

IBM Buys into Cloud Video With Clearleap

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IBM continues buying strategic cloud services-- it acquires enterprise-grade cloud-based video content management services provider Clearleap for an unspecified sum.



The Clearleap video platform has a number of big customers, including HBO, The History Channel, Time Warner Cable and Verizon. It provides enterprises with cloud-based management of video content, complete with standard content management services such as search, policy application and movement through a work flow.

Post-acquisition the company will be integrated into the IBM Cloud platform.

"Clearleap joins IBM at a tipping point in the industry when visual information and visual communication are not just important to consumers, but are exploding across every industry," Big Blue says. "This comes together for a client when any content can be delivered quickly and economically to any device in the most natural way."

IBM has been going all out in cloud-related purchases-- last month saw it [buy cloud brokerage firm Gravitant](#), and it spent \$2 billion in October for the digital arm of the Weather Company. However the company is still struggling to make the leap to the cloud, and as such it has been seeing revenue declines for the past 14 straight quarters.

Go [IBM Acquires Clearleap to Advance Cloud Video Services](#)