


# Enabling everyday users to create, search, compile, and edit video for powerful employee branding



Built with Couchbase Capella™, [Seenit](#) gives enterprises a highly innovative and collaborative employee-powered video platform that's easy to use. After crowdsourcing video content from employees, fans, and customers, companies can quickly sort through thousands of videos to find the perfect clips. The powerful combination of Couchbase's SQL++ and full-text search on top of machine learning in the cloud allows companies and their employees to build their brands using engaging storytelling videos.

## Challenges

- From vast catalogs of videos, find short clips that meet specific requirements
- Search videos to detect complex information like specific visual or audio elements or the sentiment of the content
- Scale to accommodate a quickly growing business by supporting new features, large files, and massive amounts of data

## Outcomes

- Full-text search allows sophisticated searches for any combination of words, and sentiments in over 500,000 videos stored in Couchbase
- Machine learning adds subtitles to videos and in-memory cache leads to fast response times for key-value lookup
- The platform scales and upgrades with ease, enabling what would have been a 6-month upgrade project to be completed in under a month

## Industry

- [Media and entertainment](#)

## Customer application

- Cloud-based video editing tool

## Use case

- [Application performance](#)

## Product

- [Couchbase Capella](#)

## Key features

- Full-text search
- SQL++
- In-memory database

## Cloud Provider

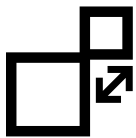
- [Google Cloud Platform](#)

**“Switching to Capella enabled us to offload support, upgrades, and management to the Couchbase team. This has been a no-brainer from my point of view. We’re a ten person team, so I’d rather rely on specialists’ knowledge and let my development team focus on other areas. I know Couchbase can handle whatever scale we need. It’s a really powerful tool.”**

— **Ian Merrington**, CTO, Seenit



Studies estimate that up to 80% of online consumer traffic is video. Emily Forbes, founder of Seenit, recognized the potential of combining video with the digital phenomenon of crowdsourcing to empower large brands to create videos with their employees. Seenit depends on a fast and flexible cloud database platform with sophisticated search capabilities to help customers like Amazon, PayPal, EA, Citi and Trustpilot simplify complex editing and speed up production. Seenit is a fully managed service that's built on Google Cloud Platform (GCP), with a microservice backend that works well with a single Couchbase cluster.



## THE CHALLENGE: MINE THE BEST VIDEO CLIPS FROM THOUSANDS OF HOURS OF FOOTAGE

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—IAN MERRINGTON,  
CTO, SEENIT



The people who know your products best are the ones who use them every day, so Seenit helps enterprises enlist their employees to create original and authentic video clips using their mobile phones. Seenit's grassroots production model enables users anywhere to upload their photos and videos to Seenit, a cloud-based employee-powered video platform. From there, APIs automate metadata production on every piece of content so producers can find specific clips to work with.

“Every company is a media company now, whether they want to be or not,” explained Ian Merrington, Seenit's CTO. “If you're a large organization, dealing with employee engagement and transformation of values, video is one of the most powerful ways to do that.”

When contributors upload videos and photos to the Seenit library, Seenit automatically normalizes the content into a standard format. Users can then search through the vast repository of content to find poignant images and audio. When they find what they need, they can use Seenit's simple web-based drag-and-drop editing tool to turn the rough content into polished stories.

As organizations accumulate thousands of hours of footage over time, the challenge becomes how to evaluate and store non-obvious properties of the video content as metadata that can be visualized and searched in meaningful ways. When you have five – or five thousand – hours of video, and you only need a two-second clip, watching it all manually is not realistic. The ability to search on video is imperative, but video search is a notoriously complex and sophisticated mechanism.

To help users find the exact moments they need, Seenit's data platform must be searchable by:

- Audio content that includes searchable keywords that are analyzed for importance and weight
- Sentiment, so that photos and video can be mined for their emotional content





## THE SOLUTION: A CO-CREATION PLATFORM ELEVATED BY COUCHBASE

Seenit's business is primarily focused on helping give companies everything they need to create videos with your employees. Videos help give employees a voice and more recognition for their individual contributions as they tell ongoing stories. This, in turn, boosts employee engagement and aids recruitment efforts for the companies.

Every video uploaded to Seenit is dissected for analysis of its relevant components. These are stored in Couchbase as JSON objects, which are fully searchable using Couchbase's Full-Text Search Service, a sophisticated capability ideal for parsing video. Having this feature built into the platforms eliminates the need for an additional cluster that the database admin team would have to support.

Another advantage of Couchbase is that it uses the familiar SQL++ language to easily query and manage JSON data. "SQL++ is powerful for us," said Merrington. "Having an in-memory cache leads to fast response times for key-value lookups. Our development team understands JSON without thinking, and it has made our lives easier."



## THE RESULTS: SCALABLE, RESILIENT PLATFORM WITH BEST-IN-CLASS PERFORMANCE

Seenit was built specifically to exploit Couchbase's performance at scale and its sophisticated features. Seenit's data is all processed in Couchbase, and because Couchbase is entirely elastic, new machines can be added or subtracted quickly. This is crucial to Seenit because as they add customers and build their business, their data is multiplying quickly. Couchbase's ability to scale easily means that Seenit doesn't have to worry about whether performance will suffer due to rapid growth.

"Without Couchbase and NoSQL, I would be worrying about scalability, resilience, performance, caching, and all the headaches that entails," said Merrington. "Previous solutions were difficult to set up and manage, while straining my team's time and skillset. Couchbase can scale as big as I need, so it's one less thing for me to worry about with my infrastructure. What normally would've been a 6-month upgrade project was completed in under a month. Having a tool that works with minimal support is amazing. It checks all the boxes for us."

Migrating to Couchbase Capella on GCP brought additional benefits for Seenit. "Switching to Capella enabled us to offload support, upgrades, and management to the Couchbase team," said Merrington. "This has been a no-brainer from my point of view. We're a ten person team, so I'd rather rely on specialists' knowledge and let my development team focus on other areas. I know Couchbase can handle whatever scale we need. It's a really powerful tool."

Seenit has found that the stability and resilience of the Couchbase platform, along with its powerful data protection, is ideal for enterprise customers. Today, Seenit has 500,000+ individual videos collected, from 75,000+ people telling 15,000+ stories.





Modern customer experiences need a flexible database platform that can power applications spanning from cloud to edge and everything in between. Couchbase's mission is to simplify how developers and architects develop, deploy and consume modern applications wherever they are. We have reimagined the database with our fast, flexible and affordable cloud database platform Capella, allowing organizations to quickly build applications that deliver premium experiences to their customers – all with best-in-class price performance. More than 30% of the Fortune 100 trust Couchbase to power their modern applications.

For more information, visit [www.couchbase.com](http://www.couchbase.com) and follow us on Twitter.

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