SECURELY MANAGING THE INFLUX OF RECORDED ZOOM MEETINGS

Past the pandemic-caused economic downturn, businesses have resumed operations with the help of remote work enabled by video conferencing solutions like Zoom. This paper explores why businesses must record their ever-increasing Zoom meetings and how to securely manage them for greater productivity.

VIDIZMO

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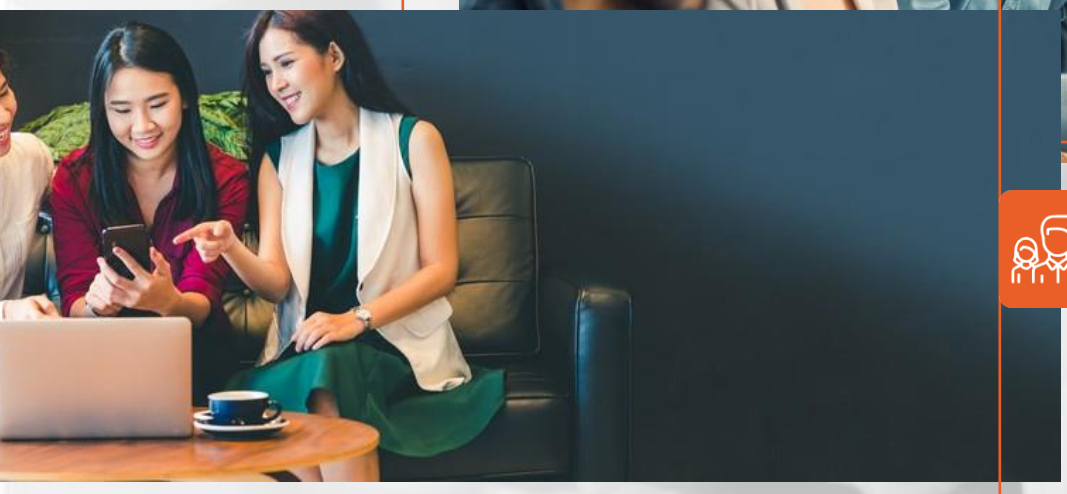
Whitepaper

Abstract

CHANGE – The year 2023 witnessed a global surge in video content consumption fueled by a confluence of factors. The lingering effects of the pandemic, with its hybrid work arrangements and increased reliance on digital communication, played a significant role. As physical interactions remained limited, video became the new language of collaboration, learning, and entertainment. From virtual meetings and conferences to online education and streaming platforms, video content has skyrocketed, transforming the way we work, learn, and connect.

According to the World Economic Situation and Prospects report by the United Nations Department of Economic and Social Affairs, global output is expected to grow by 3.4% ***throughout 2024, marking a continued recovery from the pandemic's impact. However, significant disparities remain across regions and industries, highlighting the importance of effective strategies for navigating the post-pandemic landscape.***

The rapid shift towards hybrid work shows no signs of slowing down. In fact, Upwork's "**Future of Work Trends 2023**" report predicts a meteoric rise, with the number of remote employees expected to reach a staggering 50% of the global workforce by 2026. This rapid adoption underscores the need for innovative solutions to navigate this new landscape. Organizations must equip themselves with the tools and strategies necessary to ensure seamless communication, effective collaboration, and sustained productivity in a decentralized environment. Failure to adapt will leave them lagging behind in this rapidly evolving work ecosystem.



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IT HAS BEEN ESTIMATED THAT, BY 2025, 70% OF THE **WORKFORCE WILL WORK FROM HOME** AT LEAST 5 DAYS EVERY MONTH

There are good reasons why remote work is growing at such a pace. Here are just a few of the benefits of telecommuting:

Retention rates soar with employees noticing the flexibility their company offers them regarding how they want to manage time and where they want to work from. A study showed that 74% of employees would be less likely to switch their current job if they were allowed to work remotely.

There is massive cost-saving for employers, with an estimated annual saving of $11,000 per employee working from home at least half a year. This includes saving from their commute, office space, lunch, and much more.

Above all, the main reason for the success of remote work is the improved productivity of employees at an average of 35% to 40%.

However, remote work in itself has several pitfalls. Following are a few problems that remote workers frequently encounter:

- Isolation from in-office staff
- Difficulty in collaborating and communicating with their colleagues.
- Difficult to keep up the employee morale and work motivation.

While the initial shock of the 2020 remote work revolution left many businesses scrambling, the current trend shows that while remote work numbers have decreased since the pandemic, hybrid work numbers remain consistent. This consistent readiness is likely due to the widespread adoption of effective tools, including video conferencing solutions beyond Zoom. As the hybrid model becomes increasingly entrenched, the focus has moved from mere survival to optimizing communication, collaboration, and productivity for both remote and in-office teams.

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ZOOM TAKES
OVER THE
BUSINESS
WORLD

While Zoom's initial surge in popularity during the 2020 pandemic was undeniable, its growth hasn't slowed down. In 2023, Zoom remains a dominant player in the video conferencing landscape, boasting over 200 million monthly active users across individual, educational, and business segments. This sustained success speaks to the platform's user-friendly interface, low latency, and ongoing innovation.

Zoom has cemented its position as a leader in the video conferencing market, holding a 40% market share in 2023. This dominance is attributed to its intuitive interface, reliable performance, and adaptability to cater to diverse user needs, from individual video calls to large-scale webinars in educational and business settings.

