which is a product for companies, the focus will be on the features of Vimeo PRO and Vimeo business.

*Customer reviews*

As the authors are looking for the superior value to the customers of nanoo.tv PRO, it is helpful to also look at the reasons why customers of Vimeo use their platform. Actually, statements of Vimeo's customers could be found on their webpage. While analysing the customer reviews, the authors recognized the following features and characteristics as valuable:

- Easy utilization
- Design
- No advertisements
- Share videos
- Host projects
- Customizable embedding options
- Private review pages
- Vimeo community
- Excellent quality of the videos
- Privacy

**5.1.3 Prices Compared**

Figure: 14: Price Comparison

nanoo.tv PRO	Microsoft azure (with basic features)	Microsoft azure (with all features)	Vimeo PRO	Vimeo Business
Nonrecurring: CHF 8'070	\$ 501 / year	\$ 46'442 / year	CHF 179 / year	CHF 539 / year
CHF 16.08 per employee / year				
CHF 6'900 per Extension /year				

Source: Authors based on data from Microsoft.com, vimeo.com and nanoo.tv.

### 5.1.4 Features Compared

Figure 15: Feature Comparison

Feature	Nanoo.tv PRO	Microsoft Azure	Vimeo PRO	Vimeo Business
Watch TV online	✓	✓	✗	✗
Record programs	✓	✓	✗	✗
On Demand	✗	✓	✓	✓
Upload own videos	✓	✓	✓	✓
Convert and transfer other videos (e.g. from YouTube) into your platform	✓	✓	✓	✓
Edit/Cut your videos	✓		✓	✓
Save video material	✓	✓	✓	✓
Generate accessing links (with time constraints) to distribute to others	✓	✗	✓	✓
Manage company-specific archives	✓		✓	✓
Search function	✓	✓	✓	✓
Cloud services: Data storage and exchange (Dropbox functions)	✓	✓	✓	✓
Live-Streaming	✓	✓	✗	✗
Customization of video player	✓		✓	✓

<b>Support</b>	✓	✓	✓	✓
<b>Team collaboration</b>	✓	✓	✓	✓
<b>Synchronisation to company's software</b>	✗	✓	✗	✓
<b>Cockpit-Function</b>	✓	✗	✗	✗
<b>Private Review Pages (Analyses)</b>	✓	✓	✓	✓
<b>Tools to sell videos</b>	✓	✗	✓	✓

Source: Authors based on data from Microsoft.com, vimeo.com and nanoo.tv.

Team collaboration, meaning that more than one member can access the platform, exist in all the products. However, nanoo.tv PRO can set oneself apart with ensuring to more thousands employees to access the platform. This is a quiet a significant difference to Vimeo, where Business users can only manage up to 10 members.

The authors can conclude that Microsoft Azure is a very high-developed high-quality tool, which includes almost all the functions and features of nanoo.tv PRO. BUT they are operating at another level; they have only few customers in Switzerland, the customers are mainly big companies, they have a bigger market in Europe and in the United States. Furthermore, Azure is not only focused on video cloud computing, since media services is only one solution of many others of their product.

Vimeo seems to be more for filmmakers and video marketing departments because it helps them to create videos as well as allowing them to sell and promote their videos and brand effectively. Additionally, users can access private reviews. From those analytics companies can learn what to optimize. Meaning that Vimeo is targeting more the video making and nanoo.tv PRO rather businesses using videos.

Even though already competitive products exist, nanoo.tv PRO can offer one significant feature more, namely the cockpit function. Through this function they can differentiate themselves from the others and create superior value.

## 5.2 More Competitors

Since some of our interview partners mentioned the use of digital asset management software, a short overview of such software will be given in a further step in order to effectively analyse the market needs. Additionally, in request of our client, an overview of the company SWISS TXT will be given, which is a multimedia-competence-centre and provides entire digital solutions to customers.

### 5.2.1 Digital Asset Management

Digital Asset Management (DAM) is an easy and effective solution for a company to keep its most important digital data. A digital asset is everything that adds value to the company or could result in consequences, such as embarrassment or legal affairs. Such an asset includes pictures or images, PDF files, video and audio data. DAM is a process for “organizing, storing and retrieving rich media and managing digital rights and permissions”. This database of digital assets includes metadata. Metadata describes the title of the file, what the asset is, its format, when it can be used and other “information about its content and usage” (Rouse, 2015).

With the help of a DAM software, one will be able to name files, build archives and folder structures. Furthermore, the workers have the possibility to define rules because co-workers cannot read the mind of the others and therefore, it is helpful if rules can give some guidance for what the assets can be used. A Digital Asset Management software helps to keep an overview and to protect digital content by the predefined policies (Picturepark website, 2016). Furthermore, DAM software can be provided either through a service such as a cloud or can be installed on-site. There are some software providers who offer both solutions but mostly they only offer one of the both (ibid.).

To get an insight of functions that can be provided by such a software, the group decided to look at Picturepark because it is also a Swiss product. Picturepark provides a software as a basis, but different solutions for various fields of use are additionally offered. They have solutions for only a simple corporate communication, for managing different brands, for higher education like universities and even for very large organizations, which operate globally and have many subsidiaries in different countries.

The Digital Asset Management software of Picturepark provides the following different features and functions.

### *Easy to learn and use*

In general, Picturepark promotes their products as easy to learn and use (Picturepark website, 2016). This includes a clean, adaptive user interface, meaning that the front-end adapts to the screen size. Live previews of Word, PDF, PowerPoint, video and more are possible, as well as, tree tags.

Furthermore, the search options are supposed to be simple with a text search field and a “facet browsing that refines search results”. Search queries can even be “saved and shared” (ibid.).

### *Content Sharing, Ordering and Downloading*

Through this DAM software content and assets can be shared to social media or to individuals via links. Once something is shared it still can be adjusted at any time. To evaluate the shared content, real-time download statistics are available (ibid.).

As not all assets are open to everyone and have to be approved, users are able to preview the content but have to request permission in order to download it. For the approval from the responsible person, Picturepark asks this person to approve or deny the request.

Besides just downloading the content, there are different options available regarding file formats, file size, file processing, and language (ibid.).

### *Reviews, Approvals and Collaboration*

Picturepark’s software allows the users to start reviews for any desired assets and moreover, it can be chosen who can review the content (Picturepark website, 2016). Additionally, the reviewers are able to communicate with each other through comments, replies and there is even a thumbs-up/thumbs-down icon.

In order to collaborate with co-workers the software makes activity updates. Those generated lists indicate “additions or changes with a link to the asset”. Asset-based dialogs can be held over the provided user blogs. Furthermore, picturepark enables their clients an “instant integration into other business systems” (ibid.).

### *Subscription Notifications and Statistics*

Subscription notifications are proactive reports for users and workflows. For example, the whole sales team can be notified when a new price list is available. Through multi-stage notification it is even possible to combine subscription actions.

Another important feature are statistics. The statistics of Picturepark are promoted with an easy access and with privacy assurances. With the asset *statistics*, the user can see detail views, changes, downloads, shares, etc. for each asset. Moreover, also a file-tuning is possible, meaning, that any combination of statistics can be viewed as well as the date ranges can be freely set (Picturepark website, 2016).

*Pricing*

The pricing depends on the solution. Since there are many solutions provided it cannot exactly be compared with nanoo.tv PRO but the range of the costs from a simple application to a complex, globally used one can be shown.

Figure 16: Solution for Corporate Communication

<div style="display: flex; justify-content: space-between; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <span>USD</span> <span>EUR</span> <span>CHF</span> </div>			
Deployment	One-Time	2-year total	5-year total
Picturepark Cloud	CHF 5,000	CHF 14,000	CHF 29,000
Picturepark Onsite	CHF 15,500	CHF 18,500	CHF 24,500

Note: All costs are estimates that should be used for general cost information only.

Source: Picturepark.

Figure 17: Solution for a large Multinational Organization with Subsidies

<div style="display: flex; justify-content: space-between; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <span>USD</span> <span>EUR</span> <span>CHF</span> </div>			
Deployment Option	One-Time	2-year total	5-year total
Picturepark Cloud	90,000	270,000	540,000
Picturepark Onsite	250,000	320,000	440,000

Note: All costs are estimates that should be used for general cost information only.

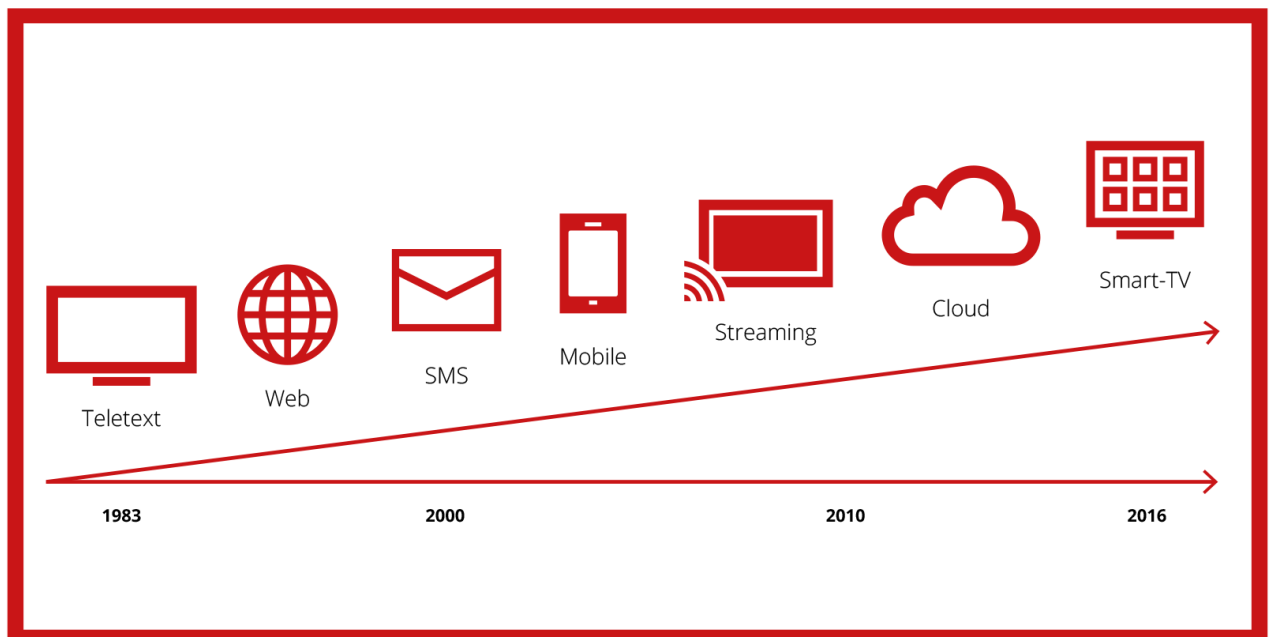
Source: Picturepark.

### 5.2.2 SWISS TXT

SWISS TXT AG is a Swiss media company that is the multimedia-competence-centre for its mother company SRG SSR. The company includes 161 employees and has offices in Biel, Zurich, Geneva and Comano. The annual turnover in 2015 was about 27.6 million. Originally, the enterprise was founded on 23 December 1983 when the federal government gave out the TELETEXT concession a few days before. The name of the organisation at that time was Schweizerische Teletext AG (SWISS TXT website, 2016).

Teletext is a way of communication to spread news, texts and image presentations. With an analogue transmission, one is able to see the teletext via the signal in the television transmitter. Nowadays, with a digital transmission, the teletext is a digital signal that is imbedded as an additional stream (Wikipedia, 2016).

Figure 18: Technological Development



Source: SWISS TXT Website 2016.

The graphics shows that the offers and competences of SWISS TXT initially started with the Teletext in 1983 and went over to the Web before 2000. Due to the rapid technology growth in the following 10 years, the supply has been extended to SMS, Mobile and in 2010 to Video- and Audio-Streaming. In addition to that, Smart-TV offers from the SRG can be obtained as well since this year. All the apps they have, are hosted in the own cloud of the company.

The role of the company SWISS TXT can be described as a digital “Navigator” that aims to consult its clients with the entire competence within the multimedia business. It identifies problems within companies, gives advices and designs innovative ideas, in order to sustainably keep up with the digital transformation.

The competences of SWISS TXT in particular, go from Applications during programmes, Digital Media Consulting, Cloud Hosting and Development of Web-tv Portals to Recording of live streams, Content Marketing, Smart TV and Video Logistics. Among former and content clients are the J.S. Bach Stiftung, TV transmitter RSI and the SRG SSR.

#### *Findings of the Competitor analysis*

Since DAM software cannot be compared directly with a video platform such as nanoo.tv PRO, the project group declared Azure and Vimeo as direct competitors. Nevertheless, DAM software providers are still competing with nanoo.tv. In fact, many companies wish for an all-round solution, which mostly can be delivered by a DAM software. Consequently, features that are provided by such software possibly act as a future addition for nanoo.tv PRO. As only one DAM solution was looked at closer, the prices can only be compared to this. In this case, Picturepark is considerably more expensive than nanoo.tv PRO. However, it has to be considered that Picturepark offers more features so far and is an all-round solution.

## 6. Company Analysis

In this section, the authors will analyse the company, Werft22 AG, and its product, nanoo.tv PRO, in order to define strengths and weaknesses as well as opportunities and threats the company and its product face within the market environment. Resulting from the SWOT analysis, the project team will then be able to define the competitive advantage, which differentiates the company and nanoo.tv PRO from its competitors.

### 6.1 SWOT Analysis

Based on the data gathered from the interviews conducted and the market analysis for video services, the authors established the following SWOT analysis, which is illustrated in Figure 19.

