A Better Way

Successful companies engage their organizations using communication that reaches every employee globally and inspires them to work toward a shared vision. High quality live and on-demand video can connect with employees in a way that other forms of communication cannot. Until now, enterprise video communications has struggled to keep up with the reach and availability of its consumer video counterpart. The enterprise challenge has been reaching and engaging every employee everywhere, without adding costly network hardware or bandwidth.
The Kontiki Enterprise Video Platform (EVP) is a cloud-based end-to-end solution that enables consumer-grade video engagement with enterprise-grade control over video delivery. Powering this solution is the patented Kontiki Enterprise Content Delivery Network (ECDN), which enables high quality holistic video communication with global reach that is secure, reliable, and network-friendly.

The Kontiki EVP is a software-only solution that utilizes your existing network infrastructure (no hardware upgrades!) and is comprised of the following components:

- **Kontiki ECDN** – Enterprise Content Delivery Network based on proprietary peer-assisted delivery techniques ensures content security, delivery efficiency, scalability, and ROI.
- **Kontiki Integration Services** – A robust set of APIs enable enhanced integration capabilities with 3rd party web applications such as SharePoint, any CMS, LMS or Webcasting system.
- **Kontiki Authorization Services** – Integration with enterprises’ user authentication platform.
- **Kontiki Transcoding Services** – Managed transcoding support for multiple bit rates and devices.
- **Kontiki Analytics and Network Health Metrics** – Tools for intelligence gathering based on Kontiki-collected data means smarter monitoring and reporting.
- **Kontiki Video on Demand Portal** – A social video portal (a la “YouTube™ for the Enterprise”) hosting videos on-demand offers more communication and engagement opportunities.
- **Kontiki Live Webcasting** – High quality live event broadcasting that utilizes Kontiki’s unique delivery technology.

Combined together, the components of the Kontiki EVP enable superior live broadcast, Video on Demand (VOD) and enterprise TV capabilities.

**A Platform for Everyone, Everywhere**

The Kontiki EVP can be used to engage and align everyone in the company. Users may include: executives, corporate communications, human resources, learning & development, as well as any individual employee who wants to view or share video. Typical use cases include:

- Live and on-demand video delivery to all employees
- Live broadcast of all-hands meetings
- Change and management communication
- Divisional and functional updates
- On-boarding, training, and development
- Social collaboration and engagement
- Streaming of syndicated content to desktops
Kontiki Enterprise Content Delivery Network: Video Delivery Done Right™

The Kontiki Enterprise Content Delivery Network (ECDN) is the backbone powering all of the video solutions offered as part of the Kontiki Enterprise Video Platform. Kontiki’s ECDN enables enterprises to distribute high quality video content to every employee without impacting the network. The technology employs a centrally managed peer-assisted delivery model which moves the network load from the WAN to the LAN. This results in significant improvement over a traditional hardware solution.

Better Security

The Kontiki ECDN has a built-in end-to-end security framework which ensures that your infrastructure and content are protected.

Content Delivery
• High quality live event and on-demand video delivery with 100% reach across the enterprise.

Access Control
• Only authorized users can publish content into the system.
• Customizable settings that can restrict content distribution to authenticated employees.

End-to-End Encryption
• All live and library video streams are encrypted while traversing over the network. Content cannot be “sniffed” or “stolen” over the wire.

Content Integrity
• Digital signatures are generated and signed by a central authority to ensure content integrity.

Enhanced Network Efficiency/Scalability

The Kontiki ECDN’s peer-assisted delivery model coupled with its ability to act as an overlay utilizing your existing network infrastructure translates to easy setup of an efficient and scalable system.

Easy Setup
• Rolled out to all employees in a company in days or weeks vs. months or years with typical deployments.
• Does not require caching, routing or any other network equipment or bandwidth upgrades.

Network-efficiency
• Peer-assisted delivery model ensures only one copy of a stream will traverse the WAN into each office location, regardless of how many users in office make request, thereby preventing network overload.
• The patented Kontiki Delivery Protocol (KDP) allows dynamic throttling so that when there is network congestion, it reduces the send rate of network packets.
• Scalable, streamlined delivery of information to multiple locations and PCs simultaneously without needing to spend money and time to multicast-enable your network.

Non-disruptive
• Prevents impact to end-users’ PC performance by real-time monitoring capability.

Self-scaling
• Kontiki’s distributed delivery technology actually increases in capacity as more desktops are added.
• New PCs or offices added to the network can automatically be video-enabled with the Kontiki desktop client.

THE KONTIKI ADVANTAGE

Greater Reach, Engagement, Intelligence
• 100% reach across the enterprise, even in remote offices.
• High quality video viewing experience on the desktop or mobile device, Live, or VOD.
• APIs enable flexible integration of rich content into portals and management systems.
• Detailed metrics and viewer reports on content consumption and network efficiency.
• Social engagement around video through consolidated corporate portal.

