

8x8[®]

Building Trust Through Real-Time Visibility

Why Embedded Video Now Sits
at the Heart of Digital Workflows



When Video Becomes a Weak Link in Digital Operations

As organizations digitize critical workflows, video is no longer just a communication tool. It now underpins onboarding, clinical collaboration, learning, inspections, and sales.

Yet many teams still rely on generic video platforms that were built for meetings, not operational accuracy.

Different industries face different pressures, but the root problem is the same. When video is fragmented, unreliable, or disconnected from workflows, friction increases, decisions slow down, and trust erodes.

Healthcare's Collaboration Risk

Healthcare teams are increasingly distributed across locations, devices, and care settings. Remote consultations, tumour boards, and decentralized clinical trials depend on clinicians seeing the same imaging, data, and patient context at the same time.

This need is growing fast. In 2023 alone, more than [1 billion](#) connected health devices were in active use globally, pushing more clinical data outside traditional care settings.

When [video tools](#) cannot maintain consistent views or support clinical-grade security, misalignment becomes a real risk, not just an inconvenience.





Education's Engagement Challenge

Video is now central to how learning is delivered. The global e-learning market is projected to reach [US\\$457 billion by 2026](#), signalling that remote and hybrid education models are here to stay.

However, delivering [effective virtual learning](#) is not simple. Nearly [45% of students](#) report inadequate internet connectivity, and many institutions lack the resources to manage video infrastructure at scale.

When video quality drops or platforms fail to integrate with learning systems, engagement and outcomes suffer.

Real Estate and Operations: Seeing Replaces Guesswork

In real estate, inspections, onboarding, and support, visual context accelerates decisions. Listings with virtual property tours receive [87% more views](#), and buyers spend 5–10 times longer engaging with listings that include live walkthroughs. More than [54% of buyers](#) will not consider a property without a virtual tour.

The same principle applies to operational workflows. When agents and customers can see conditions in real time, [resolutions are faster and more accurate](#).

Jitsi as a Service: Built for Real-World Video Workflows

8x8's Jitsi as a Service delivers programmable video designed to work inside business workflows, not alongside them. It provides:

- **Embedded, browser-based video**
Secure sessions with no downloads, built directly into apps and platforms.
- **Customizable video experiences**
APIs and SDKs to tailor layouts, permissions, and branding.
- **Enterprise-grade security**
Encryption and access controls suitable for regulated environments.
- **Scalable infrastructure**
Supports high-volume operations without managing video infrastructure.

Let Videos Support Your Decisions

Across industries, video is becoming operational infrastructure. When it is embedded, secure, and purpose-built, it reduces friction instead of creating it.

For a deeper look at industry-specific workflows and implementations, explore how 8x8 [Jitsi as a Service](#) brings programmable video into real-world platforms, or continue reading the full articles on:

[Remote Clinical Collaboration With Programmable Video](#)

[Virtual Property Tours Via Jitsi as a Service](#)

[Virtual Learning Powered By Jitsi as a Service](#)