Figure 19: SWOT Analysis of nanoo.tv PRO

Strengths	Weaknesses
Innovation (e.g. Cockpit Function) Product customization “Swissness” & Customer Service	Product awareness User-friendliness
Opportunities	Threats
Trends (Cloud services, online video, augmented reality, etc.) Outsourcing Growing market (e.g. for Internal trainings)	Competitors (e.g. Microsoft, open-source) Fast-moving market Data protection

Source: Authors.

#### Strengths

Werft22 AG stands for its openness and expertise when it comes to video portal service and other IT specific areas. The interviews revealed that one of the most valued features, provided by nanoo.tv PRO, is the cockpit function, i.e. innovation and technical advancement. The suggested cockpit function is therefore a strength the company can use to bring innovation to its customers. Another strength is the employees’ competence and know-how, which allows Werft22 to customize products according to their customer needs. Furthermore, Werft22 stands for “Swissness”, which is nowadays

an important aspect because it is related to trustworthiness und high quality. Moreover, with the location based in Switzerland, nanoo.tv PRO can assure a near and professional customer service to its customers.

### **Weaknesses**

Unfortunately, none of the interviewees heard of nanoo.tv before. Thus we can assume that the product awareness among Swiss companies is rather low. Product communication and marketing is therefore considered as a point that can be augmented in the future. Furthermore, the project group, which consists solely of laymen in IT fields, faced in the beginning some difficulties understanding terms and features when trying to find information on the existing Website. Thus, we suggest that the user-friendliness of the Website, which was rated very high during interviews, can be improved.

### **Opportunities**

The market for video services offers a range of trends, which can be used as opportunities for companies like the Werft22 AG. For example, augmented reality, interactivity of videos or platform for video marketing, cloud services, and video online are market trends, which can help to further develop a company and its product like nanoo.tv PRO. Furthermore, the interviews showed that using video material for internal trainings is a growing trend in Swiss companies. Moreover, the trend that companies outsource their IT department increases the demand for IT products, such as nanoo.tv PRO. Thus, we can assume that the market offers suitable conditions for further growth.

### **Threats**

The market for video portal services is highly competitive as described in the section “competitor analysis”. Small players, like the Werft22 AG, are at risk to be forced out of the market by big enterprises such as Microsoft. Furthermore, as explained in the theoretical framework, are open-source programs, which are provided to customers for free, a high threat for products like nanoo.tv PRO. Moreover, the Market is considered as fast moving, which is on one hand an opportunity to grow but can on the other hand also a threat for businesses. For example, if new trends and innovations are missed out, the company loses immediately its position within the market. The last threat is “data protection”, which is a growing concern for companies and restricts to use of external IT solutions, like for example the “Cloud Extensions”, which is provided by nanoo.tv PRO.

## 6.2 Superior Value and Competitive Advantage

This section makes suggestions to the company on where they put the focus when it comes to superior value and competitive advantage. The competitive advantage is a crucial element when it comes to communication. It shows where the company is ahead of its competitors and this should be communicated well in order to legitimate the price and show why your company's product should be chosen over another.

It has been found that the main competitive advantage, on which the company should build its communication, is the cockpit function. None of the examined competitors are able to offer such a product at this stage. Furthermore, most of the interviewees have ranked this feature as the most important. The authors' belief, that the communication could be formed around this feature by integrating the fact, that today's world goes more and more viral and the nanoo.tv PRO offers them a tool to keep the overview.

However, this should not be the only feature to persuade the customer. The interviewees also demanded an advanced statistics tool. This application should be able to show the customer, which video has been seen how many times. The company could place its product as a supervision and management tool for videos, which guarantees to get the best possible overview and therefore allows the customer to optimize their web presence by focussing on the Internet platforms, which appear to be the most visited.

Another advantage that seems to differentiate nanoo.tv from its competitors is the possibility to customize the products to the client. The identified key rivals of nanoo.tv PRO offer to the customer a basic product with multiple extensions. However, the authors of this paper had the impression that Werft22 AG could offer even more customized solutions to their clients. Unlike the big players, such as Microsoft, nanoo.tv could help with IT related problem solving in this sector. If this is the case, this should very definitely be included in the communication. However, this is a management decision, if they want to offer customized solutions and this should be decided by the board of the company before a communication and market entry plan are being made.

Additionally, an advantage, which also could be connected with the customisation of the product, is the Swissness of the product. A close relationship with the customer and an urbanized product seems to be criteria for the customers to choose a product over another. One of the interviewed companies even indicated, that they have had two options, one product from Germany

and one from Switzerland. In the end, they decided for the one from Switzerland, just because it was Swiss and they hoped for better support, as the geographical distance is smaller.

Of course other features have to be communicated as well. These products are very important but are rather basic as most of the competitors are already able to offer these features as well. It has been found that these appear to be the applications of categorisation, user-friendliness, namely, not overwhelming the customer with technology but with a clean design, as well as a well-functioning search function.

If this knowledge is being applied to the three generic strategies (Figure 4), it can be stated, that nanoo.tv PRO should follow a differentiation strategy. Nanoo.tv PRO does not appear to have lower prices than the identified competitors. However, it appears to have one distinctive advantage, which, if it is being well positioned and communicated in the market. Therefore, it can be located in the Differentiation part of the Three Generic Strategy grid of Porter.

Referring to the model shown in (Figure 3) from the theory of competitive advantage, the authors assume that the resources and capabilities of Werft22 AG are on hand and therefore, a competitive advantage through differentiation advantage can be built. The differentiation advantage exists due to the cockpit function, which seems to be new to the market and valuable to potential clients. Moreover, by providing highly developed categorization, search function and statistic tools; an additional difference to its competitors can be made. Through this competitive advantage, finally, the superior value can be created.

## 7. Results and Findings

In this section the project group will propose recommendations which are based on the findings of the analysis and on the experience with the interview-partners. Recommendations are made according to the answer-pool of the surveys conducted.

Additionally, the group suggests one final product to the client in order to be able to do a market entry strategy. This final product consists of a basic product, which provides the most important set of features. However, it does not include every single recommendation of the interviewees as this might lead to a loss of focus. However, a catalogue of further product extensions is suggested, which the company could offer in order to customise nanoo.tv PRO according to customer needs. Thereby, the project group distinguishes between current and future product extensions.

### 7.1 Recommendations

Firstly, we suggest that the product nanoo.tv PRO must be clearly defined as a basic product. To that basic product, we count all the features and characteristics, which are also included in the questionnaire. The proper functioning and well-developed features are vital and essential for a successful basic product. The focus should be laid on good quality and a smoothly functioning basic product of nanoo.tv PRO. The details of what should be included in the basic product, according to our recommendation, will be described in the section “Basic Product”.

In addition to that, the project group proposes that the Werft22 AG can provide a further selection of product extensions, which can be ordered additionally to the basic product. Customers would have to pay extra for these extensions. The detailed information on the extensions is provided in the section “Product Extensions”.

Furthermore, customer service seems to be one of the most important characteristics for companies. Therefore, the group recommends to further extend and enhance the quality of the customer service as it also provides an opportunity to develop a competitive advantage over other existing competitors.

Concerning the price policy of the nanoo.tv PRO product, the project team found that companies perceive the actual set price as affordable. A tendency that organisations are willing to pay a higher price can be observed but only if the product delivers the desired quality and fully fits to the

expectations of the customer. In short, a satisfied customer will be willing to pay the price for the product.

In order to be able to consider the suggestions made, the group project foresees the resulting consequences in the following areas; the internal processes such as internal communications should be optimized in order to increase efficiency. In addition to that, once the product is clearly defined and set, it is recommended to outline and elaborate on a proper market entry strategy. Moreover, it will be a necessary step to adapt the product- and the brand-communication. A convenient communication must emphasize the strengths of the product according to the findings of the analysis and the focus must be laid on the superior value, customers can obtain from that particular product and service. One of the most effective tools for spreading this communication is, in the case of nanoo.tv, the Website.

Simultaneously, the group suggests to the company to go through the webpage again. It has been shown, that user-friendliness is one of the most important features to the customer. At this point, the authors think, that the illustrations on the webpage could be slightly minimized in order to not overwhelm the web page visitors. Additionally, the group suggests, deleting some of the references on the webpage and instead integrating a section named “customer review” where existing clients like Sanitas make a positive statement about the product.

Finally, since nanoo.tv PRO is operating in the IT business sector, which is a tremendously fast-moving market, the project group recommends to stay future oriented and to consider trends and innovations in the technological sector. However, it is not advisable to change the product structure on a frequent basis.

## 7.2 Product Suggestions

### **Final product**

Based on the market research through interviews the project group suggests nanoo.tv PRO to provide a well-developed basic product with the possibility for companies to add extensions. The features were chosen based on what the interviewed companies perceived as important. Even though different inputs were gathered, it is advisable to focus on a valuable basic product at a first stage.

## Basic Product

The basic product includes all the features nanoo.tv EDU already provides, even though, some such as the TV streaming are not meaningful to most companies.

The following table shows the “must-have” features for the basic product.

### Basic Product Features

- Categorization
- Search Function
- Conversion of Videos
- Archive
- Customer Support
- Cutting Movies
- Basic Statistic Tools
- Data Exchange
- Pictures
- Cockpit Function

A well-structured Categorization and Search Function which are easy and logical to use is very valuable for potential customers. Even though a categorization already exists, the authors recommend to develop it further and to provide an excellent categorization in order to set one apart from its competitors. Furthermore, a detailed and well-arranged search function is important.

A good customer support goes with a good product. Therefore, nanoo.tv has to make sure to provide reliable customer support with individual assistance that deals with problems in a timely manner. The scope of the customer support could be redefined. A consideration could be to provide a 24/7 customer service. Regardless of the scope of the service, the customer service times have to be clarified and communicated.

For many companies it is valuable if they can draw statistical data from their videos. Basic statistic tools are essential for the product. Statistics about how many videos in general or on which platform they are active, the views and related information are interesting for clients. The statistic tools should be easy to find and evaluate on the nanoo.tv PRO platform. Moreover, the statistical data needs to be presented clearly and comprehensibly.

As most companies wish to have a full solution, the managing of pictures should be included in the basic product. Clients should be able to upload, save and manage their pictures.

Most important to create competitor advantage is the cockpit-function. It is something new that competitors cannot provide yet and therefore, it is very meaningful for the potential clients. With the cockpit-function the data of the used videos on different platforms should be apparent and easy to manage.

Generally, it is very important that all these basic features function flawlessly and are well developed. Only with an excellent shape of the characteristics of the basic product a superior value can be created for the clients.

### **Product Extensions**

As for some of the interviewed companies additional features are essential, the project group suggests to provide the following optional extension on demand.

#### Product Extension Features

- Augmented Reality
- Extended Statistic Tools
- Extended Video Editing
- Approval System

The sending of QR-codes can be replaced with an augmented reality function that enables people to get to a certain video section through opening their camera with an application of their smart phone.

As mentioned before, statistics are valuable information for companies. A possibility for companies therefore, is to purchase an extension regarding the statistics. This extended statistic tool should facilitate their analysis and provide more detailed information. Moreover, it is possible to view any combination of statistics and set freely the date range.

So far, with the nanoo.tv product one is able to cut the videos. However, for most companies that need to edit video material the cutting is by far not enough. Therefore, they need to edit their videos with another program. A possibility for companies, which edit their videos by themselves is providing them with a video editing extension. This extension is padded with additional video editing options such as adding titles and subtitles, effects and clip resizing and rotation.

What can be interesting for some companies, especially those concerned with legal aspects, is an approval system. This system should mark which videos are already in use or which videos cannot

be used for the public. Accordingly, by uploading videos one can choose a setting that asks for approval. Meaning when someone else wants to use that video, that person has to ask the owner through the platform, at that moment the owner gets a request which can be accepted or denied. This feature might be important for rather big companies with different branches or departments using the nanoo.tv PRO platform. Only this way the company can keep an overview of videos and pictures in use as well as prevent a legal scandal.

### **Possible Product Extension in the Future**

As the IT is a fast growing and developing market, it is important to keep up with the trends and invent forward-looking extensions of the features that provide value to customers. Through the market research some possible future trends could be recognized.

#### Future Product Extension Features

- Interactivity
- Video Platform
- Cooperation with other programs

The feature interactivity provides the possibility to make videos active through choices such as questions, timelines or chapters. More details to this trend can be found in the theoretical framework under the section 2.5.1. about trends.

A video platform that allows the customers to present, sell, buy and exchange videos has potential for the very near future. Moreover, a cooperation with other programs, such as video and picture editing programs, are interesting. This way companies can edit their digital content and upload it directly to the platform of nanoo.tv PRO.

## 8. Conclusion

The overall aim of this Live Project was to support a future entrance of nanoo.tv PRO to the market of Swiss SME's based on research. Therefore, the project group conducted semi-structured interviews with eight potential customers, in order to examine market demands und needs. Furthermore, the group analyzed competitors and the company, Werft22 AG itself, in order to identify the superior value of nanoo.tv PRO and the resulting competitive advantage. The collected data allowed the authors then to draw meaningful conclusions and answer the previously set project objectives.

One goal of this project paper was to find out whether a demand for video service products, like nanoo.tv PRO, exists in the market of Swiss SMEs. Through the conducted interviews, the project group was able to find out that the use of video material is an upcoming trend among Swiss businesses. Videos are mostly applied for internal training courses and workshops with employees, image films, product-presentation films, advertisement, presentations and also for job postings. Most of the interviewed companies use currently only a small number of videos and therefore those companies have mostly non-professional solutions in place and do not yet look for other solutions. However, 75% of the companies see possible improvements concerning their current solution. Based on our interview analysis, it can be assumed that the demand for video portal services among businesses is today rather small but expected to further grow in the future.