In this paper, we will explore how Zoom can be used for so much more than just real-time two-way communication through the help of recording the meetings held on it and publishing them on an enterprise video content management system.

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THE CASE FOR RECORDING ZOOM MEETINGS

Most companies don't just use Zoom to conduct work meetings. Zoom can easily be used to conduct training sessions, employee onboarding, online courses, and much more. Moreover, efficient companies opt for recording these meetings to increase their remote workers' performance and productivity. Let's explore why this is so:

7 REASONS WHY ZOOM MEETINGS MUST ALWAYS BE RECORDED

01

Important Details Are Recorded in The Work Meetings

The average American professional spends anywhere from 30 to 60 minutes in meetings, according to a recent study. This increase from earlier estimates highlights the growing prevalence of meetings in the modern workplace. With most meetings still this long, it's no wonder that employees struggle to retain information and stay engaged.

02

Time Spent On Note-Taking Can Be Rather Spent On Having A Fruitful Discussion

Recording the work meetings ensures that employees are completely focused on the discussion at hand rather than taking a break every two minutes to jot down the discussion points. This also helps shorten the meetings to save time. These notes they make are, in most cases, not an accurate representation of the meeting discussion in any case, due to the fast-paced nature of the meetings these days, with several topics being discussed in one go.

03

Recordings Allow Every Employee To Be Included In The Work Meetings

It is ironic how choosing a mutually agreeable time for a meeting takes a great deal of time. With the fast-paced nature of work, scheduling conflicts are bound to occur. It will be much better to have the meeting with the employees that are absolutely required for the discussion. You can then make it compulsory for the remaining employees to watch the recording later on.

04

Record Is Kept For Future Review Of The Work Meetings

Watching recorded work meetings, like quarter-end reviews, helps evaluate team success by comparing results with what was agreed upon. It is always best to keep a record of the discussions for swift review and comparison. This way, valuable work time is not wasted on sifting through notes and meeting minutes.

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05

Knowledge Management With A Record Of Important Work Meetings

Businesses can utilize enterprise video content management systems like VIDIZMO for their Zoom integration to manage recorded meetings. You can automatically ingest the recordings to store and create a centralized video library with different playlists of recorded online work meetings. When new employees are onboarded, or an employee enters a project midway, this handy centralized video repository can be used to quickly bring them up to speed without the need for redundant meetings.

06

RECORDING WORK MEETINGS KEEP THE EMPLOYEES ACCOUNTABLE

Research has shown that every month 31 hours on average are spent in unproductive meetings. Keeping the employees accountable can help save the valuable time of busy employees. Wasted time caused by redundant meetings with pointless discussions can cost companies more than 1000 per employee monthly.

07

Recordings Put A Stop To Recurring Redundant Work Meetings

Employees are often forced to hold recurring meetings that require duplicated efforts. Meetings held for the purpose of new employee onboarding and information sharing can be recorded and published as on-demand videos on your centralized video library. Accordingly, you may share these with the relevant employees whenever the need arises to save up time and money.

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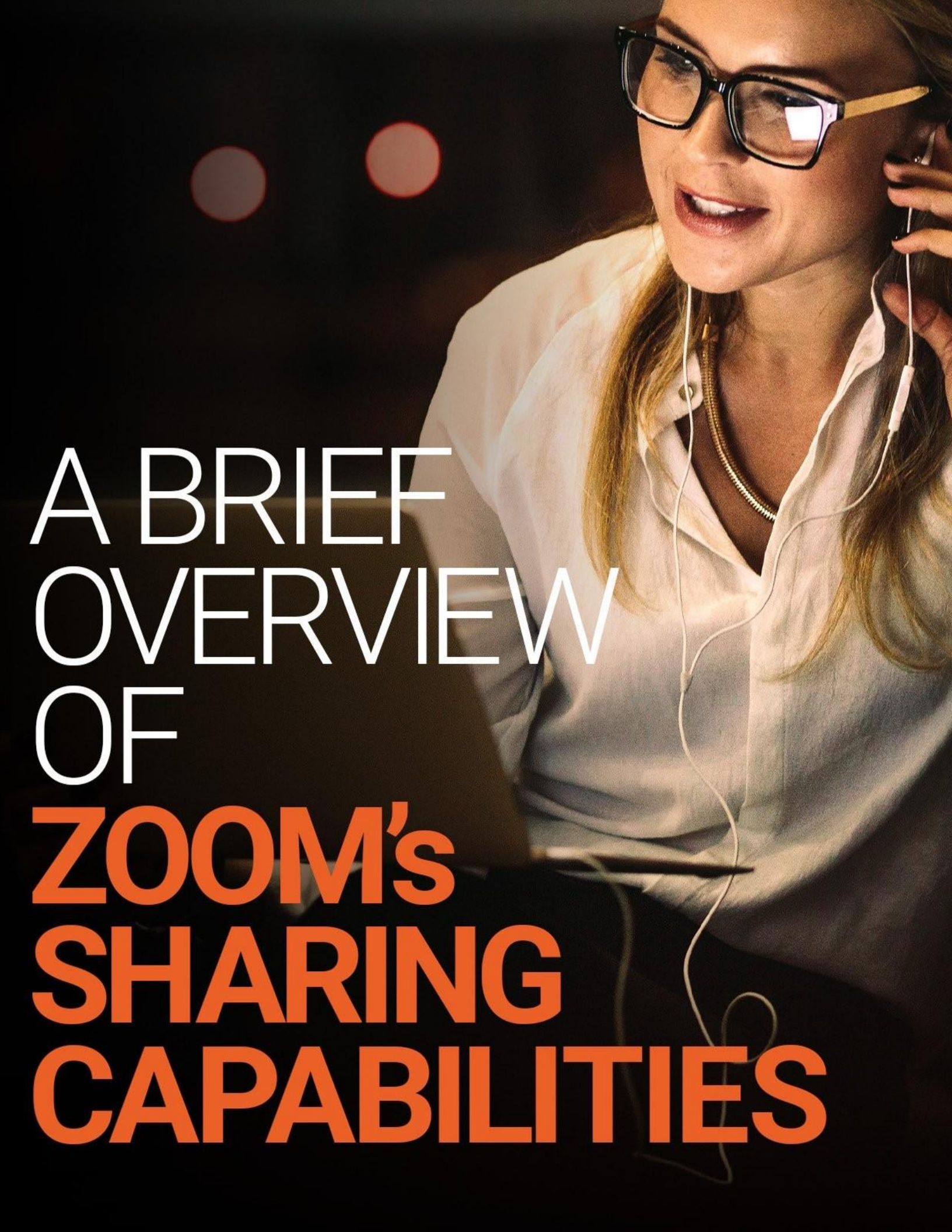

