

Find It. Use It. Stop Recreating It.

The enterprise guide to video access, findability, and the AI that makes your archive worth owning.



By Varde Media Solutions

April 2026

All Rights Reserved

The Findability Problem

Most enterprise video archives are effectively inaccessible. The content exists. It was produced, it was filed, and it is technically still there. But nobody can find it with any reliability, because it was named inconsistently, tagged incompletely, stored in a location that only the person who put it there knows about, and described in a way that made sense at the time but means nothing two years later.

The result is that an organization's video archive, which represents years of production spend, functions less like an asset library and more like an expensive landfill. Content goes in. It very rarely comes back out.

This is a solvable problem. But solving it requires more than just buying a better storage system. It requires a fundamentally different approach to how content is managed.

Why Search Fails in Enterprise Video

Traditional enterprise search is built for documents and text. Video breaks it. A keyword search for 'annual review' returns every file that was named annual review, but not the video where the CEO talks about the annual review, because nobody tagged it with those words. The content of the video is invisible to the search engine.

This is why most enterprise video libraries become inaccessible over time. The content is there. The metadata that would make it findable was either never created, created inconsistently, or created using a taxonomy that nobody maintained.

AI changes this. Specifically, three capabilities that are now production-ready in enterprise MAM platforms:

- Automatic Speech Recognition (ASR): every word spoken in a video is transcribed and indexed. Search for a term and find every video where it was said, with a timestamp.
- Semantic Search: find content by meaning, not just keywords. A search for 'onboarding process' returns videos about employee orientation even if those exact words were never used.
- Auto-tagging: AI identifies objects, scenes, faces, and topics in video and creates structured metadata automatically, without human inte



vention.

The Metadata Maturity Model

Organizations typically move through four stages of metadata maturity. Understanding where your organization sits today is the starting point for improving findability.

Display as a four-stage progression. Consider a visual diagram for the downloadable version.

STAGE 1: NO METADATA

Content is stored by filename and date. Search is impossible. Finding specific content requires remembering where it was put and what it was called. Most organizations with fewer than three years of video production are at this stage.

STAGE 2: MANUAL METADATA

Some content is tagged with basic information: title, date, department, topic. Tags are inconsistent across creators and over time. Search works for recent content that was well-tagged, fails for older or less carefully managed content. Most organizations that have made some effort at content management are at this stage.

STAGE 3: GOVERNED METADATA

A consistent taxonomy is defined and enforced. All content is tagged to the same standard. Search is reliable across the whole library. The limitation: maintaining metadata quality requires ongoing human effort. Organizations with mature DAM or MAM implementations are at this stage.

STAGE 4: AI-AUGMENTED METADATA

AI automatically transcribes, tags, and indexes content at ingest. Human review is still applied to high-value or sensitive content, but the baseline metadata is created automatically and consistently. Search works across the full archive, including content that was never manually tagged. This is the current state of the art, and it is accessible to enterprise organizations today.

From Archive to Asset: What Changes When Content Becomes Findable

The business impact of solving the findability problem is measurable across several dimensions:

- Production cost reduction: teams reuse content instead of recreating it. External agency spend falls.
- Speed to publish: content that can be found quickly can be repurposed quickly. Time from brief to delivery shortens.
- Compliance confidence: a searchable, indexed archive with version control satisfies audit requirements that an unorganized archive cannot.
- Knowledge preservation: subject matter expert interviews, process documentation, and institutional knowledge captured on video becomes genuinely accessible, rather than stored and forgotten.
- Training effectiveness: L&D teams can build programs from existing content rather than producing everything from scratch.

Building Your Findability Infrastructure: A Practical Roadmap

Step 1: Consolidate

Before metadata quality can improve, content needs to be in one place. If your video library is spread across shared drives, Vimeo, a legacy LMS, email archives, and departmental folders, start with consolidation. Move content to a single MAM platform. This is a migration project, one that requires careful handling of metadata and file integrity, but it is the prerequisite for everything else.

Step 2: Define Your Taxonomy

Before you can tag content consistently, you need to agree on what you're tagging it with. A metadata taxonomy defines the fields, the controlled vocabularies, and the required versus optional tags for your organization. Done well, it is a two to four week exercise involving L&D, Marketing, Legal, IT, and Communications. Done poorly, it creates a system nobody maintains.

Step 3: Enable AI Search

Modern MAM platforms with AI search capability can begin indexing your existing content library immediately. ASR transcription runs automatically on ingest for new content, and can be applied retrospectively to existing content. The return is immediate: content that has been inaccessible for years becomes searchable within days.

Step 4: Govern Ongoing Ingest

The value of a findable archive depends on maintaining quality. Set ingest standards that require minimum metadata at the point of upload. Automate what can be automated. Make it easier to comply than to bypass the system. Review taxonomy health quarterly and update it as your content needs evolve.

Getting Started

Improving video findability is one of the highest-return investments an enterprise video operation can make. The content you already own becomes valuable. The production spend you have already committed starts paying back.

Varde designs and implements MAM architectures with AI search for enterprise organizations. We handle the consolidation, the taxonomy design, the platform selection and configuration, and the enablement that ensures your teams actually use it.