Second, the project group aimed to discover the superior value and the competitive advantage nanoo.tv PRO offers. The interviews as well as the competitor analysis made clear that the Cockpit Function, which provides customers with an overview of the uploaded video material, is the feature that most significantly differentiates nanoo.tv PRO from its competitors. At the same time is seen by the interviewees as a feature that provides a superior value. Another aspect that creates an advantage over competitors is that nanoo.tv PRO is located in Switzerland and therefore stands for "Swissness", which can be an indicator for good quality. Furthermore, because nanoo.tv PRO is a small and local company, products can be highly customized and a close customer support can be guaranteed.

As a next step, it is advisable to the company to discuss the findings and make major managerial decision on whether to accept the suggestions of a base product. Additionally, it is being advised to define one target customer to then integrate the identified superior value and the competitive advantage in the communication.

Third, recommendations and product suggestions were made in order to support the successful market entrance of nanoo.tv PRO. One recommendation considered as important is that nanoo.tv PRO primarily focuses on a smoothly functioning basic product. According to the interviews, the three most important features the basic product should offer are “Categorization”, “Search Function” and “Conversion of Videos”. However, a selection of product extensions in order to customize the product should be additionally offered. The product extensions, which were rated as the most important, are “Augmented Reality”, “Extended Statistic Tools” and “Extended Video Editing”. Moreover, the research has further shown that potential customers consider “Oversight and Control” as one of the key elements of a video portal service product. Additionally, customers expect the company behind the product to offer satisfactory “Support and Customer Service” and the product itself to be “Trustworthy”.

Final recommendations made by the project group, are extending the customer service, improving the appearance and user-friendliness of the website, continue with the market entry strategy and staying future oriented by continuously considering the latest technical advancements in product development. However, since Werft22 AG is a known as an innovative company endowed with technical knowhow and skills, the project group perceives the successful positioning of nanoo.tv PRO within the market of Swiss SMEs as a realistic and achievable objective in the near future.

## 8.1 Limitations

A limitation of this project paper is the relatively extensive scope of a market entry strategy. Starting from defining the product to its final market entrance which would have allowed an investigation of a broad range of issues. However, due to this study’s limited scale, the project group was forced to narrow the project task and focus solely on certain topics. The project group therefore investigated on the situation assessment, which included analysing the market and its competitors, as well as the company itself and afterwards on defining the competitive advantage and the final product.

Moreover, due to a relatively short time available for completing this Live Project, only a few interviews could have been conducted. Thus, it has to be stated that the sample size is not fully representative to draw precise conclusions about the industry or market; however, qualitative measures can help to get an insight.

## 8.2 Further Research Suggestions

With the help of this paper, an understanding about the market has been gathered. However, the customer segment could be better researched in order to target the right customer base, as this is one of the most crucial elements of a market entry strategy. It is advisable to do this through quantitative research questionnaires in order to get the best possible overview of the market field.

As previously suggested by means of the Strategic Marketing Analysis and Planning Process in Figure 1, the project group has investigated customer needs, competitors within the market, the company itself and the resulting competitive advantage. Next, the company has to identify a clear customer segment that can be targeted in order to position the product in the market.

Moreover, two of the four P's of the marketing mix could be defined. Namely, this paper has shown that the previously defined price appears to be in a good range if the features and advantages of the product are properly communicated. Additionally, the project group advised to define the product into a basic product and product extensions (See chapter "Final Product"). Research would have to be done on the other two P's: Place and Promotion.

Additionally, as soon as a clear customer segment has been identified and the marketing mix is well developed, a communication plan can be developed.

## 9. Bibliography

- Berry, T. 2016. *What is a SWOT analysis?*. Available online at: <http://articles.bplans.com/how-to-perform-swot-analysis/> (Accessed 19 December 2016)
- Bosman W. NZA. 1986. Available online at: <https://de.wikipedia.org/wiki/Teletext>  
Microsoft Azure Website. Available online at: <https://azure.microsoft.com/de-de/> (Accessed 20 November 2016)
- Di Benedetto, C.A. 1999. *Identifying the Key Success Factors in New Product Launch*. New York: Elsevier Science. Available online at: <http://www.dep.ufmg.br/old/disciplinas/epd034/artigo04.pdf> (Accessed 3 January 2017)
- Fallon, N. 2015. *How to Successfully Launch Your First Product*. Available online at: <http://www.businessnewsdaily.com/6030-product-launch-tips.html>. (Accessed 15 December 2016)
- Frozenfire. 2016. *What Is an Interactive Video?* Available online at: <http://frozenfire.com/interactive-video/> (Accessed 12 December 2016)
- IT Wissen. 2016. *AR (Augmented Reality)*. Available online at: <http://www.itwissen.info/definition/lexikon/augmented-reality-AR-Erweiterte-Realitaet.html> (Accessed 12 December 2016)
- Janszky, S.G. 2016. *Trendanalyse: Das Outernet kommt - Augmented Reality wird Geschäftsmodell der Zukunft*. Available online at: <http://www.trendforscher.eu/de/trendstudie/trendanalyse/detail/trendanalyse-das-outernet-kommt-augmented-reality-wird-geschaeftsmodell-der-zukunft/> (Accessed 12 December 2016)
- Kotler, P., Keller, K., Brandy, M., Goodman, M., & Hansen, T. 2009. *Marketing Management 1st edition*. United Kingdom: Pearson Education Limited.
- Kotler, P., Keller, K., Brandy, M., Goodman, M., & Hansen, T. 2016. *Marketing Management 3rd edition*. United Kingdom: Pearson Education Limited.
- Long, M.C. 2015. *Interactive Video: The New Content Marketing Must-Have*. Social Times. Available online at: <http://www.adweek.com/socialtimes/interactive-video/625901> (Accessed 12 December 2016)
- Maerschallck, E. 2015. *Interactive videos: why are they important?* Available online at: <http://www.instruxion.com/interactive-video-why-important/> (Accessed 23 December 2016)
- Microsoft Azure Website. Available online at: <https://azure.microsoft.com/de-de/> (Accessed 20. November 2016)

Miles, J. & Paul, G., 2005. *A Handbook of Research Methods for Clinical and Health Psychology*. 1st edition. New York: Oxford University Press.

Mind Tools Ltd. 2016. SWOT analysis. Available online at:  
[https://www.mindtools.com/pages/article/newTMC\\_05.htm](https://www.mindtools.com/pages/article/newTMC_05.htm) (Accessed 18 November 2016)

Sprenger, B., 2012. Guidelines for Layout, Organisation and Citation in Academic Papers (Harvard Style). Available online at: [www.fhnw.ch](http://www.fhnw.ch) (Accessed 30 October 2016)

Picturepark. 2016. DAM Software. Available online at: <https://picturepark.com/dam-software/picturepark/> (Accessed 19 November 2016)

Picturepark. 2016. What is Digital Asset Management? Available online at: <https://picturepark.com/digital-asset-management/what-is-digital-asset-management/> (Accessed 19 November 2016)

Porter, M. E., 1998. *Competitive Advantage*. 2nd edition. New York: Free Press.

QuickMBA. 1999 – 2010. *Competitive Advantage*. Available online at:  
<http://www.quickmba.com/strategy/competitive-advantage/> (Accessed 4 January 2017)

ReelSEO. 2014. 5 Ways Vimeo is better than YouTube for your business. Available online at: <https://www.youtube.com/watch?v=ZcF3Daq1Vbo> (Accessed 15 October 2016)

Robinson, F. 2014. *The Right Way To Launch A Successful New Product*. Available online at: <http://www.forbes.com/sites/groupthink/2014/09/19/the-right-way-to-launch-a-successful-new-product/3/#2ea123791844>. (Accessed 12 December 2016)

Rose, M. 2015. Digital Asset Management. Available online at: <http://searchcontentmanagement.techtarget.com/definition/What-is-digital-asset-management> (Accessed 19 November 2016)

Smartinsights. 2016. *The 11 step startup launch marketing plan*. Available online at: <http://www.smartinsights.com/marketing-planning/create-a-marketing-plan/10-nov-start-marketing-plan/> (Accessed 3 January 2017)

Steelman, K. 2016. Internal Communication for Product Launch: What Info Matters Most? Available online at: <http://www.launchsolutions.com/blog/bid/257382/internal-communication-for-product-launch-what-info-matters-most> (Accessed 3 January 2017)

Sutevski, D. 2009. *How to build superior value proposition – part 1: The basics of superior value proposition*. Available online at: <http://www.entrepreneurshipinbox.com/504/how-to-build-superior-value-proposition-part-1-the-basic-of-superior-value-proposition/> (Accessed 2 January 2017)

SWISS TXT Website. Available online at: <https://www.swisstxt.ch/de/swiss-txt/> (Accessed 6 November 2016)

Technavos. 2015. "Global online video platform market 2015-2019". Available online at: <http://www.technavio.com/report/global-online-video-platform-market-2015-2019> (Accessed 27 December 2016)

Technavos. 2016. "Global IT Services Market 2016 – 2020". Available online at: <https://marketreportscenter.com/reports/316870/global-it-services-market-2016-2020> (Accessed 27 December 2016)

The Economist. 2016. *Competitive advantage | The Economist*. Available online at: <http://www.economist.com/node/11869910>. (Accessed 14 November 2016)

Weinstein, A. 1999. *Designing and Delivering Superior Customer Value*. United States of America: St. Lucie Press in an imprint of CRC Press LLC. Available online at: [https://books.google.ch/books?id=aXzlgvtOg3oC&printsec=frontcover&hl=de&source=gbs\\_ge\\_summary\\_r&cad=0#v=onepage&q&f=false](https://books.google.ch/books?id=aXzlgvtOg3oC&printsec=frontcover&hl=de&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false) (Accessed 4 January 2017)

## 10. List of Graphics

Figure 1: The Strategic Marketing Analysis and Planning Process .....	9
Figure 2: SWOT Analysis .....	12
Figure 3: Model of Competitive Advantage .....	17
Figure 4: Three Generic Strategies .....	18
Figure 5: Purpose of Video Use .....	24
Figure 6: Tools for Video Management .....	25
Figure 7: Suggestions for Improvement on Current Solution .....	26
Figure 8: Importance of Product Characteristics .....	30
Figure 9: Pricing nanoo.tv PRO and Cloud Extension .....	31
Figure 10: Evaluation of Operating Costs .....	32
Figure 11: Basic Feature Package and Costs.....	34
Figure 12: Cost of All-In Package .....	34
Figure 13: Vimeo Product Variations .....	35
Figure 14: Price Comparison.....	37
Figure 15: Feature Comparison.....	38
Figure 16: Solution for Corporate Communication .....	42
Figure 17: Solution for a large Multinational Organization with Subsidies .....	42
Figure 18: Technological Development .....	43
Figure 19: SWOT Analysis of nanoo.tv PRO .....	45

## 11. Appendices

### 11.1 Interview Questions

# Interview Fragen

## 1. Situationsanalyse

- Zu welchem Zweck/aus welchem Grund nützen Sie Video Material in Ihrer Unternehmung? (Dies kann für interne/externe Werbezwecke, Schulungen, Imagefilme, Internetplattformen oder für die sozialen Medien sein.)
- Wie viele Videos verwalten Sie in Ihrer Firma?
- Wie oft verwalten Sie Videos in Ihrer Firma?
- Wie verwalten Sie die Videos? (Tool, welches?, manuell/selbständig?)
- Mit welchem Zeit- und Kostenaufwand ist nach Ihrer Einschätzung Ihre momentane Lösung ungefähr verbunden?
- Werden die Videos zentral oder auf den einzelnen Abteilungen verwaltet?
- Sehen Sie Verbesserungsmöglichkeiten bei Ihrer momentanen Lösung? Wenn ja, welche?
- Sind Sie auf der Suche nach einer anderen Lösung?

## 2. Verbesserungsanalyse

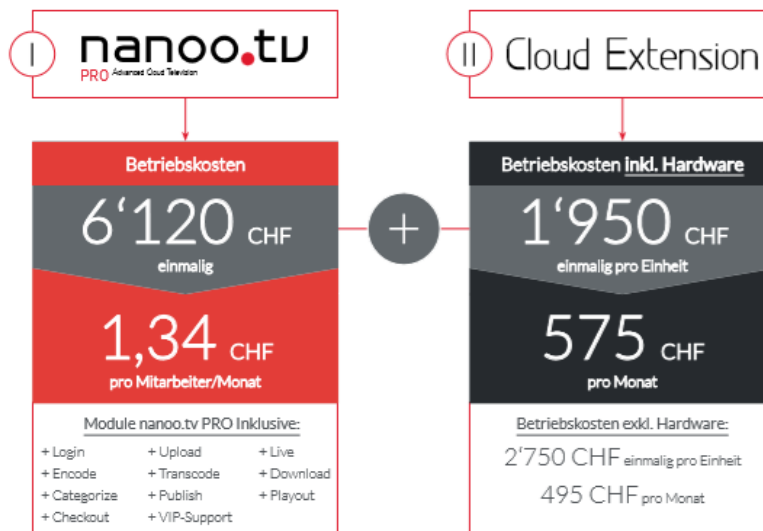
- Haben Sie schon zuvor von nanoo.tv gehört? (Wenn ja durch welchen Kanal?)
- Welche der folgenden Funktionen sind für Ihre Unternehmung wichtig?
- Live-Übertragungen von Sitzungen und Konferenzen
  - Archiv inkl. Suchfunktion

- Zugriff zur Datenbank des Schweizer und Deutschen Fernsehens
- Zuschneiden von Filmen
- Einfaches konvertieren von externen Videos auf nanoo.tv
- Einfache Verknüpfungen (persönlich gestaltbare Player) zu Webseiten, sozialen Medien etc.
- Kundendienst/Support
- Dateiaustausch
- Kategorisierung
- Kontrollzentrale (wie viele Filme sind auf welcher Plattform aktiv?)
- Sehen Sie Funktionen, die für Sie von Wert wären, welche aber von nanoo.tv PRO zurzeit nicht angeboten werden?