A BRIEF OVERVIEW OF ZOOM's SHARING CAPABILITIES

We will now briefly discuss how recordings are shared through Zoom before going over all the challenges faced in sharing and managing these recordings directly through Zoom and how to overcome these easily.

The number of methods for sharing the recorded Zoom meetings varies based on whether you have a free or paid account. For free account users, the only way to share a recording is to first save it on your computer. In contrast, on a paid account, users can either store the recordings on their computer or in the Zoom cloud.

HOW TO SHARE A LOCAL ZOOM RECORDING?

These recordings will only be viewed from the computer they were recorded on, and they can only be manually shared. The recording will usually be large in size. Therefore, you can only share recorded Zoom meetings by uploading them to a platform that can store and manage them.

HOW TO SHARE CLOUD RECORDING?

You can directly share a recorded Zoom meeting if it is saved on your Zoom cloud. While sharing it, you only have two options to choose from, i.e., "only authenticated users can view" or "publicly." You cannot restrict sharing link access within authenticated users based on your organizational units. Some basic sharing options are present for authenticated user settings. You can password-protect your meetings, expire the link at a set date, and restrict its download.

Once you have selected your desired settings, you will have to manually copy the sharing link each time and send it to each team member separately through other communication modes like email.

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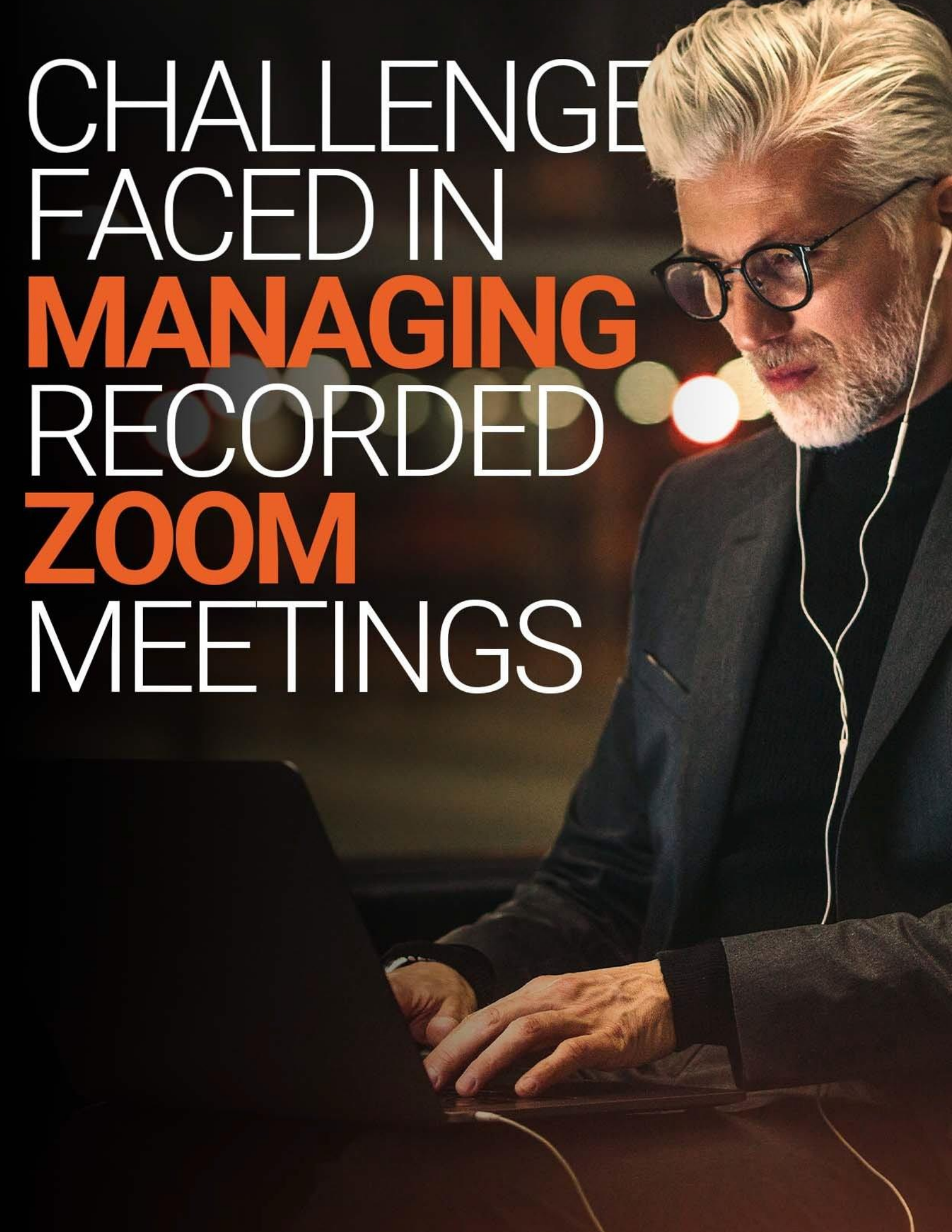
CHALLENGE
FACED IN
MANAGING
RECORDED
ZOOM
MEETINGS

