E Commerce Times®
E-Business Means Business

NEWS

| Business | E-Commerce | Enterprise IT | Mobile | Security | SMB | Social Media | Trends | Reader Services |

Google Tailors YouTube for Suits

By Erika Morphy
Sep 2, 2008 3:43 PM PT

Print
Email

Google is adding a video-sharing application called "Google Video for Business" to its Google Apps suite.

It is designed to be a channel for companies to communicate internally with their employees. There are a number of use cases for the Software as a Service application, according to Google: It can be used for training; for making corporate announcements more personal; and for sharing information in the familiar YouTube format without making it public.

The application is available as part of the Google Apps Premier Edition, at no additional cost. Users pay about US$50 per month for the suite.

Limited Market

Google Video for Business is unlikely to advance the company's share of the desktop application market. For starters, the demand for internal corporate video services is very limited.

"This is an internal communications tool for the Google Apps platform," Benjamin Wayne, CEO of Fliqz, told the E-Commerce Times.

Fliqz provides the same functionality, but it is a narrow slice of its offerings, he said. "It is not a critical part of the online video market."

That assessment is echoed by Alvin Estevez, founder of Enigma Software Group, makers of Spyhunter security software.

"We use YouTube for our marketing," he told the E-Commerce Times. "It is a far superior product than Google Video, by the way, in terms of the eyeballs it can deliver." The company also uses a Microsoft media video-streaming service for internal videos, but does not consider it a core application.

User-Friendly Enough?

Would Estevez make the shift? "It would depend on how easy it is to use," he said.

In that respect, at least, Google should have a leg up on the competition. It is not for nothing that it is comparing its new product to YouTube, a site known for its easy use.

"What Google has done is repackaged YouTube so it has a slightly different face," Wayne said, "but the functionality is essentially the same."

Indeed, one reason enterprise video usage hasn't taken off as much as expected is that many of the existing products are difficult to use, according to Richard MacManus.

"Up till now enterprises have been using mostly person-to-person and text-based communication to collaborate," he wrote. "Video hasn't taken off in a big way, perhaps because enterprise video solutions haven't been packaged as easy-to-use consumer-like tools."

Google has to cover a lot of ground to catch up with Microsoft in the enterprise software space, but this product is likely to push it closer to that goal, MacManus said.

Facebook | Twitter | LinkedIn | Google+ | StumbleUpon | RSS

Most Popular | Newsletters | News Alerts

TechNewsWorld

White House Video Game Violence Discussion Fails to Move the Needle

Galaxy S9 and S9+ May Shine Brightest as S6, S7 Replacement

Russians Pose as Americans to Steal Data on Social Media

NICE Alliance Aims to Get Smart Cameras to Play Well Together

Facebook Under Fire for Bizarre Child Predator Survey Question

Most Companies Have No Idea Where They Are Going

Fileless Malware: Why You Should Care

New Uber Service Focuses on Getting Folks to the Doctor

CRM Buyer

The Painfully Persistent B2B Sales and Marketing Divide

Pega Enlists AI to Coach Sales Teams

Facebook's Vulnerabilities Surface

New AI-Powered Voice Tool Aims to Boost Sales

To Fix Healthcare, Fix IT First

AdRoll Creates New Division to Target B2B Marketers

notes, as Google owns the world's most popular consumer online video app -- YouTube -- and has become the leading Web Office vendor.

The Cloud Computing Factor

Microsoft, Adobe and Cisco have all been in the enterprise video space for a number of years, along with smaller players such as Veodia, said Dan Shust, director of emerging media for Resource Interactive.

"What makes Google's approach different is its reliance on cloud computing for a much easier implementation," he told the E-Commerce Times, with no special video server required.

"Couple that with strong YouTube familiarity and the fact that Google already has a huge user base for the paid version of their hosted apps and I think business adoption will be high," Shust predicted.

Google will also break down another barrier to greater enterprise adoption, he expects. "Video has always been recognized as an excellent way for the enterprise to disseminate information -- but even in the digital age, costs for production, storage and delivery are high. Google's pricing model effectively eliminates all but the video production costs, and makes Google's Video for Business solution hard to ignore." ECT

Get Permission to License or Reproduce this Article

Print Email Reprints More by Erika Morphy

Reader Comments

Join the discussion!

Re: Google Tailors YouTube for Suits

Posted 2016-07-10   ShanikaDessert

This could be good but high cost per month. But if I can try this and can help in my company this could be amazing. I want to know what they offer with this project. like desktop team viewer.

Reply

Related Stories

Ruling Sinks Piracy Suit Against Veoh as YouTube Grins
Aug 28, 2008

Google Tries Milking Mobile YouTube for Ad Money
Aug 19, 2008

News Alerts

Google	Activate Alert | Search Archives
YouTube	Activate Alert | Search Archives
Microsoft	Activate Alert | Search Archives
Adobe	Activate Alert | Search Archives
Cisco Systems	Activate Alert | Search Archives

Create Your Own News Alerts

Free Newsletters from ECT News Network
Don't Miss a Story. Get the Latest Headlines Delivered to Your Inbox.