### 3. Produkt Merkmale

- Worauf legen Sie beim Erwerb eines Produktes wie nanoo.tv PRO besonderen Wert?
- Einfach und anwenderfreundlich
- Image des Anbieters
- Vertrauen
- Support/Kundendienst
- Veränderbar aufgrund neuer Bedürfnisse
- Schweizer Produkt «Swissness»
- Design der Plattform
- Übersicht und Kontrolle
- Ihr Vorschlag: .....

#### 4. Preisfrage



- Finden Sie die entsprechenden Initialkosten, gemäß den gegebenen Funktionen, angemessen?
- Finden Sie die monatlich/jährlich anfallenden Kosten angemessen?
- Angenommen Sie wären an nanoo.tv PRO interessiert, würde der Preis dafür in Ihre Budgetplanung passen?

#### 5. Schlussfrage

- Würde eine Lösung, wie sie nanoo.tv PRO bietet, für Ihr Unternehmen in Frage kommen?

Wenn Ja  
Weil: .....

Wenn Nein  
Weil: .....

- Darf nanoo.tv/Werft22 AG Sie über aktuelle Angebote und Änderungen zum Produkt nanoo.tv PRO informieren?
- Möchten Sie über das Ergebnis der Studie informiert werden?

## 11.2 Interview Outcome, Improvement Analysis

Have you already heard from nanoo.tv?	Live broadcasting	Archive incl. Search option
Nein	weniger wichtig	Wichtig
Nein	Wichtig	Wichtig
Nein	weniger wichtig	sehr wichtig
Nein	Wichtig*	Wichtig
Nein	Wichtig	sehr wichtig
Nein	Nicht wichtig	sehr wichtig
Nein	Wichtig	weniger wichtig
Nein	Wichtig	Wichtig

Access to the Swiss and German TV	Cutting of movies	Easy conversion of external videos to nanoo.tv PRO	Easy exporting of videos to external web pages inclusive customizable player
Wichtig	wichtig	weniger wichtig	Sehr wichtig
Nicht wichtig	Nicht wichtig	Wichtig	Nicht wichtig
wichtig	wichtig	wichtig	Nicht wichtig
wichtig	wichtig	wichtig	wichtig
weniger wichtig	Nicht wichtig	wichtig	wichtig
Nicht wichtig	wichtig	wichtig	weniger wichtig
Nicht wichtig	weniger wichtig	weniger wichtig	weniger wichtig
weniger wichtig	wichtig	Nicht wichtig	wichtig

Client service and support	Data exchange	Categorisation of the uploaded movies	Supervision on which video is uploaded on which website
wichtig	wichtig	wichtig	sehr wichtig
wichtig	nicht wichtig	Sehr wichtig	Nicht wichtig
sehr wichtig	nicht wichtig	Sehr wichtig	wichtig
nicht wichtig*2	wichtig *3	wichtig	sehr wichtig
wichtig	nicht wichtig	Sehr wichtig	sehr wichtig
nicht wichtig*2	nicht *4	Sehr wichtig	sehr wichtig
sehr wichtig	wichtig	Sehr wichtig *5	wichtig
sehr wichtig	nicht wichtig	wichtig	wichtig

### 11.3 Interview Partners

Note that not all interview partners are named in this table, as some wished to stay anonymous.

Company	Would nanoo be a solution?	Because...	Offers/updates from nanoo desired	Information about project results	Contact Person
BFU, Bern	Yes and no	Just introduced a new DAM product	Yes	Yes	Frau Furger,
Anonymous	No	Not enough videos in use	No	Yes	-
Coop, Social Media	No	not in social media but maybe in HR, yes	Yes	Yes	Herr Lüdi: christian.luedi@coop.ch
easyvote	yes	use of videos will increase	No	Yes	Herr Bundi: flavio.bundi@dsj.ch
Insertfilm	No	Our current solution seems more valuable to us	Yes	Yes	
Medtronic	Yes	helpful to keep the overview but Switzerland's subsidies cannot purchase such a tool since we are global	No	Yes	Frau Jöhr:
Anonymous, IT consulting company	No	Do not need it with their functions	No	Yes	
Anonymous	No	Videos not really in use but interesting for the future	No	No	

Please note that only the companies, that are interested about nanoo.tv PRO updates, shown in green colour, will be contacted, thank you.

## 11.4 Interviews

# Interview BFU, Bern

### 1. Situationsanalyse

- Zu welchem Zweck/aus welchem Grund nützen Sie Video Material in Ihrer Unternehmung? (Dies kann für interne/externe Werbezwecke, Schulungen, Imagefilme, Internetplattformen oder für die sozialen Medien sein.)

*Zur Dokumentation von Forschungen, Rundschau etc. damit es archiviert wird. Damit die eigenen Publikationen abgespeichert und aufbewahrt sind. Manchmal kaufen wir auch Videos für Forschungsarbeiten. Teilweise erstellen wir auch selbst Videos zu Schulungszwecke z.B. im Sport. Zudem haben wir auch Unternehmensvideos die zu Webezwecken dienen und in Präsentationen und Tagungen benützt werden.*

- Wie viele Videos verwalten Sie in Ihrer Firma?

*In der Software haben wir 215'000 audio-visuelle Dateien und davon haben wir 4'400 Multimedia (Ton und Film) und 2'753 Video Dateien.*

- Wie oft verwalten Sie Videos in Ihrer Firma?

*Videos werden eher oft benötigt. Es ist ein wichtiges Medium und hat eine hohe Präsenz.*

- Wie verwalten Sie die Videos? (Tool, welches?, manuell/selbständig?)

*Picturepark, Schweizer Produkt. Haben auch andere vom Ausland angeschaut aber Picturepark entsprach uns am besten. Konnten es auch individuell anpassen, haben eine persönliche Beratung und ermöglicht uns PDF-Dateien, Fotos und Videos abzuspeichern.*

- Mit welchem Zeit- und Kostenaufwand ist nach Ihrer Einschätzung Ihre momentane Lösung ungefähr verbunden?

*Es wurde keine neue Stelle zur Verwaltung geschaffen, jedoch im Sommer bei der Einführung hatten wir Zivildienstarbeiter die die Migration dieses Programms vornahmen. Für die Abteilungen ist es durch das Programm ein bisschen ein längerer Abspeicherungsprozess als vorher, dafür hat man alles in einem Programm.*

*Kosten: 40'000 – 50'000 für Programminitialisierung und Wartung paar 1'000 CHF/Jahr*

- Werden die Videos zentral oder auf den einzelnen Abteilungen verwaltet?

*Alle haben Zugang auf alles und alles soll über das Programm gefunden werden und kann heruntergeladen werden. Jedoch sind die Zugangsrechte in Bezug von Bearbeitung (verändern, löschen, Dateneingabe) teilweise beschränkt, je nach Abteilung, da dies ein Schutz ist.*

*Abteilung Logistik/Dokumentation ist für die Datenpflege zuständig. Dann bei IT-Angelegenheiten haben wir direkten Kontakt mit der Firma.*

*Zugriff ist via Server, nicht Cloud. Kann aber vom PC Login weltweit abgerufen werden.*

- Sehen Sie Verbesserungsmöglichkeiten bei Ihrer momentanen Lösung? Wenn ja, welche?

*Historischer Zugriff*

*GPS bei Daten → Aufnahmeort von Bildern sehen (so wie bei Smartphones), Geodifferenzierung*

- Sind Sie auf der Suche nach einer anderen Lösung?

*Lösung neu, erst seit diesem Sommer fleissig in Gebrauch, daher eher nein.*

## 2. Verbesserungsanalyse

- Haben Sie schon zuvor von nanoo.tv gehört? (Wenn ja durch welchen Kanal?)

*Nein.*

- Welche der folgenden Funktionen sind für Ihre Unternehmung wichtig?
  - Live-Übertragungen von Sitzungen und Konferenzen  
*Weniger wichtig, da bei uns alle im Haus sind*
  - Archiv inkl. Suchfunktion  
*Wichtig, dass man schnell zu Film, den man sucht, kommt*
  - Zugriff zur Datenbank des Schweizer und Deutschen Fernseh  
*Schweizer Fernsehsender sind wichtig, da wir manchmal in Fernsehsendungen vorkommen. Ausländische eher weniger*

- Zuschneiden von Filmen  
*Schätzenswertes Feature (hat Picturepark noch nicht)*
  - Einfaches konvertieren von externen Videos auf nanoo.tv  
*Weniger wichtig*
  - Einfache Verknüpfungen (persönlich gestaltbare Player) zu Webseiten, sozialen Medien etc.  
*sehr wichtig*
  - Kundendienst/Support  
*Wichtig bei externem Verwaltungsprogramm, Ansprechpartner bei Problemen/Fragen*
  - Dateiaustausch  
*Wichtig, aber da haben wir eine rechtliche Problematik, wenn jeder auf alles zugreifen kann, da gewisse Dateien nicht öffentlich gezeigt werden sollten und durch diese Plattform dann aber von jeder Abteilung, die vielleicht nicht weiss, dass sie dieses nicht öffentlich brauchen dürfen benutzt wird.*
  - Kategorisierung  
*Wichtig für schnelles Auffinden der Dateien*
  - Kontrollzentrale (wie viele Filme sind auf welcher Plattform aktiv?)  
*Sehr gefragt v.a. im Zusammenhang mit Politik nützlich. Vielleicht wäre auch ein Wasserzeichen bei Videos, die auf öffentlichen Plattformen publiziert wurden nützlich, damit man gleich weiss, dass diese Datei öffentlich ist.*
- Sehen Sie Funktionen, die für Sie von Wert wären, welche aber von nanoo.tv PRO zurzeit nicht angeboten werden?

*Bildverwaltung und Tonaufnahmen, nicht nur Videos → alles in einem Programm*

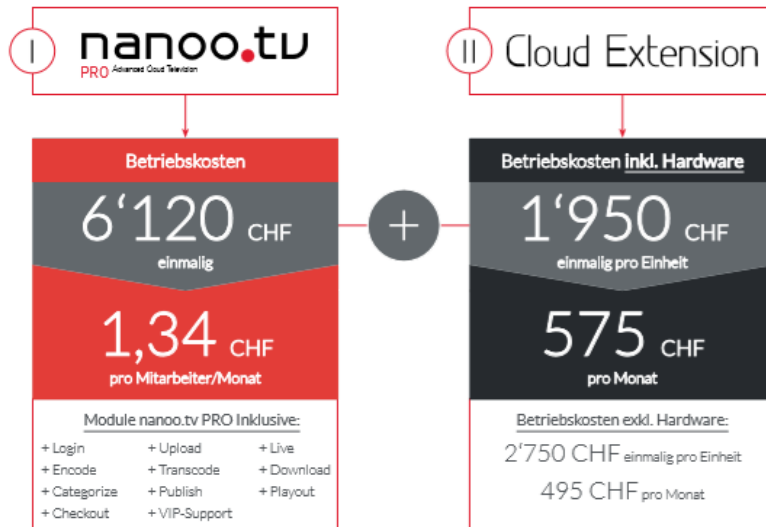
### 3. Produkt Merkmale

- Worauf legen Sie beim Erwerb eines Produktes wie nanoo.tv PRO besonderen Wert?
- Einfach und anwenderfreundlich  
*Ja*

- Image des Anbieters  
*Ja, dies ist wichtig bei der Auswahl, damit man weiss wie wird es eingesetzt und ob es die Firma dann auch in 10 Jahren noch gibt (Sicherheit für langfristige Lösung)*
- Vertrauen  
*Ja, da Daten vertraulich sind!*
- Support/Kundendienst  
*Ja, v.a. Beantwortung von Fragen zeitnah*
- Veränderbar aufgrund neuer Bedürfnisse  
*Ja*
- Schweizer Produkt «Swissness»  
*Ja, hatten zwar Deutsches Produkt (Canto Cumulus) zu vor, welches auch gut ist. Haben dann auch noch ein amerikanisches (Daminion) angeschaut, uns aber dann für das Schweizer Produkt entschieden aufgrund der Nähe, Sprache, Kultur/Mentalität*
- Design der Plattform  
*Wichtig, dass es selbsterklärend und einfach ist aber ansonsten ist das Design weniger wichtig.*
- Übersicht und Kontrolle  
*Wichtig, dass man sieht was mit den Daten gemacht wird*
- Ihr Vorschlag: .....

*Cloud ist im Moment eher kein Thema wegen der Strategie, wegen der Angst was mit Dateien passiert. Trotzdem sehen wir die Zukunft in Cloud Programmen. Wichtig ist, dass grosse Player auch dabei sind, dann ist man auch eher dabei. Aber dann ist es auch noch wichtig einen gewissen Sicherheitsstandard zu vermitteln.*

#### 4. Preisfrage



- Finden Sie die entsprechenden Initialkosten, gemäß den gegebenen Funktionen, angemessen?

*Ich finde das Angebot finanziell verlockend, da unser jetziges Programm teurer ist. Wahrscheinlich für kleinere Betriebe interessant.*

- Finden Sie die monatlich/jährlich anfallenden Kosten angemessen?

*Ja (siehe Antwort Initialkosten)*

- Angenommen Sie wären an nanoo.tv PRO interessiert, würde der Preis dafür in Ihre Budgetplanung passen?

*Ja.*

#### 5. Schlussfrage

- Würde eine Lösung, wie sie nanoo.tv PRO bietet, für Ihr Unternehmen in Frage kommen?

*Weil: wir werden es uns sicherlich gerne anschauen, jedoch ist für uns die Cloud Thematik noch eher kritisch wäre aber ein potentielles Produkt, wenn wir nicht gerade dieses Jahr schon ein neues derartiges Produkt eingeführt hätten.*

- Darf nanoo.tv/Werft22 AG Sie über aktuelle Angebote und Änderungen zum Produkt nanoo.tv PRO informieren?