Most companies avoid recording Zoom meetings due to certain critical challenges. There have been many security scares in the past that have made businesses wary of recording their meetings despite the multitudes of benefits. Last year, at the peak of the pandemic, The Washington Post reported that more than 15,000 recorded Zoom meetings could easily be found and viewed on open cloud storage spaces by searching online. Hence, the concerns of businesses are definitely valid.

Moreover, each meeting has a varying sensitivity level and must only be made accessible to the relevant teams. Manually ensuring all this is an almost impossible task. We will share with you a much easier and more secure method to do all this. But first, let's deep dive into all the recording sharing and management that hold back organizations from recording Zoom meetings:

SECURE SHARING AND COMPLIANCE

Zoom falls short in terms of the security of its sharing feature. Zoom is very vague in terms of the encryption on these recordings. It seems like the recordings are not end-to-end encrypted when they are shared with other viewers.

Plus, there are no audit logs kept for the activities done on these recordings. Hence, meeting important compliances like GDPR and HIPAA is difficult while sharing these recordings through Zoom. Zoom also doesn't allow you to host the recording in a data center of your choice. The meeting links also have to be shared manually with different users, which is an arduous process in itself.

ACCESS MANAGEMENT

With busy professionals having more than 60 meetings per month, managing access to these recordings manually becomes an almost impossible and extremely time-consuming task that should be automated.

To automate this process, Zoom doesn't provide the option to assign different users certain roles based on different permission levels or seniority. Hence, it is not possible to bulk share recordings directly with certain user roles. Zoom either allows you to share the recording publicly or for authenticated logged-in users. Hence, controlling access within organizational units is not possible.

PLAYBACK CAPABILITIES

Zoom has basic playback capabilities for recordings. The video player doesn't have any resolution option, and the video is not available in different video formats. Hence, the viewing experience may be disrupted due to varying bandwidth conditions.

There are also no options to like, comment, make notes within those recorded meetings, or add in-video quizzes, forms, and handouts.

SEARCHABILITY

Zoom is only a video conferencing tool with an additional capability of recording and sharing meeting recordings. Hence, it doesn't have the capability of being a centralized video library for the storage and searchability of these recordings.

Your team can't simply go onto their Zoom and easily search for old recordings they have access to. It also isn't possible to create playlists on Zoom for related recordings. What's more, Zoom doesn't have the capability to filter searches or allow you to add default or custom metadata to the recordings for better searchability.

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CONTENT MANAGEMENT

Zoom is not designed to be a content management tool. There is no way to compartmentalize the recordings into different folders or playlists or create content categories. The app also doesn't have options to brand its video player through features like custom color themes or logo placement.

ACCESSIBILITY

Zoom's video player is not accessible to a diverse audience. It doesn't have keyboard shortcuts, and audio description cannot be added to it. Hence, it is not possible to meet compliance requirements like Section 508. There are also no customizations available on Zoom to improve the viewing and sharing experience according to your business requirements.

