

INTELLIGENT PAPERS SERIES

How to Choose Between AnyClip and Panopto

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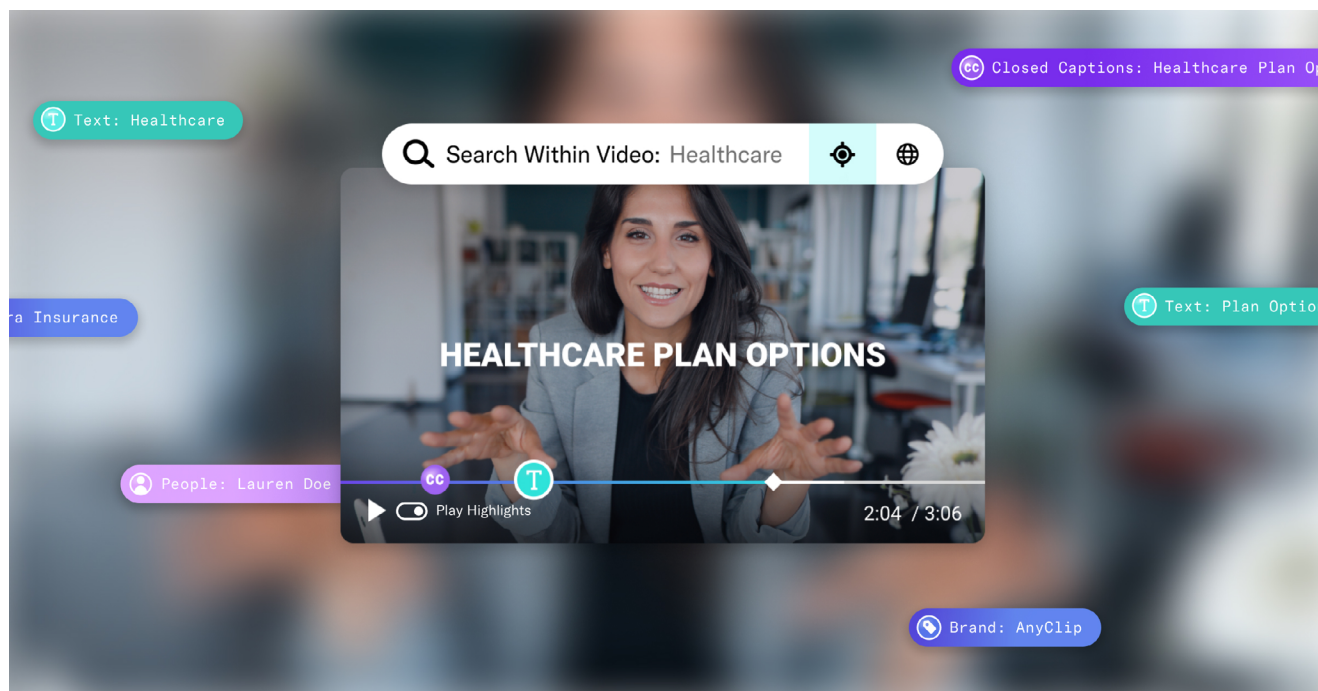
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At a quick glance, enterprise video platforms like AnyClip and Panopto may look similar. Both platforms promise to host, manage, and deliver your video content, while adding additional features such as chapters, captions, and interactivity. However, digging deeper into your organization's needs will help you determine which video platform is best for you.

AI-Driven Intelligence

Panopto promises to use speech recognition and optical character recognition (OCR) to caption and search videos. However, as a legacy video platform whose groundwork was laid in 2007, they have not kept up with the quickly moving trends in video technology.

AnyClip is the first fully AI-driven video platform, using cutting-edge machine learning to automatically analyze and tag every video frame-by-frame, including recognizing spoken words, on screen text, people, brand logos, objects, and keywords. This Visual Intelligence Technology™ transforms traditional video content into data; smart video assets that can now be fully leveraged. By getting deeper into the actual content of each video and then using the transformative power of AI, AnyClip can automate workflows and offer greater insights in ways that were previously unavailable.

The bottom line? Panopto gives you a place to put your video. AnyClip gives you a way to make your video more powerful, fast. With the automation that AI enables, AnyClip saves your employees time and effort while making information easily accessible across the organization. In today's fast-paced, increasingly remote environment, speeding up communications is the key to success.

Automatic Organization

AnyClip's automated analysis and tagging enables a revolutionary approach to video organization, allowing businesses to automate and streamline how they organize their content libraries. Instead of manual tagging and curation, AI can automatically help businesses sort and place their videos in user-friendly structures. As video usage continues to soar, AnyClip's approach helps businesses easily scale video management in ways that legacy platforms like Panopto cannot.