*Ja, gerne.*

- Möchten Sie über das Ergebnis der Studie informiert werden?

*Ja.*

# Interview Anonym\*

\*(Firmenname Autoren bekannt)

## 1. Situationsanalyse

- Zu welchem Zweck/aus welchem Grund nützen Sie Video Material in Ihrer Unternehmung? (Dies kann für interne/externe Werbezwecke, Schulungen, Imagefilme, Internetplattformen oder für die sozialen Medien sein.)

*Videos werden intern zu Schulungszwecken und als Hilfsmittel verwendet, um interne Prozesse einzuhalten. Es werden nur externe Videos (z.B. von SAP) verwendet und keine eigenen erstellt. Einige andere Abteilungen im BIT kreieren ihre eigenen Videos.*

- Wie viele und wie oft verwalten Sie Videos in Ihrer Firma?

*Die Abteilung HR-Fachsupport SAP verfügt über keine eigenen Videos und verwaltet selber keine. Die Mitarbeitenden brauchen aber täglich Videos aus dem Youtube als Arbeitshilfen und zu Weiterbildungszwecken.*

- Wie verwalten Sie die Videos? (Tool, welches?, manuell/selbständig?)

*Die Videos werden direkt im YouTube angesehen. Daher gibt es keine interne Ablage bzw. Verwaltung von Videos.*

- Mit welchem Zeit- und Kostenaufwand ist nach Ihrer Einschätzung Ihre momentane Lösung ungefähr verbunden?

*Die Kosten sind minimal, da keine eigenen Videos verwaltet werden und YouTube kostenfrei ist.*

- Werden die Videos zentral oder auf den einzelnen Abteilungen verwaltet?

*Jede Abteilung ist selber für ihre Videos zuständig. Keine zentrale Stelle.*

- Sehen Sie Verbesserungsmöglichkeiten bei Ihrer momentanen Lösung? Wenn ja, welche? Sind Sie auf der Suche nach einer anderen Lösung?

*Nein, für die Abteilung HR-Fachsupport SAP braucht es keine andere Lösung, weil nur sehr wenige und keine eigenen Videos verwendet werden.*

## 2. Verbesserungsanalyse

- Haben Sie schon zuvor von nanoo.tv gehört? (Wenn ja durch welchen Kanal?)

Nein.

- Welche der folgenden Funktionen sind für Ihre Unternehmung wichtig?

- Live-Übertragungen von Sitzungen und Konferenzen  
*Wäre interessant und könnte gut gebraucht werden.*
- Archiv inkl. Suchfunktion  
*Wichtig.*
- Zugriff zur Datenbank des Schweizer und Deutschen Fernseh  
*Nicht wichtig.*
- Zuschneiden von Filmen  
*Nicht wichtig.*
- Einfaches konvertieren von externen Videos auf nanoo.tv  
*Wichtig, könnte Suchaufwand verringern und mehr Übersicht verschaffen.*
- Einfache Verknüpfungen (persönlich gestaltbare Player) zu Webseiten,  
*Nicht wichtig, da keine eigenen Videos!*
- Kundendienst/Support  
*Wichtig!*
- Dateiaustausch  
*Nicht wichtig.*
- Kategorisierung  
*Sehr wichtig.*
- Kontrollzentrale (wie viele Filme sind auf welcher Plattform aktiv?)  
*Nicht wichtig.*

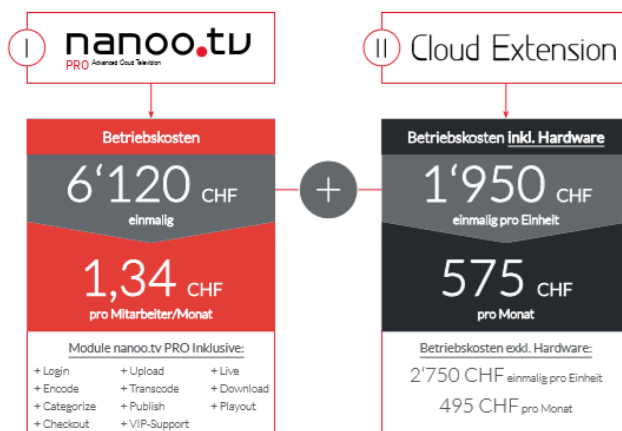
- Sehen Sie Funktionen, die für Sie von Wert wären, welche aber von nanoo.tv PRO zurzeit nicht angeboten werden?

Nein.

### 3. Produkt Merkmale

- Worauf legen Sie beim Erwerb eines Produktes wie nanoo.tv PRO besonderen Wert?
  - Einfach und anwenderfreundlich  
*Ja wichtig.*
  - Image des Anbieters  
*Nicht wichtig.*
  - Vertrauen  
*Wichtig, da sehr heikle Daten aus dem HR.*
  - Support/Kundendienst  
*Ja, wichtig!*
  - Veränderbar aufgrund neuer Bedürfnisse  
*Ja, ein wichtiger Punkt.*
  - Schweizer Produkt «Swissness»  
*Wichtig, da Bundesamt.*
  - Design der Plattform  
*Nicht sehr wichtig.*
  - Übersicht und Kontrolle  
*Sehr wichtig für die Abteilung.*

### 4. Preisfrage



- Finden Sie die entsprechenden Initialkosten, gemäß den gegebenen Funktionen, angemessen? Finden Sie die monatlich/jährlich anfallenden Kosten angemessen?

*Ja, die Kosten sind angemessen.*

- Angenommen Sie wären an nanoo.tv PRO interessiert, würde der Preis dafür in Ihre Budgetplanung passen?

*Ja, würde ins Budget passen.*

## **5. Schlussfrage**

- Würde eine Lösung, wie sie nanoo.tv PRO bietet, für Ihr Unternehmen in Frage kommen?

*Nein, es werden zu wenig Videos verwendet, dass eine solche Lösung Sinn machen würde.*

- Darf nanoo.tv/Werft22 AG Sie über aktuelle Angebote und Änderungen zum Produkt nanoo.tv PRO informieren?

*Nein. Bitte, Name in der Arbeit nicht verwenden.*

- Möchten Sie über das Ergebnis der Studie informiert werden?

*Ja gerne!*

# Interview Coop Social Media

## 1. Situationsanalyse

- Zu welchem Zweck/aus welchem Grund nützen Sie Video Material in Ihrer Unternehmung? (Dies kann für interne/externe Werbezwecke, Schulungen, Imagefilme, Internetplattformen oder für die sozialen Medien sein.)

*Früher begann es mit dem Schwarzweiss TV und der Datenspeicherung alter Fernsehsendungen, Heute wird es sehr breit genutzt von Werbung bis Schulung, Unterhaltung, Intern und extern, mit Partner usw.*

- Wie viele Videos verwalten Sie in Ihrer Firma?

*Tausende, Produktion ist wöchentlich, manchmal werden pro Tag 6 Videos produziert*

- Wie oft verwalten Sie Videos in Ihrer Firma?

*Täglich, vor allem im digitalen Marketing*

- Wie verwalten Sie die Videos? (Tool, welches?, manuell/selbständig?)

*Manuell bis jetzt und mit Youtube  
DAM Projekt (weiss aber nicht mit wem, könnte auch intern eigenes Projekt sein)*

- Mit welchem Zeit- und Kostenaufwand ist nach Ihrer Einschätzung Ihre momentane Lösung ungefähr verbunden?

*Nicht sicher, weiss wahrscheinlich niemand ganz genau.*

- Werden die Videos zentral oder auf den einzelnen Abteilungen verwaltet?

*Keine ganz zentrale Stelle, aber jedes Department hat eigenes Archiv  
Allgemein ist es eher chaotisch*

- Sehen Sie Verbesserungsmöglichkeiten bei Ihrer momentanen Lösung?  
Wenn ja, welche?

*Ja, zur Zeit ist es der Horror mit dem Ordnersystem und ohne Tags. Man muss alles durchsuchen und andere Leute finden und fragen, die es wissen. Sehr chaotisch, sehr schwierig.*

- Sind Sie auf der Suche nach einer anderen Lösung?

*Ja, aber sind schon an einem eigenen DAM Projekt dran.*

## 2. Verbesserungsanalyse

- Haben Sie schon zuvor von nanoo.tv gehört? (Wenn ja durch welchen Kanal?)

*Nein.*

- Welche der folgenden Funktionen sind für Ihre Unternehmung wichtig?

- Live-Übertragungen von Sitzungen und Konferenzen

*Es besteht schon etwas Eigenes von Coop, wird aber nicht genutzt, daher sehen wir den Gebrauch eher weniger. Müsste aber bei einer solcher Plattform schon dabei sein.*

- Archiv inkl. Suchfunktion

*Unbedingt*

- Zugriff zur Datenbank des Schweizer und Deutschen Fernseh

*Ja (zögerlich), dass man es gerade gespeichert hat  
Aber entweder mit allen Sender oder gar nicht.*

- Zuschneiden von Filmen

*Ja, im Zusammenhang mit Sendungen ja.*

- Einfaches konvertieren von externen Videos auf nanoo.tv

*Ja sehr.*

- Einfache Verknüpfungen (persönlich gestaltbare Player) zu Webseiten, sozialen Medien etc.

*Nicht wichtig, weil Branding schon in unseren Videos enthalten sind.*

- Kundendienst/Support

*Ja, sehr wichtig vor allem wenn etwas nicht funktioniert ist eine Kontaktstelle zwingend.*

- Dateiaustausch

*Nein, nicht von gebrauch. Professionelle Lösung besteht schon (Dropbox Pro)*

- Kategorisierung

*Enorm wichtig, damit Videos gefunden werden können.*

- Kontrollzentrale (wie viele Filme sind auf welcher Plattform aktiv?)

*Ja, das ist etwas was andere noch nicht haben.*

- Sehen Sie Funktionen, die für Sie von Wert wären, welche aber von nanoo.tv PRO zurzeit nicht angeboten werden?

*Untertitel einfügen und Bearbeiten, da dies immer wichtiger wird.*

*Intelligentes einbinden von Untertiteln: Wenn das Video ohne Ton angeschaut wird, schalten die Untertitel automatisch ein und wenn der Ton wieder angemacht wird verschwinden die Untertitel.*

*Vorschläge mit Playlists und ähnlichen Videos, nach 5 Sekunden fängt neues Video an (wie YouTube) für bessere Steuerung*

*In Zukunft wäre Interaktivität noch wichtig: Zum Beispiel bei Tutorial Videos könnte manchmal eine Funktion erscheinen wo man „Ja“ oder „Nein“ anklicken kann und es dementsprechend verschieden weiter geht oder mit Kapitel Auswahl, Time-Line etc. Dies wäre vor allem bei Schulungen sehr wertvoll, da dann bereits Besprochenes übersprungen werden kann.*

### 3. Produkt Merkmale

- Worauf legen Sie beim Erwerb eines Produktes wie nanoo.tv PRO besonderen Wert?

- Einfach und anwenderfreundlich  
*Sehr wichtig*

- Image des Anbieters  
*Nicht unwichtig, da es nicht negativ sein sollte.*

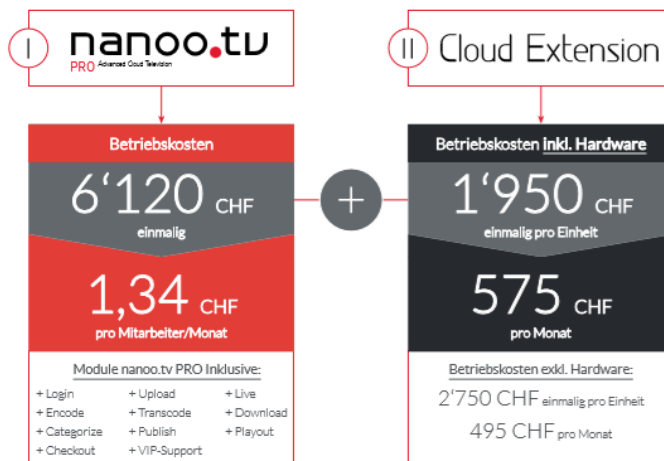
- Vertrauen  
*Immer wichtig.*

- Support/Kundendienst  
*Ja*

- Veränderbar aufgrund neuer Bedürfnisse  
*Ja, v.a. die Entwicklung des Produktes.*

- Schweizer Produkt «Swissness»  
„Nice to have“ aber ist keine Pflicht.
- Design der Plattform  
Kommt darauf an, wie viele und welche Leute die Plattform benutzen aber es muss übersichtlich und anwenderfreundlich sein.
- Übersicht und Kontrolle  
Sehr wichtig
- Ihr Vorschlag: .....  
Transparenz im Pricing Modell nicht 100 verschiedene Varianten. Bei Videos ist Speicherplatz sehr wichtig, da es riesen Daten sind. Da soll Speicherplatz einfach dabei sein und nicht ständig erhöht werden müssen.

#### 4. Preisfrage



- Finden Sie die entsprechenden Initialkosten, gemäß den gegebenen Funktionen, angemessen?

Ok, Für eine Firmengrösse wie Coop ist es ein völlig fairer Preis.

- Finden Sie die monatlich/jährlich anfallenden Kosten angemessen?

Liegt im Rahmen, jedoch bei Cloud Extension bin ich mir nicht ganz sicher.

Die pro User Kosten sind mühsam bei Grossunternehmen obwohl 1.34 nicht viel wäre...

- Angenommen Sie wären an nanoo.tv PRO interessiert, würde der Preis dafür in Ihre Budgetplanung passen?

*Bei unserer Grösse kein Problem*

## 5. Schlussfrage

- Würde eine Lösung, wie sie nanoo.tv PRO bietet, für Ihr Unternehmen in Frage kommen?

Wenn Ja

Weil: .....