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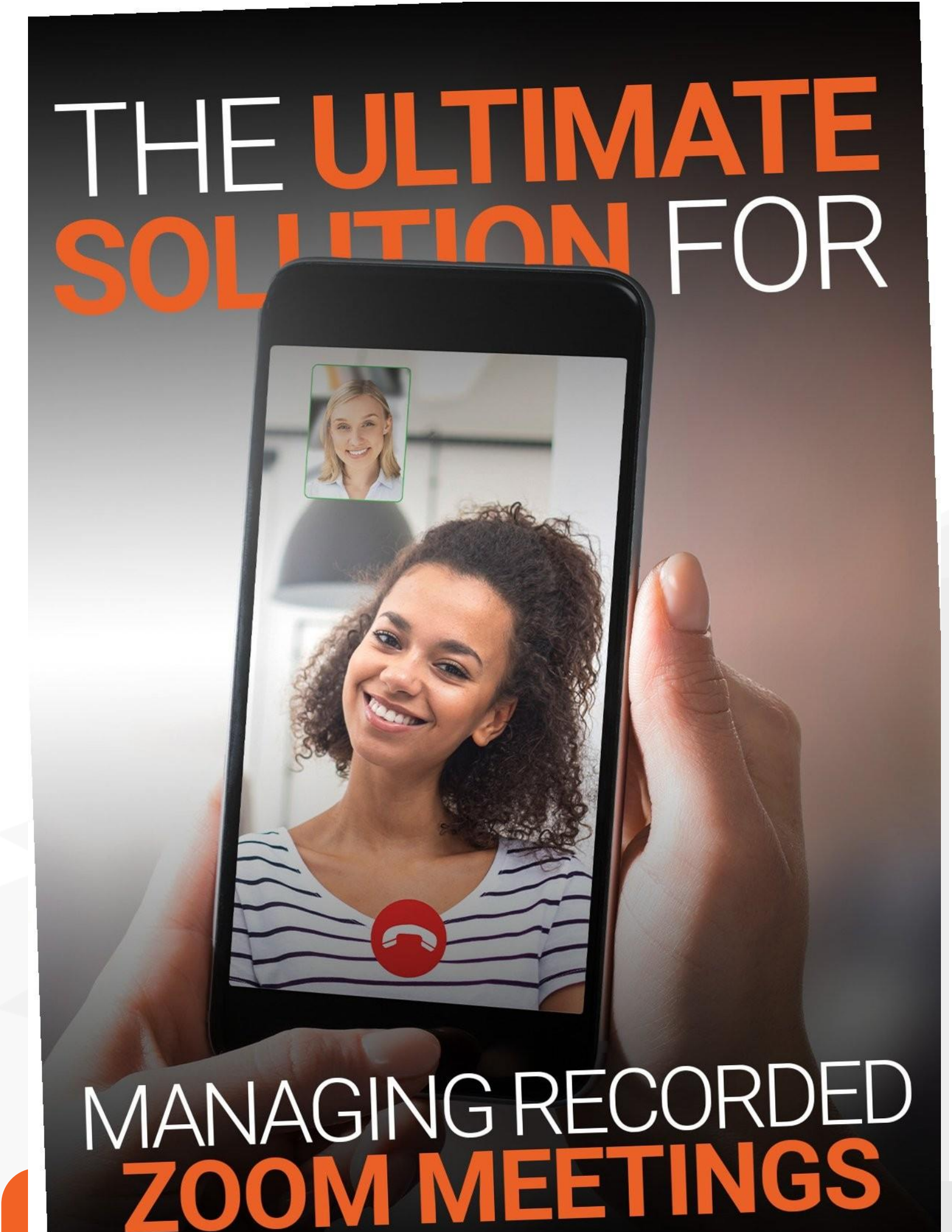
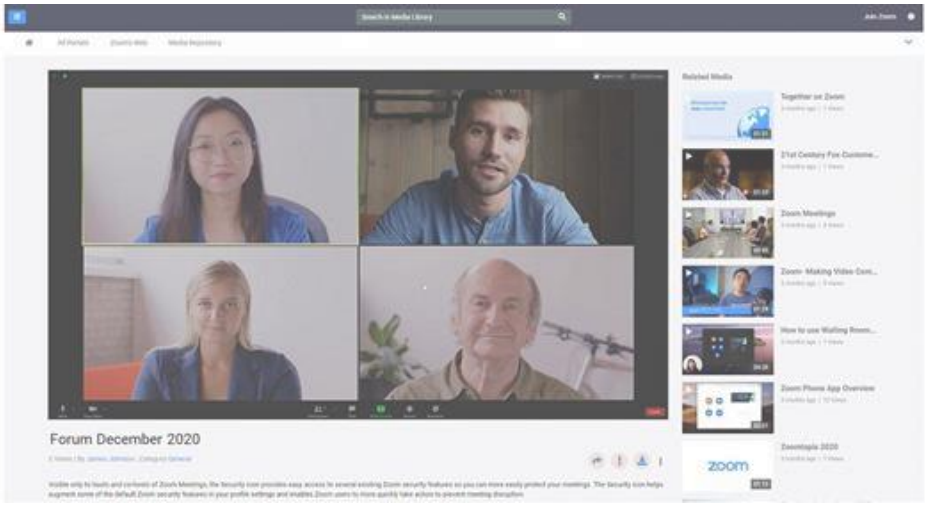
THE ULTIMATE SOLUTION FOR



MANAGING RECORDED ZOOM MEETINGS

VIDIZMO is the ultimate tool to help you resolve all the concerns mentioned above. VIDIZMO EnterpriseTube is an enterprise video content management system that can integrate with Zoom to ingest its recorded meetings automatically. These can then automatically be deleted from Zoom and stored, searched, analyzed, managed, and shared securely on VIDIZMO.



Let us now explore in-depth how VIDIZMO resolves each of the concerns related to the sharing and management of recorded Zoom meetings:

SECURE SHARING AND COMPLIANCE

Recorded Zoom meetings ingested on VIDIZMO are FIPS 140-2 end-to-end encrypted to ensure that no one other than authorized individuals can view your recordings. VIDIZMO's SSO integration then ensures that only authenticated users gain access to your internal portals. Hence, there is no risk of unauthorized users getting hold of your recordings.

VIDIZMO's platform also meets all high-level compliance requirements, like GDPR for European markets and HIPAA for the health industry. There are detailed audit logs maintained on the platforms to meet these specific compliances. These will also help you track all the activities performed on the portal and for each particular video. You will also be allowed to host your videos in compliant data centers in the region of your choice.