☐ Tech News Flash Daily - View Sample
☐ E-Commerce Minute Daily - View Sample
☐ ECT News Network Weekly Newsletter - View Sample
☐ Editor's Pick - View Sample

Type Your E-Mail Address Here   **Subscribe**

More by Erika Morphy   View All

Keeping It Simple

LinuxInsider

Deepin Desktop Props Up Pardus Linux

Kali Linux Security App Lands in Microsoft Store

Microsoft Gives Devs More Open Source Quantum Computing Goodies

Red Hat Adds Zing to High-Density Storage

When It's Time for a Linux Distro Change

Endless OS Helps Tear Down Linux Wall

Suse, AWS Nudge SAP Customers to the Cloud

SentinelOne Debuts Unified OS Threat Protection

SPONSOR RESOURCES

Content Marketers - Save 25%
A well-executed content marketing strategy can help attract targeted traffic to your website. Publish your company's blog, videos, events and more on ALL EC. View Offer.

Marketers - Fill Your Sales Funnel Instantly
Access millions of IT and business decision makers. Our full-service global marketing program delivers sales-ready leads. Learn more.

E-Commerce Times

The VR Experience: Challenges for a Growing Market

Amazon Courts Medicaid Recipients With Deep Prime Discount

Where Blockchain Tech Offers the Most Promise

Voice Shopping Set to Skyrocket

Amazon Buys Ring to Make Homes, Deliveries More Secure

Mobile Pay, Smart Speaker Brand Confusion Means No Winners

5 Podcast Pluses for E-Commerce SMBs

SC Justices to Hear Arguments in Microsoft, DoJ Data Privacy Face-Off

Calioots with Its Ex-Engineer

| Previous | Next |

Inside E-Commerce Times

CLOUD COMPUTING

Oracle to Leverage AI, Machine Learning in Autonomous Cloud Platform

Microsoft to Use Blockchain to Create Decentralized ID System

To Win in the New Delivery Economy, Go to the Cloud

ENTERPRISE IT

FCC's Final Rule on Net Neutrality Sparks Legal Challenges

Vendors Await $50B 'Tsunami' of US Telecom Contracts

Advanced Selling Strategies

EXCLUSIVES

Five9 President Dan Burkland: Leveraging Tech for Great Customer Experiences

HighGround CEO Andee Harris: Find Your People

Namogoo CEO Chemi Katz: Malware Can Ruin the Customer Journey

EXPERT ADVICE

Nutshell CTO Andy Fowler: Good CRM Tools Stay Out of the Way

CloudCraze EVP Andrew Witherspoon: For Successful B2B, Set Aside Expectations

Outreach CEO Manny Medina: Selling Success

HOT TOPICS

Uber's New Express Pool: Walk and Wait

Silicon Valley's Corrupt Underbelly: It's Far Worse Than We Thought

Apple's HomePod Could Leave a Lasting Mark With Customers

MARKETING

FutureProof Retail President Di Di Chan: Combine Your Strengths

Google Launches Offensive Against Annoying Ads

Intel's Fake 5G Olympic Hail Mary

MOBILE

Camera, Audio Star in New Galaxy Phones

Google Pay to Challenge Apple, Amazon

Nimble Mobile CRM Gets Desktop Browser Features

SECURITY

5 Effective Ways SMB Etailers Can Battle Fraud

AI's Malicious Potential Front and Center in New Report

3 Cybersecurity Threats SMB Etailers Should Not Ignore

SMB

WiFi Routers Riddled With Holes: Report

Will 2018 Be the Year of Reckoning for Online Tax Collection?

3 Reasons Your E-Commerce Biz Should Have a Blog

SOCIAL MEDIA

Disaffected Social Media Users Flock to Vero

Right Blasts Twitter's Bot Takedown

Russian Twitter Trolls Exploit Florida School Shooting

SPOTLIGHT FEATURES

With 4K HDR, Olympics May Be More Colorful Than Ever

Open Source Software Turns 20-Something

Winning Tactics for Marketing in the Micro-Moment

TRENDS

Apple Plans Healthcare Clinics as Employee Perk

Real Danger and Dangerous Distraction - AI to the Rescue?

'Different Strokes' Approach Can Damage a Brand

Publications
ALL EC
CRM Buyer
E-Commerce Times
LinuxInsider
TechNewsWorld

Newsletters
E-Commerce Minute
Tech News Flash
ECT News Network Weekly
Editor's Pick
Subscribe

Reader Services
Account Management
Discussion
Linking Policy
Network Map
News Alerts
RSS / XML Feeds
Search ECT News Network

Company Info
About
Advertising
Business Development
Careers
Contact
Permissions
Reprint Information