

Exploring your Options for High-Quality Video Delivery in your Company

> *“There’s a definite ripple effect of fear around change, and your challenge as a leader is to calm the waters as much as you can with authentic and transparent communication. Video provides the valuable dimension of personal context to your message.”*

– Patty Perkins
VP-Wachovia Video On-demand Manager

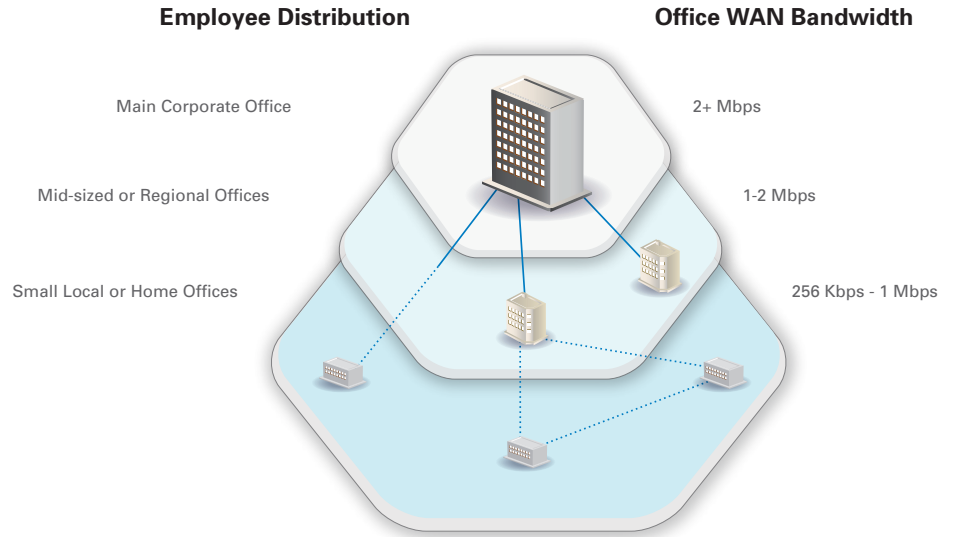
Video use in corporations is growing rapidly for everything from executive updates to marketing communications to training. Most large companies have video communications initiatives, often as a C-level directive. But, corporate network constraints have made company-wide distribution a challenge.

In today’s “always-on” environment workers expect up-to-the-minute information that connects them, their companies and their leaders to a shared vision. Executives realize the value of video in delivering a message that is more personal, engaging, credible and consistent than email, a letter or an internal portal. Especially in today’s challenging economic times – with shrinking budgets, potential layoffs, and travel cut-backs -- the urgency and interest by CEOs to communicate directly to their entire global staff has skyrocketed. Now more than ever, it is important that the message is delivered quickly to everyone, and that it exudes authenticity and inspires confidence.

The question isn’t whether or not to deploy video in your corporation. The question is, “how are you going to deliver high-quality video to everyone in your company without spending millions of dollars upgrading your infrastructure?”

The network of distributed offices in a typical large corporation further complicates this issue. When you consider the matrix of remote locations on the network, like branch offices, retail locations or even home offices, reaching every worker is difficult.





For example, many organizations can have upwards of 90% of their workforce in small and medium offices. If you also consider the emphasis on finding smarter, more cost-efficient, and “greener” solutions, the challenge is daunting. Some companies have chosen to do nothing for now, some are choosing hardware and network upgrades (from companies like Cisco), while others are choosing a software-based solution (from Kontiki). In the end, executives just want to solve business problems by effectively communicating with their worldwide workforce, but there are serious considerations when choosing the right option.

The Risky Option: Do Nothing for Now

When your CEO requests a corporate-wide “all hands” address, the use of video communications seems straightforward, but is it?

Do you say “no” or “not now” to this request because the network is already too congested or because of “infrastructure limitations?” While your network may be well managed, secure, and very efficient at real-time data delivery (like email, ERP, financial, CRM, or other business traffic), it was probably not built for real-time high bandwidth applications like video, at a large scale to all employees globally.

Not addressing the inherent network requirements of quality video distribution will result in a poor user experience that can negate the benefits of video communications. Some companies do nothing to solve their “infrastructure limitations” because they are under the false impression that video is currently available as a communication tool and being delivered all employees. But often, only the employees in headquarter offices have access to video communications, while employees in smaller offices, or remote geographies cannot receive any video at all. This is definitely not the personal and powerful impression executives want to make.

Ignoring the infrastructure issue can also result in creative workarounds that threaten network security and lack centralized management. Sometimes, clever managers will use online methods like YouTube or old-fashioned DVD burning to satisfy the demand for video and get their ad-hoc video message to some of their people. But these methods don't scale, have no security, and have limited tracking capabilities. Eventually your managers will want to communicate with their employees with engaging video, and they will find a way to use it one way or another. Can you risk not having the quality, security or control that your company demands?