ACCESS MANAGEMENT

VIDIZMO has extensive access management capabilities that prevent your recordings from getting exposed to unauthorized viewers. You can essentially define who gets to see your recorded meetings and what they can do once they have access (download or not, share ahead or not, etc.)

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Through SSO integration with SCIM support for user and group synchronization, VIDIZMO ensures that one team member is not able to access other team members' recordings on VIDIZMO before access is granted to them by the host.

Moreover, there are two ways of controlling access on your recorded Zoom meetings stored in VIDIZMO:

CONTENT SEGREGATION

Through VIDIZMO, you can create separate portals for separate departments to segregate access. You can also assign access for each file (or group of files) as anonymous, entire organizations, specific departments, or groups of users.

Furthermore, you can also share recorded meetings with specific users or anonymous viewers with password protection and set a time frame for recording availability. Lastly, there is a separate limited sharing option for external viewers through an email invite as well. For this method, the external viewer would have to register to gain access to the recording. This way, you can limit the number of views and recording availability duration.

PLAYBACK CAPABILITIES

VIDIZMO has powerful video playback capabilities. Its video player allows the recordings to be viewable on all browsers and devices. Recordings are also available in multiple formats and resolutions for an enhanced viewing experience in varying bandwidth conditions. Hence, viewers from different regions can easily view your recorded meetings.

IN-VIDEO INTERACTIVITY FOR EMPLOYEE LEARNING

In-video quizzes, handouts, and forms can be inserted within your recordings to increase viewer engagement. Through this, recordings can be used to create training course playlists by keeping track of user learning, providing them additional information through handouts, and enquiring feedback through forms.

Searchability

Create a central video repository for your organizational knowledge management through VIDIZMO. You can store all your recorded Zoom meetings in it alongside your other organizational video content. You can even divide it up into different portals for internal and external content. These portals have comprehensive searching capabilities to help you find the right recording when you urgently need it for a review before a meeting.

Your video's searchability can improve by assigning default and custom attributes to each recording, such as location, training instructor name, or course title. Each recording can also be assigned manual or

auto-generated tags, which especially filtered search. You can even search inside a recording based on in-video words using transcripts, faces, and objects.

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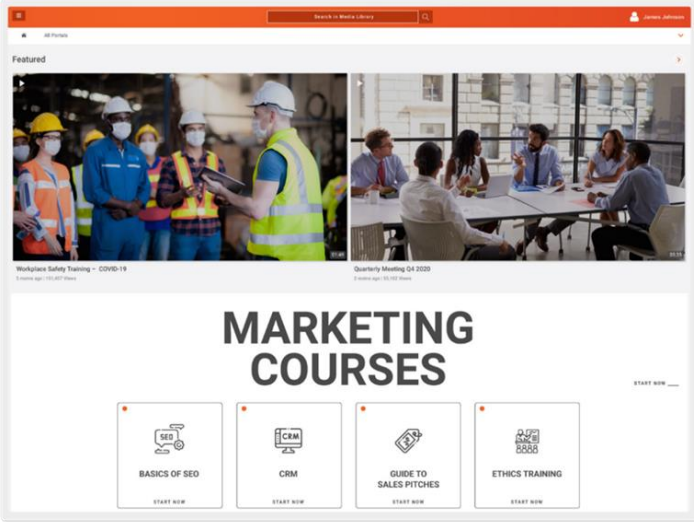
Content Management

To help you neatly compartmentalize your recordings and other video content, you can create different playlists or collections on VIDIZMO. Access can then be set for these playlists. For training purposes, these playlists and collections can be used to create courses. It is also possible to monitor these recordings' analytics to check the viewers' engagement level and the video performance. It is also possible to brand the video player through some default templates, logo placement, custom themes, and colors.



Accessibility

VIDIZMO's multilingual portal also has powerful AI capabilities that allow you to make your recordings accessible to a diverse audience. Furthermore, video playback is made further accessible through automatic transcription and translation of these transcriptions, keyboard shortcuts, and audio descriptions. This helps you meet compliance requirements through Section 508. VIDIZMO is also a highly customizable and configurable portal where additional features can be requested based on your unique company needs.

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VIDIZMO DOES MORE THAN JUST MANAGING YOUR RECORDED MEETINGS!

VIDIZMO EnterpriseTube is an end-to-end enterprise video content management system for live and on-demand videos that may include internal meeting recordings, training courses and even external videos like marketing content. To top it all off, there are flexible deployment options to choose from based on your company requirements:

Cloud Deployment

- Choose your Cloud provider.
  - Azure (Commercial and Government)
  - AWS (Commercial and Government)
  - Any other cloud provider of choice
- Choose your data center location
- Choice of cloud management model.
  - VIDIZMO managed cloud deployment
  - Self-managed cloud deployment

On-Premise

EnterpriseTube is easy to install on-premise and is for organizations that want to keep their data secure within their own data centers.

Hybrid Model

You can choose both cloud and on-premise models to store and stream your video content.

SaaS

You can purchase EnterpriseTube as a SaaS application deployed on VIDIZMO Cloud. Interested in trying out the powerful recording and management capabilities of VIDIZMO.

Request a free trial today to explore the solution yourself.