Secure and Scalable Technology
• Cloud-based software-only solution utilizes your existing network infrastructure (no hardware upgrades!) to scale rich-media delivery at a lower cost, without sacrificing quality.
• SOC 2 certified managed services delivered from our central application and storage servers located in Tier 4 data centers.
• Peer-assisted model based on patented Kontiki Delivery Protocol (KDP) enables optimal network efficiency with only 1 copy of a stream delivered to each office.
• IT can set network policies and control access to authorized users.
Kontiki Integration Services (APIs)

Kontiki’s Enterprise Video Platform (EVP) was built to offer easy integration with customers’ existing systems and applications. Kontiki partners with best-of-breed vendors through API integrations.

There are several ways that Kontiki enables integration:

- **Server-side APIs** that define the basic attributes and methods needed to programmatically publish and manage content within the Kontiki ECDN.
- **Client-side APIs** provide a simple way to integrate with a company’s existing video portal, learning management system, or any other platform that supports the HTTP protocol.
- **Widgets** make Kontiki content, subscriptions or live events available to users on the web pages they already access.

Kontiki Analytics and Network Health Metrics

Content Consumption

Kontiki provides unmatched reporting capabilities through its integrated “Analytics” web application. Analytics is used to display and analyze viewership by end user or by individual video content items including:

- View start times
- Video view duration
- Number of views
- Earliest and latest view
- Average duration of view

Delivery Metrics

Through the Kontiki Analytics interface, customers can also obtain information on delivery metrics including:

- In progress deliveries, completed deliveries, halted deliveries
- % of bytes delivered via LAN (peers) vs. WAN (peers) and WAN (Origin servers)
- Total gigabytes delivered
- IP addresses of serving nodes
- Real-time information on the bytes delivered during a live event
- Real-time feedback on the quality of experience (e.g., buffering)

Analytics Reporting

Analytics provides filtering on various attributes such as username, content title, delivery type, delivery status or dates. Information is gathered in real-time to provide administrators with complete and current views of system activity.

Analytics data (including or excluding applied filters) can be exported to CSV files for external analysis or presentation. All key actions performed by users and by the system are logged and available for auditing. This audit functionality is typically used for corporate compliance, as well as troubleshooting issues that arise.

Network Health and Efficiency Metrics

Kontiki also provides unique insight and control into your network health and efficiency, which includes:

- The ability to control PC resource utilization (content, CPU, and network)
- Detailed usage visibility and network delivery reporting

Kontiki Video on Demand Portal

The Kontiki Video on Demand Portal enables enterprises to harness the power of social media and engage employees with a high quality enterprise video portal, while maintaining enterprise-grade security and control. With its consumer-influenced style (a la “YouTube™ for the Enterprise”), employees can publish, create, manage and search video with the engaging social media experience they have come to expect.

Kontiki’s Video on Demand Portal provides a corporate destination for all on-demand enterprise video, including professionally-produced and user generated content. Administrators and end-users can benefit from the most in-demand features.

**Administrative**

- Content management capabilities
- Video ingest and transcoding
- Metadata management
- Enterprise-class security and access control, including role-based permissions

**General (end-user)**

- Video spotlight area
- Engagement and communication opportunities
- Social capabilities including:
  - UGC (User Generated Content) upload
  - Comments
Kontiki Live Webcasting

Kontiki's Live Webcasting service overcomes the major challenges of streaming live video to large numbers of users regardless of their location or connection. Kontiki is able to deliver superior quality streaming media presentations at 100% reach across the enterprise while utilizing your existing network infrastructure. Our breakthrough ECDN technology utilizes:

- **Topology awareness** -- the vast majority of network travels over the LAN instead of the WAN.
- **Peer-assisted delivery** -- Every computer with a Kontiki software client is a potential server.
- **Automatic stream selection** -- Each user automatically receives a bit rate that is based on their available bandwidth.

We also integrate with best of breed webcasting providers such as Winnov, Thompson Reuters, and TalkPoint to offer a full-suite of features, including:

- Integrated user experience with video: Powerpoint slides, document sharing, Q&A and more.
- Interactive viewer participation, including polling, hand raising, commenting and moderated Q&A session to bring more depth and interest to the live broadcast.

Kontiki Support and Services

Kontiki, the enterprise video technology experts since 2000, offer world-class support and services as part of the Kontiki EVP. As part of this service, customers are assured of:

- 24 x 7 enterprise support
- Dedicated deployment and success team
- SOC 2 certified managed services (formerly SAS-70) delivered from our central application and storage servers located in tier 4 data centers

Learn More

Questions? We’d love to hear from you!

- **Contact Us.** Go to [http://www.kontiki.com/forms/contact.html](http://www.kontiki.com/forms/contact.html) and fill out the short form. One of our experts will reach out to help you find the solution that’s best for you.
- **Start Your Free Trial.** Go to [http://www.kontiki.com/forms/freetrial.html](http://www.kontiki.com/forms/freetrial.html) to sign up for a free trial of Kontiki’s Enterprise Video Platform.

Company Overview

Founded in 2000 by Netscape veterans, Kontiki pioneered the enterprise video platform (EVP) and enterprise content delivery network (ECDN) markets. Powered by innovative, patented technology and strong leadership, Kontiki’s solutions enable consumer-grade engagement with enterprise-grade control for the world’s largest companies, including General Motors, Wells Fargo, Ernst & Young, Starwood, Sephora, and Equinix, serving 1 million users in over 180 countries.