Wenn Nein

Weil: .....

In meinem Bereich nicht wirklich, kommt aber nun auf unser DAM Projekt darauf an, wenn es nicht klappt als sauberes Archiv, vielleicht ja. Jedoch als Player eher weniger, da zu wenig interessante Inhalte zur Verfügung stehen. Müsste noch viel genauer mit IT angeschaut werden. Je nach Ansprüche, möglichst viele zufrieden zu stellen, vielleicht im HR für Schulungen eher.

- Darf nanoo.tv/Werft22 AG Sie über aktuelle Angebote und Änderungen zum Produkt nanoo.tv PRO informieren?

*Ja.*

- Möchten Sie über das Ergebnis der Studie informiert werden?

*Ja.*

# Anonym\*

\*(Firmenname Autoren bekannt)

## 1. Situationsanalyse

- Zu welchem Zweck/aus welchem Grund nützen Sie Video Material in Ihrer Unternehmung? (Dies kann für interne/externe Werbezwecke, Schulungen, Imagefilme, Internetplattformen oder für die sozialen Medien sein.)

*Video Material wird verwendet um jungen Menschen die Politik einfach und verständlich zu erklären. Dafür werden Videoclips, GIF's, kleine Handyfilme, etc. eingesetzt. Zudem werden Videos auch in anderen Kommunikationsbereichen verwendet, wie zum Beispiel für Stellenausschreibungen oder Produktbeschreibungen. Für die Zukunft ist eine Erweiterung von politischer Bildung in Schulen geplant, was wiederum der Einsatz von Videomaterial erhöhen wird.*

- Wie viele und wie oft verwalten Sie Videos in Ihrer Firma?

*Seit 2012 wurden 160 Videos auf Youtube hochgeladen. Die Anzahl der Videos auf den anderen Kanälen wie Facebook, Instagram & Co. kann nur geschätzt werden. Pro Woche werden aber ca. 1-2 Videos ins Netz gestellt.*

- Wie verwalten Sie die Videos? (Tool, welches?, manuell/selbständig?)

*Die Videos werden intern produziert und extern bearbeitet. Das End-File wird dann intern auf dem Server der Firma abgespeichert und auf Social Media hochgeladen.*

- Mit welchem Zeit- und Kostenaufwand ist nach Ihrer Einschätzung Ihre momentane Lösung ungefähr verbunden?

*Pro Videoclip wird etwa mit ein Zeitaufwand von 1-2 Stunden gerechnet. Pro Abstimmung ergibt dies einen Zeitaufwand von ca. einem Arbeitstag.*

- Werden die Videos zentral oder auf den einzelnen Abteilungen verwaltet?

*Die Firma hat eine Person, die zuständig ist für das gesamte Videomaterial. Diese Person ist für das Produzieren, Bearbeiten, Hochladen und Verwalten von allen Videos von 4 Teams zuständig.*

- Sehen Sie Verbesserungsmöglichkeiten bei Ihrer momentanen Lösung?  
Wenn ja, welche? Sind Sie auf der Suche nach einer anderen Lösung?

*Sobald der Einsatz von Videos zunimmt, hat eine professionelle Lösung wie nanoo.tv potential. Damit kann eine Übersicht der hochgeladenen Videos erschaffen werden, welche es erlaubt, die Videos bei Bedarf wiederzuverwenden.*

## 2. Verbesserungsanalyse

- Haben Sie schon zuvor von nanoo.tv gehört? (Wenn ja durch welchen Kanal?)

*Nein.*

- Welche der folgenden Funktionen sind für Ihre Unternehmung wichtig?
  - Live-Übertragungen von Sitzungen und Konferenzen  
*Nur interessant wenn der Event an die Öffentlichkeit (Zielpublikum 18-25 Jährige SchweizerInnen ohne nanoo.tv Account (z.B. über Zugangslink)) übertragen werden könnte.*
  - Archiv inkl. Suchfunktion  
*Wichtig, aber ob interner Server oder Plattform ist egal.*
  - Zugriff zur Datenbank des Schweizer und Deutschen Fernseh  
*Könnte interessant sein für politische Sendungen.*
  - Zuschneiden von Filmen  
*Ja, das Kürzen von Filmen ist wichtig.*
  - Einfaches konvertieren von externen Videos auf nanoo.tv  
*Diese Funktion müsste dabei sein.*
  - Einfache Verknüpfungen (persönlich gestaltbare Player) zu Webseiten, sozialen Medien etc.  
*Wichtig für Social Media aber nicht für die Website.*
  - Kundendienst/Support  
*Das Produkt sollte so funktionieren, dass kein Support notwendig ist.*
  - Dateiaustausch  
*Ist für die Firma interessant, allerdings müsste die Synchronisation-Funktion (vgl. Dropbox) noch angeboten werden.*

- Kategorisierung  
*Wichtig, für die Suche nach z.B. Erscheinungsdatum.*
  - Kontrollzentrale (wie viele Filme sind auf welcher Plattform aktiv?)  
*Dies ist ein interessantes Feature. Somit könnte easyvote bereits hochgeladene Videos aufgrund politischen Änderungen anpassen (z.B. BREXIT) und hätte einen besseren Überblick zu welchen Themen bereits Videos im Netz existieren, etc.*
- Sehen Sie Funktionen, die für Sie von Wert wären, welche aber von nanoo.tv PRO zurzeit nicht angeboten werden?

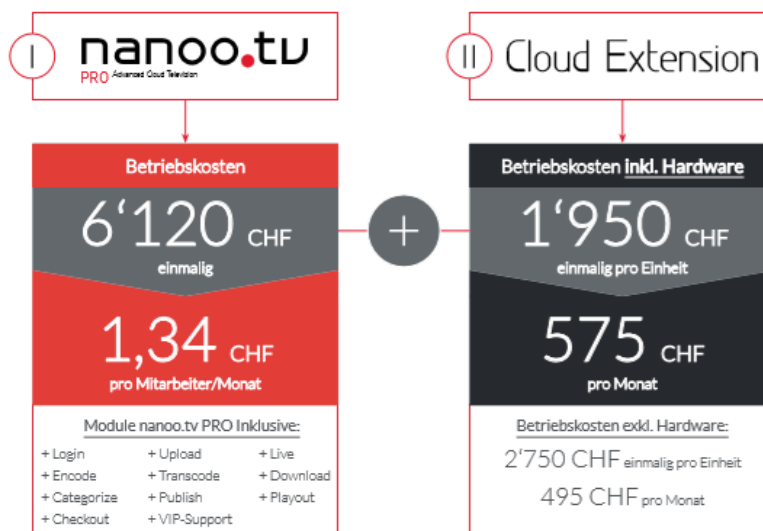
*Neben der Synchronisation von hochgeladenen Daten und der Übertragung von Events mit der Öffentlichkeit (siehe oben), schlägt easyvote vor gewisse Statistik-Tools auf der Plattform anzubieten. Dies könnte zum Beispiel eine Auswertung sein von den hochgeladenen Videos über eine bestimmte Periode, Bewertungen von Videos, etc.*

### 3. Produkt Merkmale

- Worauf legen Sie beim Erwerb eines Produktes wie nanoo.tv PRO besonderen Wert?
- Einfach und anwenderfreundlich  
*Ja, ein möglichst kleiner Aufwand mit grossem Nutzen ist das A und O einer solchen Plattform.*
  - Image des Anbieters  
*Spielt keine Rolle solange das Produkt überzeugt.*
  - Vertrauen  
*Ja, Datenschutz ist sehr wichtig und die Firma hat zudem eine relativ grosse Community und ist deshalb darauf angewiesen, dass es keine technische Probleme gibt.*
  - Support/Kundendienst  
*Siehe oben.*
  - Veränderbar aufgrund neuer Bedürfnisse  
*Ja, ein sehr wichtiger Punkt!*

- Schweizer Produkt «Swissness»  
*Ja, für eine Firma wie easyvote ist dies ein wichtiger Punkt, damit "man weiss mit wem man es zu tun hat".*
- Design der Plattform  
*Wichtig ist, dass das Produkt benutzerfreundlich ist. Das Design spielt dabei eine nebensächliche Rolle.*
- Übersicht und Kontrolle  
*Wichtig.*

#### 4. Preisfrage



- Finden Sie die entsprechenden Initialkosten, gemäß den gegebenen Funktionen, angemessen?

*Die initialkosten für nanoo.tv und die Cloud Extension sind realistisch.*

- Finden Sie die monatlich/jährlich anfallenden Kosten angemessen?

*Die Gebühren für nanoo.tv liegen im Rahmen, aber die anfallenden Kosten für die Cloud Extension sind zu hoch. Die Firma hat bereits günstigere Angebote für die gleiche Leistung erhalten.*

- Angenommen Sie wären an nanoo.tv PRO interessiert, würde der Preis dafür in Ihre Budgetplanung passen?

*Ja, man müsste die Ausgaben aber früh genug budgetieren (ca. 1-2 Jahre im Voraus).*

## 5. Schlussfrage

- Würde eine Lösung, wie sie nanoo.tv PRO bietet, für Ihr Unternehmen in Frage kommen?

*Ja weil: Easyvote verwaltet viele Videos auf verschiedenen Kanälen und für die Zukunft wird der Einsatz von Videos noch weiter zunehmen. Aus diesem Grund könnte sich die Firma eine Plattform wie nanoo.tv vorstellen, um Zeit zu sparen und Übersicht zu gewinnen.*

- Darf nanoo.tv/Werft22 AG Sie über aktuelle Angebote und Änderungen zum Produkt nanoo.tv PRO informieren?

*Nein, die Firma wird sich selber über die Website informieren.*

- Möchten Sie über das Ergebnis der Studie informiert werden?

*Ja.*

# Interview Insert Film

## 1. Situationsanalyse

- Zu welchem Zweck/aus welchem Grund nützen Sie Video Material in Ihrer Unternehmung? (Dies kann für interne/externe Werbezwecke, Schulungen, Imagefilme, Internetplattformen oder für die sozialen Medien sein.)

Kerngeschäft ist Videoproduktion.  
Interne Videos für Internetauftritt  
„Dummies“ für Schnittproben

- Wie viele Videos verwalten Sie in Ihrer Firma?

Ein paar Hunderte, Pro Video gibt es jedoch ca 20 Stufen welche auch alle abgespeichert werden sollten.

- Wie oft verwalten Sie Videos in Ihrer Firma?

Täglich.

- Wie verwalten Sie die Videos? (Tool, welches?, manuell/selbständig?)

Selbstständiger Server. Bis jetzt keine geeignetere Lösung gefunden. Es wird alles selbstständig auf eigenem Server abgelegt.

- Mit welchem Zeit- und Kostenaufwand ist nach Ihrer Einschätzung Ihre momentane Lösung ungefähr verbunden?

Wollte/konnte keine genauen Angaben geben.

- Werden die Videos zentral oder auf den einzelnen Abteilungen verwaltet?

Zentral auf einem Server. Jeder Mitarbeiter speichert individuell auf dem gemeinsamen Server.

- Sehen Sie Verbesserungsmöglichkeiten bei Ihrer momentanen Lösung? Wenn ja, welche?

Die Suchfunktion ist nicht ganz ausgereift, da man nur nach Zeit suchen kann.

- Sind Sie auf der Suche nach einer anderen Lösung?

Nein, bis jetzt ist das die beste Lösung da nichts besseres auf dem Markt.

## 2. Verbesserungsanalyse

- Haben Sie schon zuvor von nanoo.tv gehört? (Wenn ja durch welchen Kanal?)

*Nein.*

- Welche der folgenden Funktionen sind für Ihre Unternehmung wichtig?

- Live-Übertragungen von Sitzungen und Konferenzen  
*Wichtig, wird zur Zeit jedoch mit Skype erledigt. Für einige Projekte wird es täglich gebraucht*
- Archiv inkl. Suchfunktion  
*Sehr wichtig. Das jetzige System ist nicht komplett und auch nicht sehr gut jedoch würde es zu viel Aufwand bedeuten ein neues System einzuführen und deshalb sind sie bis jetzt immer beim alten System geblieben.*
- Zugriff zur Datenbank des Schweizer und Deutschen Fernseh  
*Irrelevant, da sie an Rechte gebunden sind, höchstens für Recherche. Sie haben zwei Kontakte bei SRF die ihnen Schnittmaterial liefern können. An den endgültigen Fernsehsendungen sind sie jedoch wenig interessiert.*
- Zuschneiden von Filmen  
*Nicht interessant da sie es selbst machen können (Profis)*
- Einfaches Konvertieren von externen Videos auf nanoo.tv  
*Für die Unternehmung wichtig, sie können das aber selber. Oft können Videos von Youtube wegen schlechter Qualität nicht genutzt werden.*
- Einfache Verknüpfungen (persönlich gestaltbare Player) zu Webseiten, sozialen Medien etc.  
*Wichtig, könnte eine Hilfe sein.*
- Kundendienst/Support  
*Wichtig, sie haben zwar eigene Cracks, Kundensupport ist jedoch wichtig.*
- Dateiaustausch  
*Nicht sehr interessant da sie selbst diese Formate haben.*
- Kategorisierung  
*Wäre sehr wichtig. Hat bis jetzt aber noch kein geeignetes Verfahren gefunden.*

- Kontrollzentrale (wie viele Filme sind auf welcher Plattform aktiv?)  
Sehr interessant, Urheberrechtrelevant! Abrechnungen→ wer „klaubt“ die Filme, satt sie zu kaufen
- Sehen Sie Funktionen, die für Sie von Wert wären, welche aber von nanoo.tv PRO zurzeit nicht angeboten werden?