“With the automation that AI enables, AnyClip saves your employees time and effort while making information easily accessible across the organization.”

Intelligent Search

Panopto provides in-video search based on their captions and OCR. However, AnyClip's deeper video analysis also allows for deeper search, making it easier for employees and users to find not only the right video, but to jump straight to the point in the video they are most interested in. Color-coded tags make it easy to scan and navigate within video content to find the most relevant information, effortlessly.

Instant Translations

While Panopto can translate your video content (with a time delay), AnyClip's AI-driven translations are automatic. Translate your content into more than 100 languages...and then allow users to search in those languages. Instantly make your content not just accessible to viewers regardless of language, but searchable as well, to increase your video ROI and drive greater communication across the organization.

AI-Powered Interactivity

Both companies offer interactivity within their video content. However, Panopto's interactivity requires manual effort to create.

With AnyClip, it's possible to automate interactive campaigns, inserting clickable links and calls-to-action that automatically appear whenever a specific topic comes up, across multiple videos, without manual effort. For example, whenever the employee handbook is mentioned across any of a company's onboarding videos, a link to download the handbook can appear automatically inside the video. There is no need for the owner of the videos to personally find every mention in every video and manually create a hotspot in each one.

Executive Summary on Command

As another example, AnyClip's AI automatically generates Highlights of longer videos, offering an executive summary of each video. This allows viewers to get a quick understanding of the most important points of a meeting or presentation, and then dive in deeper if they wish to get more context on specific points. No more time wasted trying to figure out the key takeaways from a missed meetings; employees can get up to speed

Real Collaboration

Panopto's approach to internal communications is passive, an archive of video materials. With AnyClip's in-video commenting, video becomes a virtual workspace designed for asynchronous collaboration. and back to work in minutes.

Easy to Use

With its emphasis on automation and deep search, AnyClip is designed to help businesses scale their video without scaling their workloads or overhead.

Panopto puts an emphasis on its proprietary video creation tools. However, at a time where most employees spend huge amounts of time in video communication platforms such as Zoom and Microsoft Teams, how many employees really want to learn another video creation tool? Instead, AnyClip focuses on streamlining how employees actually use video, without adding new complicated tools teams will need to be trained on.

“Employees today do not have time to comb through hours of video content to find the information they need. AI is necessary to get employees communicating and collaborating efficiently.”

Focus on Business

Panopto is proud of its roots as an educational video platform, built at Carnegie Mellon University to serve the needs of colleges and universities. However, that means that their technology was fundamentally built as an educational aid and only later retrofitted for business. It's easy to see these roots in their emphasis on lecture capture, virtual classrooms, and integrations with school-oriented Learning Management Systems.

AnyClip, however, was built with business in mind. AnyClip's Genius+ platform makes it effortless for businesses to showcase their products and services to customers, while GeniusWork was designed not for professors, but employees.

Conclusion

Panopto is a well-established platform, especially in the education sector. However, its size and age have kept it from innovating. In a post-COVID world, the way businesses approach video has fundamentally changed. The only way to manage the growing volume of video is through smart automation that allows businesses to get the most ROI out of the video content. AnyClip's AI-powered platform is revolutionizing the way companies do business with video.

ANYCLIP IS THE VISUAL INTELLIGENCE™ COMPANY.

AnyClip's proprietary Visual Intelligence Technology is using AI to revolutionize how business does video—the most desired and prevalent form of communication. By instantly activating its innate data, AnyClip brings to video the power once reserved for text via transparency, interactivity and collaboration.

The company powers advanced video solutions so smart, they're Genius. For internal communications, AnyClip's GeniusWork™ is the first AI-powered internal communications platform for Business, featuring intelligent video hubs for knowledge sharing, collaboration and communication. For customer-facing communications, Genius+™ is the AI-powered video management platform that converts traditional video into intelligent content that is fully enabled—searchable, measurable, personalized, merchandised and interactive.

AnyClip is located in New York, Los Angeles, Tel Aviv, London, and Munich. In 2021, the company was ranked No. 5 in New York, and 64 overall, on the Deloitte Technology Fast 500™ list of fastest-growing companies in North America. In 2022, AnyClip won the NAB Show Award for Product of the Year from the National Association of Broadcasters and was named to Aragon Research's "Hot Vendors in Collaboration" list. AnyClip was most recently named a Finalist for Best Video Platform 2022 by Digiday. For more information, please visit www.anyclip.com.

Any video. Every business. One global SaaS platform.

PUT OUR VISUAL INTELLIGENCE™ PLATFORM TO THE TEST

See how easily you can convert your traditional video into smart video, instantly. Book a demo at anyclip.com/contact/request-a-demo to learn more, or sign up for our 14-day free trial at: anyclip.com/contact/free-trial

