The Power of One to Reach Many

Video is one of the most effective modes of communication. It is the next best thing to being there. It is also the most practical way to inform, engage and connect with a distributed workforce.

Embracing the power of video communication, corporations have utilized Microsoft Lync’s video chat and conferencing capabilities for informal, and small group communication. However, there has been a gap in the ability to deliver business-critical information through video, at scale, from leaders to employees. With the Kontiki Broadcaster for Lync®, organizations utilizing Microsoft Lync for unified communications and collaboration can now efficiently and effectively turn Lync into a broadcasting tool capable of reaching thousands of simultaneous viewers. With just a few clicks, leaders are empowered to become enterprise-wide video broadcasters, expanding their potential video viewing audience beyond existing limits.

The Kontiki Broadcaster for Lync combines the robust collaboration features of Microsoft Lync with Kontiki’s exceptional video delivery capabilities to enable CEOs and other leaders in the enterprise to easily access live, pre-recorded, or archived Lync session videos and broadcast them to the largest possible audience of employees.
Features and Benefits

• Broadcast live video, pre-recorded video, and archived Lync session videos
• Utilize Kontiki's powerful delivery technology to distribute the highest quality video events, at scale, and within Lync's presentation environment
• Empower employees with easy and reliable large scale broadcast ability
• Extend reach across the enterprise
• Deepen collaboration and engagement
• Manage broadcast providers and viewing audiences
• Increase return on investment (ROI) of existing Lync licenses
• Track audience registration and viewing metrics

Live Stream Video Broadcast

Live video is often the best choice when you have an important message you need to convey in a timely manner. Yet live video is the most challenging type of video to successfully deliver due to corporate network constraints. For remote employees, especially, the quality of a live video often suffers. Poor quality video can mean excessive stops, starts, and jittering, which can impact how your message is received. True video engagement can only be realized with high quality video delivery across the enterprise that complements your compelling content.

With the Kontiki Broadcaster for Lync, users can add a live video stream from an encoder to simultaneously initiate thousands of Lync video streaming sessions. Utilizing Kontiki delivery technology, the live stream is reliably broadcast to a large and distributed set of employees, without any negative impact to network availability or to the video quality.
Recorded Video Broadcast

In some cases, users will want to utilize pre-recorded video to offer an asset with greater production value for mass distribution via Lync. Using Kontiki Broadcaster for Lync, users can leverage the same exceptional Kontiki delivery technology used for live streaming to select and then simultaneously broadcast high quality previously recorded video with the equivalent experience and impact of a live event being streamed into a Lync video session.
Archived Lync Meeting Video Broadcast

Archived Lync Meetings can be a valuable resource for continued knowledge sharing. Using Kontiki Broadcaster for Lync, users can also simultaneously stream archived Lync Meeting Desktop sessions to corporate-wide audiences, while realizing all the benefits of Kontiki delivery to distribute the archived Lync Meeting to countless numbers of additional employees.

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.
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.

- **Learn More.** Read the latest and engage in the conversation:
  - [http://www.facebook.com/KontikiEnterpriseVideo](http://www.facebook.com/KontikiEnterpriseVideo)
  - [http://twitter.com/#!/KontikiBizVideo](http://twitter.com/#!/KontikiBizVideo)
  - [http://www.linkedin.com/company/kontiki](http://www.linkedin.com/company/kontiki)

Company Overview

Powered by innovative technology, Kontiki pioneered the enterprise video platform and enterprise content delivery network markets, providing superior cloud-based content delivery across the enterprise. Kontiki’s video solutions enable consumer-grade video engagement with enterprise-grade control over video delivery for the world’s largest companies, including American Airlines, Wells Fargo, Nationwide and Nestle, serving nearly 1.5 million users worldwide. Kontiki offers organizations the unique ability to globally deliver video on demand or live broadcasts to 100% of their employees, regardless of location, and to the full range of today’s business devices, including smart phones and tablets, without congesting networks or compromising video quality.