*JA, einen Onlinemarkt! Eine Börse für Videoproduzenten, welche eine Verkaufsfläche suchen und die Videos kaufen/verkaufen möchten.*

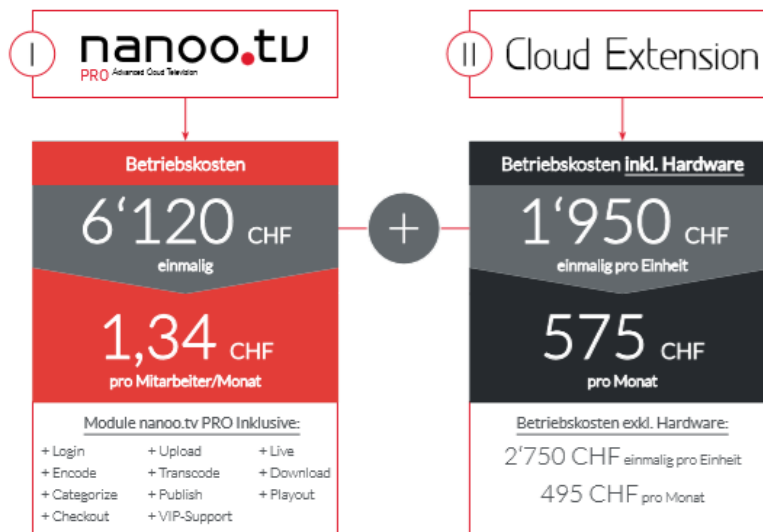
### 3. Produkt Merkmale

- Worauf legen Sie beim Erwerb eines Produktes wie nanoo.tv PRO besonderen Wert?

Aus Zeitlichen GRünden war es nicht möglich auf diese Punkte einzugehen.

- Einfach und anwenderfreundlich
- Image des Anbieters
- Vertrauen
- Support/Kundendienst
- Veränderbar aufgrund neuer Bedürfnisse
- Schweizer Produkt «Swissness»
- Design der Plattform
- Übersicht und Kontrolle
- Ihr Vorschlag: .....

#### 4. Preisfrage



- Finden Sie die entsprechenden Initialkosten, gemäß den gegebenen Funktionen, angemessen?

*Findet Preis angemessen auch wenn für seine Unternehmung das Produkt nicht in Frage kommt.*

- Finden Sie die monatlich/jährlich anfallenden Kosten angemessen?

*Ja*

- Angenommen Sie wären an nanoo.tv PRO interessiert, würde der Preis dafür in Ihre Budgetplanung passen?

*Ja.*

#### 5. Schlussfrage

- Würde eine Lösung, wie sie nanoo.tv PRO bietet, für Ihr Unternehmen in Frage kommen?

*Nein, Sieht den Nutzen nicht ganz. Die jetzige Lösung ist besser da sie so viele Videos haben, dass es zu lange dauern würde um alle korrekt einzufügen.*

- Darf nanoo.tv/Werft22 AG Sie über aktuelle Angebote und Änderungen zum Produkt nanoo.tv PRO informieren?

*Ja, gerne. Firmenname darf auch erwähnt werden.*

- Möchten Sie über das Ergebnis der Studie informiert werden?

*Ja.*

# Interview Medtronic (Schweiz) AG, Münchenbuchsee

## 1. Situationsanalyse

- Zu welchem Zweck/aus welchem Grund nützen Sie Video Material in Ihrer Unternehmung? (Dies kann für interne/externe Werbezwecke, Schulungen, Imagefilme, Internetplattformen oder für die sozialen Medien sein.)

*Intern werden Videos verwendet für Schulungen und Weiterbildungen (E-Learning) oder Imagefilme für neue Mitarbeiter; extern werden Videos verwendet für Produkteschulungen (Kunden, Ärzte) und Produkte- und Imagefilme.*

*Medtronic Schweiz hat selber noch keine Videos, sondern nutzt diese von andren Ländern. In Zukunft wird aber ein vermehrter Nutzen (evtl. auch mit eigenen Videos) erwartet.*

- Wie viele und wie oft verwalten Sie Videos in Ihrer Firma?

*Medtronic Schweiz verwaltet selber keine Videos. Vielleicht gibt es ein paar einzelne, die Business-spezifisch verwaltet werden. Weltweit gesehen hat Medtronic jedoch viel Videomaterial (tausende), da das Unternehmen über eine sehr breite Produktpalette verfügt.*

- Wie verwalten Sie die Videos? (Tool, welches?, manuell/selbständig?)

*Medtronic Schweiz hat zurzeit kein zentrales System für die Videoablage. Jedoch gibt es ein Tool "Content Management System", welches für die Gestaltung der Website ist und wo man auch Videos, welche auf der Website erscheinen, abspeichern und verwalten kann. Zudem nutzt Medtronic verschiedene YouTube Channels (für verschiedene Abteilungen) auf denen Videomaterial abgespeichert ist.*

- Mit welchem Zeit- und Kostenaufwand ist nach Ihrer Einschätzung Ihre momentane Lösung ungefähr verbunden?

*Keine Angabe möglich, da Medtronic Schweiz noch nicht über eigenes Videomaterial verfügt.*

- Werden die Videos zentral oder auf den einzelnen Abteilungen verwaltet?

*Siehe Frage oben*

- Sehen Sie Verbesserungsmöglichkeiten bei Ihrer momentanen Lösung? Wenn ja, welche? Sind Sie auf der Suche nach einer anderen Lösung?

*Ja, Medtronic ist sehr gross und auch global tätig. Jedes Business bzw. Land macht oft seine eigenen Sachen. Dabei fehlt oft der Gesamtüberblick.*

*Momentan ist Medtronic noch nicht auf der Suche nach einer anderen Lösung, dies wird aber in der Zukunft noch kommen..*

## 2. Verbesserungsanalyse

- Haben Sie schon zuvor von nanoo.tv gehört? (Wenn ja durch welchen Kanal?)

*Nein.*

- Welche der folgenden Funktionen sind für Ihre Unternehmung wichtig?
  - Live-Übertragungen von Sitzungen und Konferenzen  
*Es gibt bereits eine Lösung für die Übertragungen von "Konferenz-Telefonaten inkl. Präsentation" und Town-Hallmeetings. Die Meisten Meetings die außer haus sind werden per Telefon geführt.*
  - Archiv inkl. Suchfunktion  
*Sehr wichtig.*
  - Zugriff zur Datenbank des Schweizer und Deutschen Fernseh  
*Nicht wichtig.*
  - Zuschneiden von Filmen  
*Ein "nice to have", könnte praktisch sein.*
  - Einfaches konvertieren von externen Videos auf nanoo.tv  
*Wichtig, würde den Aufwand verringern und den Prozess effizienter machen.*
  - Einfache Verknüpfungen (persönlich gestaltbare Player) zu Webseiten, sozialen Medien etc.  
*Nicht zwingend. Medtronic hat bereits ein "Social Media Tool" und viele Verknüpfungen werden direkt aus YouTube gemacht.*

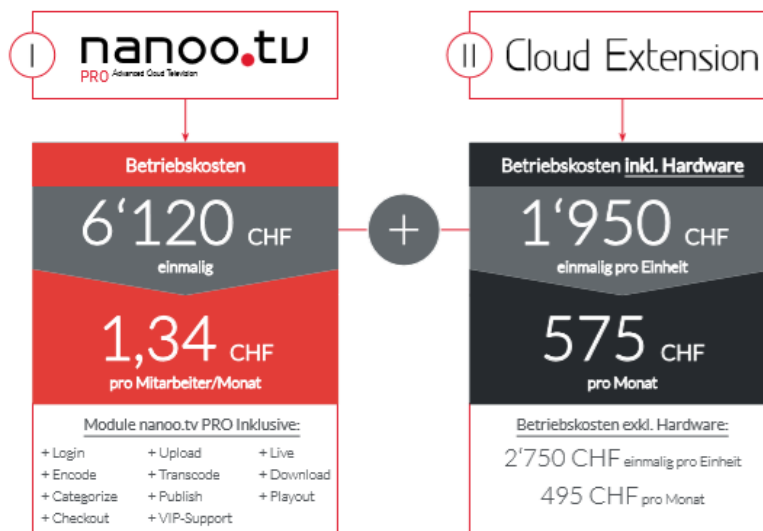
- Kundendienst/Support  
*Das Produkt sollte so funktionieren, dass kein Support notwendig ist.*
  - Dateiaustausch  
*Medtronic hat dies bereits (BOX)*
  - Kategorisierung  
*Sehr wichtig.*
  - Kontrollzentrale (wie viele Filme sind auf welcher Plattform aktiv?)  
*Sehr wichtig für z.B. wenn ein Produkt vom Markt genommen werden muss oder wenn rechtliche Probleme entstehen, etc. Es ist wichtig, dass es dann eine Übersicht gibt!*
- Sehen Sie Funktionen, die für Sie von Wert wären, welche aber von nanoo.tv PRO zurzeit nicht angeboten werden?
- Hochladen von Bildern
  - Video Bearbeitungsfunktion, wobei man Untertitel einfügen könnte (für andere Landessprachen)
  - Approval System (Alle Videos müssen zuerst von der Rechtsabteilung genehmigt werden, ein integriertes Approval-System wäre daher passend. Man würde dann sofort erkennen welche Videos bereits approved und somit verwendet werden könnten.)

### 3. Produkt Merkmale

- Worauf legen Sie beim Erwerb eines Produktes wie nanoo.tv PRO besonderen Wert?
- Einfach und anwenderfreundlich  
*Ja, so dass nicht viele Schulungen notwendig sind, um das Produkt zu verstehen.*
  - Image des Anbieters  
*Nicht sehr wichtig.*
  - Vertrauen
  - Support/Kundendienst  
*Siehe oben.*
  - Veränderbar aufgrund neuer Bedürfnisse  
*Ja, ein sehr wichtiger Punkt!*

- Schweizer Produkt «Swissness»  
*Nein, für eine globale Firma wie Medtronic nicht wichtig.*
- Design der Plattform  
*Nicht sehr wichtig, sollte aber ansprechend sein.*
- Übersicht und Kontrolle  
*Sehr wichtig, gehört zu Einfach und anwenderfreundlich*

#### 4. Preisfrage



- Finden Sie die entsprechenden Initialkosten, gemäß den gegebenen Funktionen, angemessen? Finden Sie die monatlich/jährlich anfallenden Kosten angemessen?

*Für Medtronic Schweiz wären die Kosten wohl zu hoch, jedoch als globale Lösung wären die Kosten sicherlich tragbar.*

- Angenommen Sie wären an nanoo.tv PRO interessiert, würde der Preis dafür in Ihre Budgetplanung passen?

*Medtronic Schweiz verfügt zurzeit über kein Budget für eine Video-Lösung.*

## 5. Schlussfrage

- Würde eine Lösung, wie sie nanoo.tv PRO bietet, für Ihr Unternehmen in Frage kommen?

*Ja, ein solches Tool wäre sicherlich hilfreich wenn vermehrt Videos zum Einsatz kommen. Medtronic würde eher nach einer globalen, einheitlichen Lösung suchen. Daher kann die Schweiz nicht eigene Tools erwerben. Eine Videoplattform wäre aber eine sehr gute Möglichkeit, um den globalen Überblick zu behalten.*

- Darf nanoo.tv/Werft22 AG Sie über aktuelle Angebote und Änderungen zum Produkt nanoo.tv PRO informieren?

*Nein, Medtronic ist zurzeit nicht an Angeboten interessiert.*

- Möchten Sie über das Ergebnis der Studie informiert werden?

*Ja.*

# Interview Informatik-Consulting

## 1. Situationsanalyse

- Zu welchem Zweck/aus welchem Grund nützen Sie Video Material in Ihrer Unternehmung? (Dies kann für interne/externe Werbezwecke, Schulungen, Imagefilme, Internetplattformen oder für die sozialen Medien sein.)

*Wir brauchen keine Videos, da wir keine Produkte herstellen, wir sind on the job. Weiter sind wir auch zu klein um Videos verwalten zu müssen z.B. Schulungsvideos könnten bei einer Expansion aber evtl. in Frage kommen.*

- Wie viele Videos verwalten Sie in Ihrer Firma?
- Wie oft verwalten Sie Videos in Ihrer Firma?
- Wie verwalten Sie die Videos? (Tool, welches?, manuell/selbständig?)
- Mit welchem Zeit- und Kostenaufwand ist nach Ihrer Einschätzung Ihre momentane Lösung ungefähr verbunden?
- Werden die Videos zentral oder auf den einzelnen Abteilungen verwaltet?
- Sehen Sie Verbesserungsmöglichkeiten bei Ihrer momentanen Lösung? Wenn ja, welche?
- Sind Sie auf der Suche nach einer anderen Lösung?

*Nein die Kosten-Nutzen Frage stellt sich bei uns weil wir eine kleine Firma sind und nur ein paar Videos verwalten müssten. Wir müssten jedoch viel Geld ausgeben aber hätten einen relativ kleinen Nutzen.*

## 2. Verbesserungsanalyse

- Haben Sie schon zuvor von nanoo.tv gehört? (Wenn ja durch welchen Kanal?)  
*Nein*

□ Welche der folgenden Funktionen sind für Ihre Unternehmung wichtig?

- Live-Übertragungen von Sitzungen und Konferenzen

*Wichtig → Brauchen wir viel. Müssten dann aber in so einer Video-Konferenz alle Teilnehmer einen nanoo-Account haben? Super wäre es, wenn nanoo auch z.B Skype kompatibel ist. (Skype benutzen wir zurzeit für Videokonferenzen)*

- Archiv inkl. Suchfunktion

*Relativ unwichtig, da wir nie massig videos brauchen*

- Zugriff zur Datenbank des Schweizer und Deutschen Fernseh

*Privat fände ich es wichtig, das ist ja so ähnlich wie Swisscom tv etc. Beruflich bringt mir das nicht viel. Für mich „beiss“t sich das auch etwas; ist es jetzt ein professionelles Tool oder ist es eher für private Zwecke?*

- Zuschneiden von Filmen

*Eher unwichtig, da ich für diesen Zweck Apps herunterlade oder habe. Zudem kann auf den heutigen Geräten bereits alles ohne App gemacht werden; gerade das Zuschneiden von Videos kann ich schnell und einfach auf meinem iPhone machen.*

- Einfaches konvertieren von externen Videos auf nanoo.tv

*Eher unwichtig, da ich jeweils direkt auf youtube gehen würde. Ich brauche es auch nicht zu speichern, da man ja immer wieder darauf zurückgreifen kann.*

- Einfache Verknüpfungen (persönlich gestaltbare Player) zu Webseiten,

- sozialen Medien etc.