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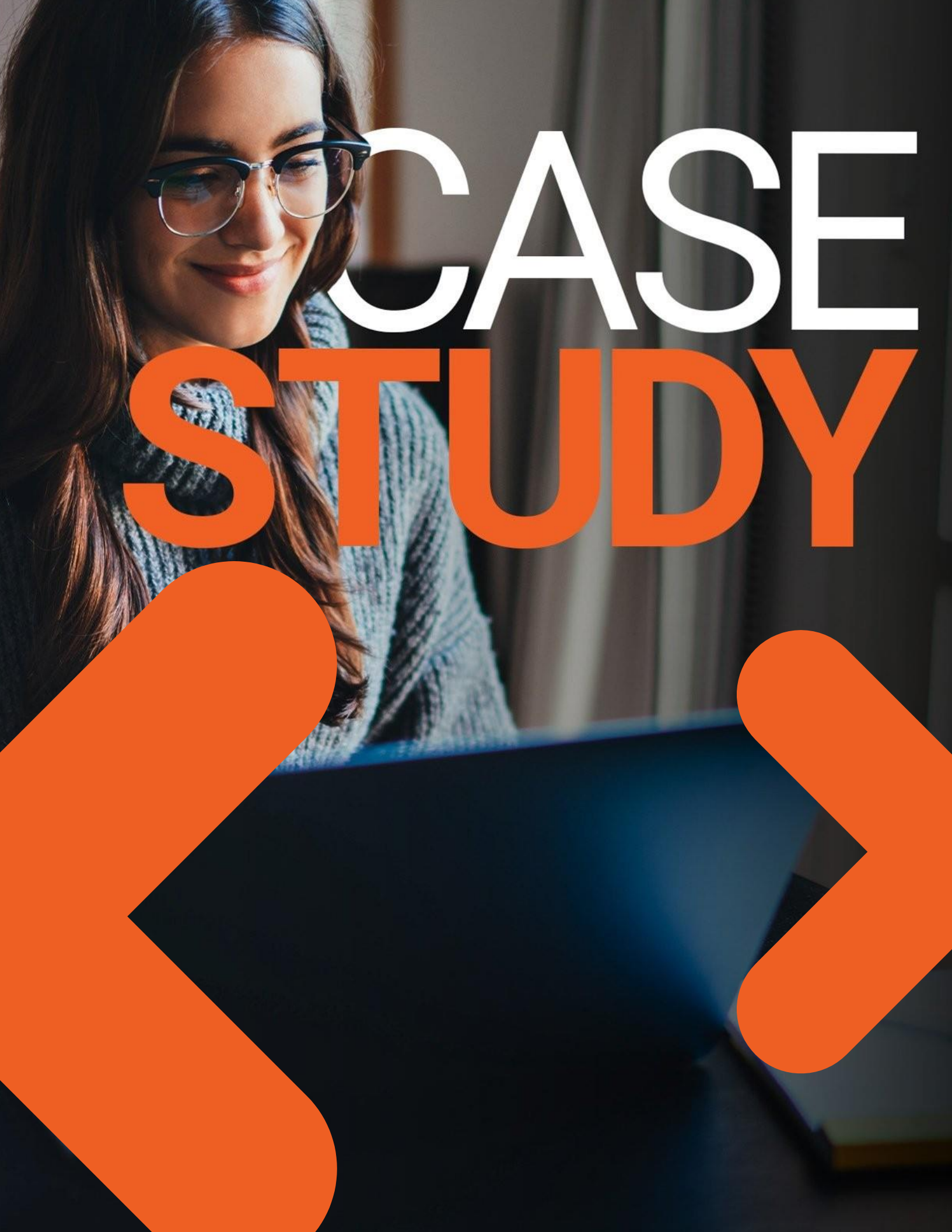
CASE
STUDY

NESIC-ZOOM BOOM IN JAPAN AND MANAGING THE INFLUX OF RECORDED MEETING

Just like most countries, the 2020 pandemic brought about the worst economic downturn on record for Japan. Being the third-largest economy globally, it was already struggling with low economic growth even prior to the pandemic. The current crisis pushed Japan into recession in 2020. A major cause of it was the decreased domestic consumption. However, the "Zoom Boom" is helping Japan to move out of this recession. Japan is one of the largest producers of electronic devices like laptops used for communication through video conferencing platforms like Zoom. This helped Japan recover with a growth of 5% in the third quarter of 2020. But this didn't just happen out of nowhere. As discussed earlier, companies struggled to find a footing after the pandemic turned to work from home, and educational institutes opted to conduct online classes in the face of the ongoing pandemic. This is where NEC Networks & System Integration Corporation (NESIC) comes in. NESIC had a sudden surge in demand from enterprises, universities, and government organizations in Japan to store, manage, and share the ever-increasing recordings of Zoom meetings alongside hosting and managing all other video content with AI capabilities. On top of it, NESIC required a solution to help manage its own organizational recorded Zoom meetings and other video content. Hence, a partnership with VIDIZMO came into being.

NESIC JOINS HANDS WITH VIDIZMO FOR SWIFT SHARING AND MANAGEMENT OF ZOOM RECORDINGS

NESIC is one of Japan's leading IT solutions providers and resellers. Their clients include enterprises, telecommunications carriers, educational institutes, and government organizations. VIDIZMO EnterpriseTube enabled the organization to automate its process of storing its recorded Zoom meetings and sharing them with the relevant team members when need be, with hassle-free access control capabilities to restrict viewing to only required individuals and maintain complete confidentiality. The videos could be used to create training resources and add in-video quizzes for knowledge checks and handouts for additional information.