The Familiar Option: Hardware and Network Upgrades

A traditional option for handling the increased network demand of video is to buy more networking hardware. Since hardware alone isn't enough to deliver high-quality video to the edge of your network, corporations must also increase WAN bandwidth (including congestion control, QoS and bandwidth management) to not impact existing business-critical traffic. Unfortunately, upgrading hardware and bandwidth at each and every office, especially smaller remote offices, is an expensive, lengthy and inefficient endeavor.

Hardware is expensive. Deploying, managing and supporting that hardware is even more expensive. If you have hundreds or thousands of offices, it is prohibitive to buy hardware for every office. And, if you did, the resource consumption would not be economically practical, and the carbon footprint would not be environmentally friendly.

In addition to the expense, the time-to-market also makes hardware a less favorable option. Because hardware requires staff to deploy, hardware upgrades have very lengthy implementation times. It typically takes months to deploy hardware to small and medium offices at the outer edge of your network. Hardware solutions can easily have 10X the cost and 10X the implementation times of software solutions.

Because of the time and expense, often only the large offices get upgraded, leaving the majority of your employees, who are in small and medium offices, in the dark. This inequality of distribution compounds the problem, as the people furthest away from headquarters are the ones who really need the information and personal connection of video communications the most.

You need a solution that scales and reaches every employee, in every geography, in every office, on every computer. And you need a practical solution without network limitations, astronomical expense, or lengthy implementation times. CEOs want to deliver high-quality video company-wide now -- and they aren't going to approve the time and expense of revamping the network to get it.

> *Up to 90% of the workforce is in small distributed offices. Putting additional hardware and bandwidth in all of those offices is simply not economically practical.*

> *With Kontiki, you can distribute high-quality video daily to all employees on your existing infrastructure, with all of the necessary tracking and management control.*

> *“Our network department has said that this is one of the best behaving network applications it has seen in the bank.”*

*– Bob Killmeier, IT Project Manager
Wachovia*

The Best Option: Kontiki’s Enterprise Video Platform

Kontiki offers a fast, efficient and scalable solution for live, on-demand, download and push video distribution – at a fraction of the cost of hardware-based solutions. Kontiki’s industry-proven software solutions enable you to deliver high quality, secure video communications to each and every employee in your company -- with no WAN upgrades or new network hardware investments. Kontiki extends the life of your existing network assets, so not only are you reducing CAPEX by 10X but you can also reduce OPEX significantly.

Kontiki’s industry leading software elegantly enables wide-scale live, on-demand, download, and push video to all global employees, even to the outskirts of your workforce, on your existing infrastructure without impacting your business-critical network traffic.

Kontiki offers a complete enterprise video solution with a modular architecture that is quick and easy to set-up. Kontiki solutions can be implemented in a few short weeks to hundreds of thousands of employees worldwide. Flexible service options include software-as-a-service for even faster deployment and lower costs. Kontiki is self-scaling so as your company grows and changes, the software automatically recognizes all computers on the network – even new or remote ones. And unlike hardware-based solutions, with Kontiki the capacity of your network to deliver video grows as the number of employees demanding it grows.

Kontiki gives everyone what they are looking for. Executives get an “always-on” video communication channel that reaches every employee. Corporate communications gets detailed reporting, access controls, targeted deliveries, subscriptions and other metrics to measure and track effectiveness. IT gets more capacity in its current network without having to upgrade network hardware, connections, or staff. And, IT gets control over network configuration parameters, the desktop application, security features, and network usage metrics and reports.

Kontiki is the only practical option for live, on-demand, download, and push corporate video delivery, offering superior quality, security, and management control to 100% of your global employees, at 10% of the cost and time associated with hardware-based alternatives.

Summary of Options

	Hardware	Kontiki Software
Cost	High Cost. Hundreds of thousands to tens of millions of dollars.	Low cost (1/10th) of hardware-based alternatives.
Time-to-Market	Measured in Years.	Measured in weeks.
Reach	Limited. Employees at large offices receive video. Inconsistent coverage at some of the medium and small offices.	Every employee. 100%
Quality	Good video quality at the large offices but degrading quality at the outer edges of the network.	Consistent, high-quality video for every employee within the network.
Network Optimization	Some, typically static configurations.	Peer-Assisted - Uses largest capacity shortest connections to sources first. Automatic and adaptive. Network congestion avoidance capabilities..
Security	Good	Good
Scalability	Limited and manual, resulting in a slow response to an increasing demand. Not practical.	Dynamic and automatic.

About Kontiki

Founded in 2000, Kontiki offers an End-to-End Enterprise Video Platform, delivering all of the capabilities you need for a complete Video Communications solution, while ensuring absolute security and control over your network and content. From Live Video Webcasting and Video On-Demand to an Employee Video Portal with Social Media capabilities, Kontiki gives you the ability to build a video culture and align your organization, in the most engaging and effective way possible.

Offered as a Software-as-a-Service or Software License solution, Kontiki's technology is unique in the market in that our customers can securely deliver high-quality video to all employees globally, without deploying any networking or caching hardware. Learn more about us at www.kontiki.com.



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