The Qumu WebRTC Extension: An Overview

Initially released in 2011, WebRTC (Web-based Real Time Communication) is an open standard that allows rich media such as audio and video to be shared in browsers, without the assistance of apps or plugins like Flash. In the enterprise video space, WebRTC has been mostly ignored in favor of plugins. But with the pending end-of-life for Flash, a peer-to-peer communication solution for video within the enterprise—one that is compatible with corporate networks and firewalls—is mandatory.

What is WebRTC?

In its simplest form, WebRTC is a technique that allows real time audio and video communication on a browser-to-browser basis, without the use of plugins or apps. There are a number of other use cases for WebRTC including file sharing, screen sharing and browser-based telephony.

Why is WebRTC Necessary?

So how does WebRTC compare to a tool like Skype or GoToMeeting? With proprietary products like Skype or GoToMeeting, each user needs to acquire and use the same product. With WebRTC, users simply need a browser that supports WebRTC (and 80% already do) and access to the same URL.

The WebRTC technology standard includes a set of APIs that product developers–Qumu included–are using to add WebRTC capabilities into their offering and in some cases, creating whole new products or services upon WebRTC. WebRTC is already built into most browsers, and is now being incorporated into video conferencing bridges. And, though WebRTC was designed for web communications, iOS and Android developers are designing the technology into native mobile apps.

Used By
1300
PROJECTS & COMPANIES

WebRTC Usage
GREW 45%
to 1.5 billion audio & video minutes 2016-2017

**Supported By**
80%
OF BROWSERS

– Google WebRTC Team

The Challenge with WebRTC in the Enterprise

In an Enterprise environment, firewall and proxy requirements can make WebRTC difficult to implement. First, WebRTC uses UDP protocol rather than TCP. Second, WebRTC also includes requirement for ports other than 443 (the standard HTTPS/SSL port). And finally, as shown in the 'before' diagram, communications flow in WebRTC requires that each browser or application send its WebRTC feed to the other browser or application. Corporate firewalls, however, do not allow streams to be pushed into them without custom changes.

Before

FIREWALL   BROWSER

QUMU Cloud

PUSH

PUSH

WebRTC VIDEO
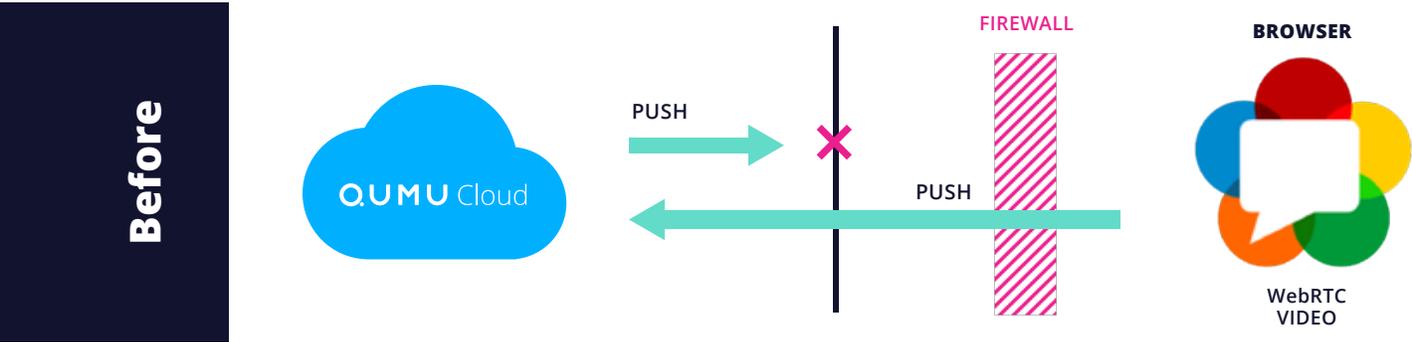
What's Different About Qumu's Approach?

Designed for the Enterprise, Qumu's WebRTC solution works out-of-the-box with no need for custom firewall changes. Qumu's WebRTC solution uses TCP protocol instead of UDP and all communications run over the standard port 443, making browser-to-browser communication firewall-friendly and compatible with corporate security standards. Ultimately, it means implementation is fast and easy for your IT team.

Now

FIREWALL   BROWSER

QUMU Cloud

PULL

PUSH

WebRTC VIDEO
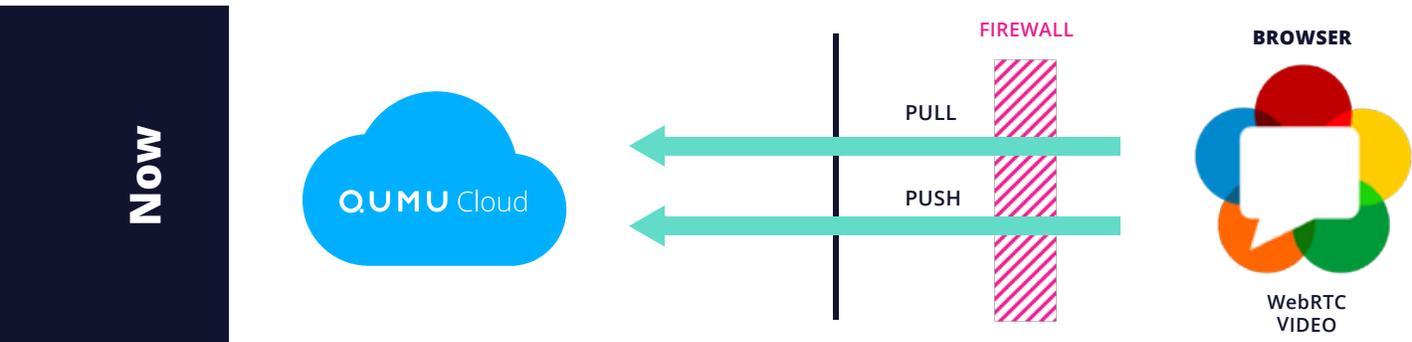
What Does WebRTC Mean for the Enterprise?

Qumu views WebRTC as more than just another protocol to handle. WebRTC can dramatically change unified communications, in a good way, making peer-to-peer multi-media communications even easier and more pervasive. In fact, our forward-thinking customers are already experimenting with WebRTC and making certain that their enterprise video infrastructure is designed to assimilate this new standard.

Want to Know More?
If you'd like to know more about how WebRTC could impact or improve your enterprise video infrastructure, don't hesitate to contact Qumu today!