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We have more than 5000 Employees and hundreds of meetings take place every month. VIDIZMO has helped us organize our Recorded Meetings, where we can easily find them, readily play them, and share them easily with relevant individuals. This way, discussions done in recorded meetings can be revisited and shared seamlessly with those that were not able to attend those meetings.

Osamu Kikuchi

Head of Business Development NESIC

Hence, NESIC not only utilized our solution but also partnered up to bring VIDIZMO to the Japanese market for better recorded Zoom meeting sharing and management alongside all other types of live and on-demand video content. On top of it, VIDIZMO's customer-first philosophy, combined with the highly customizable solution, helped fulfill unique business requirements.

"VIDIZMO has remarkable customer service and a customer-first business attitude! From integrations to security, compliance, and deployment requirements, VIDIZMO has stayed in contact and helped us along the way," added Osamu Kikuchi in his review of VIDIZMO's solution.

In this paper, we covered in-depth all the security and management challenges of sharing recordings directly through Zoom and the solution for overcoming these challenges. To conclude, we have included a few infographics for you.

LEVERAGE YOUR EXISTING AZURE OR AWS SUBSCRIPTION

VIDIZMO EnterpriseTube is available on the Azure Marketplace and AWS Marketplace as both Bring-Your-Own-License (BYOL) and Pay As You Go (PAYG) models

Azure Marketplace | AWS Marketplace

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SECURITY BEST PRACTICES FOR A SMOOTH ZOOM MEETING EXPERIENCE

10 MUST-FOLLOW ZOOM SECURITY BEST PRACTICES

Only Allow Authenticated Participants

Limit Access & Privacy Settings like recording to "Host-only"

Securely Share Meeting Recordings for Future Viewing

Restrict File and Screen sharing options to "Host-only" to avoid data leakage

Always maintain an Audit Log for Recorded Meetings

Browser-based Video Conferencing for attendees without virus protection

Regularly Update the Application up-to-data security updates

Enable waiting rooms and lock meetings once all-important participants have entered

Use a Video Conferencing Tool with End-to-End Encryption

Keep Chat Usage to Minimal to prevent spam and phishing links

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TO
SUM
IT
UP

ZOOM	VIDIZMO
Zoom is a video conferencing solution for online meetings and collaborations that can be recorded and shared as well for future viewing.	**VIDIZMO** integrates with Zoom to host, store, manage, & share recorded meetings in a secure and searchable content library.
CHALLENGES IN SHARING & MANAGING RECORDED ZOOM MEETINGS	**HOW VIDIZMO HELPS SOLVE THESE CHALLENGES?**
SECURE SHARING AND COMPLIANCE	
Allows to manually share recording links with authenticated users.	Auto ingests recordings to be viewed only by authenticated users.
No end-to-end encryption while sharing recordings.	Provides end-to-end encryption for all recordings.
Without audit logs, difficulty in meeting **GDPR** and **HIPPA** requirements.	Detailed audit logs to fulfill GDPR and HIPPA compliances.
Cannot host recordings in a data center of your choice.	Host in compliant data centers in the region of your choice.
ACCESS MANAGEMENT	
Role-based access management for the recordings is not possible.	Role-based access restriction for recordings is possible.
Only Public and company-wide sharing options.	Anonymous, company-wide, group, or user-level sharing options.
PLAYBACK CAPABILITIES	
Has a basic video player with no video format or resolution options.	Enhanced viewer experience with video player, allowing multiple formats and resolutions.
Difficult to view the recordings under varying bandwidth conditions.	Video playback is possible on different devices, browsers, and bandwidth conditions.
No interactivity options to engage your viewers.	Garner viewer engagement by inserting surveys, handouts, & forms in the recordings.

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SEARCHABILITY	
No centralized content library to store, search, and view recordings.	Centralized content library to search, store, and view recordings.
No capability to add metadata to improve searchability.	Improves searchability through manual or auto-generated tags.
Customized attributes can also not be added to the recordings.	Improve search visibility by customizing attributes like department, location, etc.
CONTENT MANAGEMENT	
Cannot categorize or create folders to organize large amounts of recordings.	Can categorize and create playlists/collections to organize recordings.
Cannot bulk share the recordings.	Can bulk share the recording.
No branding capabilities available for video player.	Brandable video portal with options for logo placement, custom themes, and colors.
ACCESSIBILITY	
No keyboard shortcuts available for Zoom's video player.	Keyboard shortcuts are available for VIDIZMO's video player.
Audio descriptions cannot be attached.	Audio descriptions can be attached.
Does not entirely meet Section 508 Compliance.	Helps meet Section 508 compliance.
No customizations available.	Further customizations can be incorporated based on requirements.

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VIDIZMO

Enterprise video streaming platform

VIDIZMO offers three products: a Gartner-recognized YouTube-like platform, EnterpriseTube, and the IDC-Recognized Digital Evidence Management Solution for law enforcement, along with a standalone video redaction solution, VIDIZMO Redactor. With flexible deployment options (on-premises, in the cloud, as a hybrid model, or as a SaaS application), organizations can store, process, manage, protect & share content with public and private audiences securely.

Free Trial | Pricing | Resources

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