*Eher unwichtig, da wir keine Werbefilme machen/brauchen.*

- Kundendienst/Support

*Sehr wichtig*

- Dateiaustausch

*Eher wichtig, momentan nutzen wir aber Google Docs und Dropbox und sind zufrieden damit.*

- Kategorisierung

*Unwichtig, da das Ordnen/Kategorisieren eigentlich selbstverständlich sein muss. Das Tool bietet ja ein erleichtertes Handhaben von Videomaterial, also stellt sich die Frage gar nicht ob dies wichtig ist oder nicht. Man kauft das Produkt, weil man genau das möchte.*

- Kontrollzentrale (wie viele Filme sind auf welcher Plattform aktiv?)

*eher wichtig, aber mit erweiterten Funktionen (siehe nächste Frage).*

- Sehen Sie Funktionen, die für Sie von Wert wären, welche aber von nanoo.tv PRO zurzeit nicht angeboten werden?

*Ja, eine Art Kontrollfunktion wie genannt ABER: es wäre interessant wenn dieses Tool auch ein gewisses Monitoring bieten würde. Das heißt, nicht nur dass ich sehe wo die Videos hochgeladen sind aber auch wie oft sie angeschaut wurden oder sogar WER sich die Videos angeschaut hat? Toll wäre es auch wenn man eine Statistik produzieren könnte, wo man sieht wie wirken meine Social Media Kanäle. Denn: mit meinen Videos will ich ja etwas erreichen. Nur Verwalten alleine bringt mir noch nicht so viel. Es ist zwar toll und hilfreich aber ist nur das Mittel und nicht der Zweck. Social Media muss mit einem höheren Oberziel verbunden sein und schlussendlich muss ich dieses Ziel überprüfen können. Das bringt mir dann auch einen Mehrwert oder Superior Value*

### **3. Produkt Merkmale**

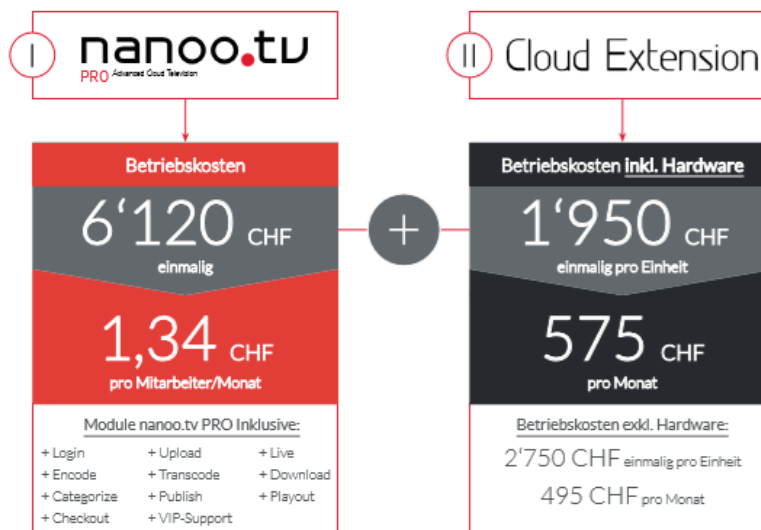
- Worauf legen Sie beim Erwerb eines Produktes wie nanoo.tv PRO besonderen Wert?

- Einfach und anwenderfreundlich- *sehr wichtig*
- Image des Anbieters – *eher unwichtig*
- Vertrauen – *sehr wichtig*
- Support/Kundendienst – *sehr wichtig*
- Veränderbar aufgrund neuer Bedürfnisse – *eher unwichtig, es kann eine Chance sein aber auch sehr gefährlich, wir hatten bereits Erfahrungen mit so einem Produkt – alles war möglich, getestet und qualifiziert wurde es*

aber nie. Zusätzlich ist es auch schwierig dann die Kosten und der Preis festzulegen.

- Schweizer Produkt «Swissness» - wichtig
- Design der Plattform – eher unwichtig Design & Funktionalität geht meistens in einem.
- Übersicht und Kontrolle – Frage erübrigt sich, da man sonst ja gar kein derartiges Produkt kaufen würde.
- Ihr Vorschlag: ...Bemerkung: Name ist sehr gut und originell.

#### 4. Preisfrage



- Finden Sie die entsprechenden Initialkosten, gemäß den gegebenen Funktionen, angemessen? *Ja*
- Finden Sie die monatlich/jährlich anfallenden Kosten angemessen? *Nein, erscheint mir zu hoch, warum braucht man auch so viele Logins? Meiner Meinung nach bräuchte nur eine Abteilung, z.B die Mediaabteilung, Logins. Was kann eine kleine Firma machen die vielleicht nur 2,3 Logins möchte? Brauche ich eine Cloud Extension? **Weitere Frage, was ist gemeint mit Hardware bei Cloud Extension?***
- Angenommen Sie wären an nanoo.tv PRO interessiert, würde der Preis dafür in Ihre Budgetplanung passen? *Eher nicht*

**5. Schlussfrage**

- Würde eine Lösung, wie sie nanoo.tv PRO bietet, für Ihr Unternehmen in Frage kommen? *Mit unserer Charakteristik und den Funktionen nicht*

Wenn Ja

Weil: .....

Wenn Nein

Weil: .....

- Darf nanoo.tv/Werft22 AG Sie über aktuelle Angebote und Änderungen zum Produkt nanoo.tv PRO informieren?

*Nein, ich werde mich selbst informieren bei Interesse*

- Möchten Sie über das Ergebnis der Studie informiert werden?

*Ja*

# Interview: Anonym\*

\*(Firmenname Autoren bekannt)

## 1. Situationsanalyse

- Zu welchem Zweck/aus welchem Grund nützen Sie Video Material in Ihrer Unternehmung? (Dies kann für interne/externe Werbezwecke, Schulungen, Imagefilme, Internetplattformen oder für die sozialen Medien sein.)

*Momentan arbeiten wir nur mit Fotos und (noch) nicht mit Videos in unseren Workshops. Häufig dienen die Fotos um Resultate (Flipchart, Präzis etc.) festzuhalten und den Teilnehmern als Input-danach zu senden. Es ist aber sehr wahrscheinlich das wir in näherer Zukunft mit Videos arbeiten werden/möchten.*

- Wie viele Videos verwalten Sie in Ihrer Firma?
- Wie oft verwalten Sie Videos in Ihrer Firma?
- Wie verwalten Sie die Videos? (Tool, welches?, manuell/selbständig?)

*Keines. Wir verwalten unsere Fotos ganz normal mit dem „Ordnersystem“*

- Mit welchem Zeit- und Kostenaufwand ist nach Ihrer Einschätzung Ihre momentane Lösung ungefähr verbunden?
- Werden die Videos zentral oder auf den einzelnen Abteilungen verwaltet?

*Die Fotos werden zentral vom Assistenten verwaltet, wir haben aber auch Zugriff Server).*

- Sehen Sie Verbesserungsmöglichkeiten bei Ihrer momentanen Lösung? Wenn ja, welche?  
*Nein momentan nicht, die Anzahl Fotos ist noch überschaubar, es sind aber viele Ordner erfasst.*
- Sind Sie auf der Suche nach einer anderen Lösung?

*Mit den Fotos momentan nicht, dies könnte sich aber mit Videos ändern.*

## 2. Verbesserungsanalyse

- Haben Sie schon zuvor von nanoo.tv gehört? (Wenn ja durch welchen Kanal?)  
*Nein*

Welche der folgenden Funktionen sind für Ihre Unternehmung wichtig?

- Live-Übertragungen von Sitzungen und Konferenzen

*Wichtig*

- Archiv inkl. Suchfunktion

*Wichtig*

- Zugriff zur Datenbank des Schweizer und Deutschen Fernseh

*Eher unwichtig*

- Zuschneiden von Filmen

*Wichtig*

- Einfaches konvertieren von externen Videos auf nanoo.tv

*Unwichtig*

- Einfache Verknüpfungen (persönlich gestaltbare Player) zu Webseiten,

- sozialen Medien etc.

*Eher wichtig*

- Kundendienst/Support

*Sehr wichtig*

- Dateiaustausch

*Eher unwichtig*

- Kategorisierung

*Wichtig*

- Kontrollzentrale (wie viele Filme sind auf welcher Plattform aktiv?)

*Eher wichtig*

- Sehen Sie Funktionen, die für Sie von Wert wären, welche aber von nanoo.tv PRO zurzeit nicht angeboten werden?

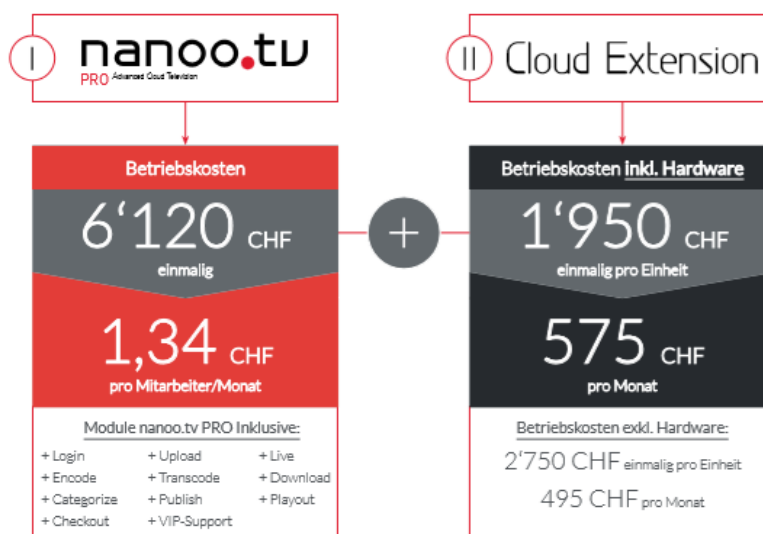
*Nein, momentan nicht*

### 3. Produkt Merkmale

- Worauf legen Sie beim Erwerb eines Produktes wie nanoo.tv PRO besonderen Wert?

- Einfach und anwenderfreundlich- *sehr wichtig*
- Image des Anbieters – *eher unwichtig*
- Vertrauen – *sehr wichtig*
- Support/Kundendienst – *sehr wichtig*
- Veränderbar aufgrund neuer Bedürfnisse – *eher unwichtig, könnte aber interessant sein.*
- Schweizer Produkt «Swissness» - *wichtig*
- Design der Plattform – *eher unwichtig, wenn nur intern*
- Übersicht und Kontrolle – *sehr wichtig (Sinn des Produkts)*
- Ihr Vorschlag: ...*Bemerkung:*

### 4. Preisfrage



- Finden Sie die entsprechenden Initialkosten, gemäß den gegebenen Funktionen, angemessen? *Für uns eher an der oberen Grenze aber ok.*
- Finden Sie die monatlich/jährlich anfallenden Kosten angemessen? *Eher etwas hoch, die Logins sind ok, die Cloud wäre für uns zu teuer.*
- Angenommen Sie wären an nanoo.tv PRO interessiert, würde der Preis dafür in Ihre Budgetplanung passen? *Für den Nutzen den das Produkt bringt eher nein.*

## 5. Schlussfrage

- Würde eine Lösung, wie sie nanoo.tv PRO bietet, für Ihr Unternehmen in Frage kommen? *Nein*

Wenn Ja

Weil: .....

Wenn Nein

Weil: *Wir momentan noch keine Videos haben, könnte aber in näherer Zukunft interessant sein. Allerdings müsste noch besser angeschaut werden was mit den Videos gemacht werden kann punkto Bearbeitung.*

- Darf nanoo.tv/Werft22 AG Sie über aktuelle Angebote und Änderungen zum Produkt nanoo.tv PRO informieren? *Nein danke!*
- Möchten Sie über das Ergebnis der Studie informiert werden?

*Nein, wir werden beim nächsten Wiedersehen mit Fr. Anderegg dann plaudern.*

*Bemerkung: Bitte den Firmennamen nicht in Studie erwähnen, Danke für Ihr Verständnis.*

## 11.5 Customer Reviews of Vimeo

*“We’re big fans of Vimeo because it looks great, it’s easy to use and, most importantly, there’re no ads. It’s the better option when you want to embed videos and have the player get out of the way.”*

- Marcia Howard, Production Manager at TheMuse.com

*“We use Vimeo on a daily basis to highlight new content, share artists’ stories, and host our content marketing projects. From the totally customizable embedding options and permissions controls to the video replacement feature. Vimeo offers exactly what organizations like ours need to work quickly and effectively.”*

- Derick Rhodes, Director of Footage at Shutterstock

*“Vimeo PRO has been crucial for our success. Every day, we use private review pages and password protection to review and prepare work. When we’re ready to go live, we instantly benefit from the built-in support of the vibrant Vimeo community.”*

- Justin Cone, Motionographer

*“The Vimeo player is the only video host that has excellent video quality, great clean playback, and excellent privacy settings when you need to share unfinished work before it’s ready to be public. It’s absolutely my go-to as far as uploading any video content to the Internet.”*

- Allie Avital, Filmmaker/Director (Vimeo, 2016)