

BT One Collaborate streaming.

Assuring efficient and effective enterprise-wide global digital communication.



Many say there's no substitute for face-to-face communication. You need to see the whites of their eyes, the passion and the emotion, don't you? But in today's globalised market it's simply not possible or practical to always physically be there. That's why in business, as well as in our personal lives, high-definition video communications is playing an increasingly important role.

Enterprises are using more live and interactive video in their communications with employees, partners and customers. Most are familiar with applications like Skype for Business, FaceTime, desktop video conferencing, and telepresence virtual meetings. But what about when the audience runs to hundreds – or even thousands? Live video delivery to such numbers can put impossible strains on the network.

BT One Collaborate streaming has been designed exactly for such situations.

Coping with the digital business explosion.

The use of video in the enterprise is set to rise exponentially and not just live corporate communications events. Video on demand is increasingly being used for employee education and training. HR teams run video recruitment and induction programmes. Enterprise use of YouTube and SharePoint is rapidly growing. In industries like retail and banking, the widespread deployment of digital signage is being used for customer communications. All these applications increase traffic over the WAN and can place a heavy – even fatal – burden on corporate networks.

Perhaps the most commonplace use of streaming services is to underpin large-scale broadcast video events like all-hands presentations or CEO addresses. Ours is a tried and tested product that delivers on its promise to make the event run smoothly, without impacting business critical apps that may be competing for the same bandwidth.

Our streaming solutions have been successfully deployed on more than 700,000 client desktops in industry verticals including CPG, financial services, manufacturing and chemicals.

1. Video made up 44 per cent of business online traffic in 2015, and will rise to 66 per cent in 2020: Cisco Visual Networking Index, June 2016.



Typical BT One Collaborate streaming customers.

Chemical company	100,000 users
CPG company	100,000 users
Car manufacturer	70,000 users
Financial services company	80,000 users
Packaging company	30,000 users
FMCG company	180,000 users
Insurance company	5,000 users



Getting your network video ready.

How do you make certain tens of thousands of people can simultaneously see a video being broadcast over your enterprise network?

Think about this scenario. It's a first virtual all-hands meeting. In fact, a video broadcast to over 20,000 employees. It was tested. But that involved just 20 people. Can you really be sure that it's going to work at scale?

The BT Network Assessment has been purposely designed to solve this challenge. The service is underpinned by technology from Kollektive, a leading global provider of cloud-based enterprise video applications. There are just four easy steps:

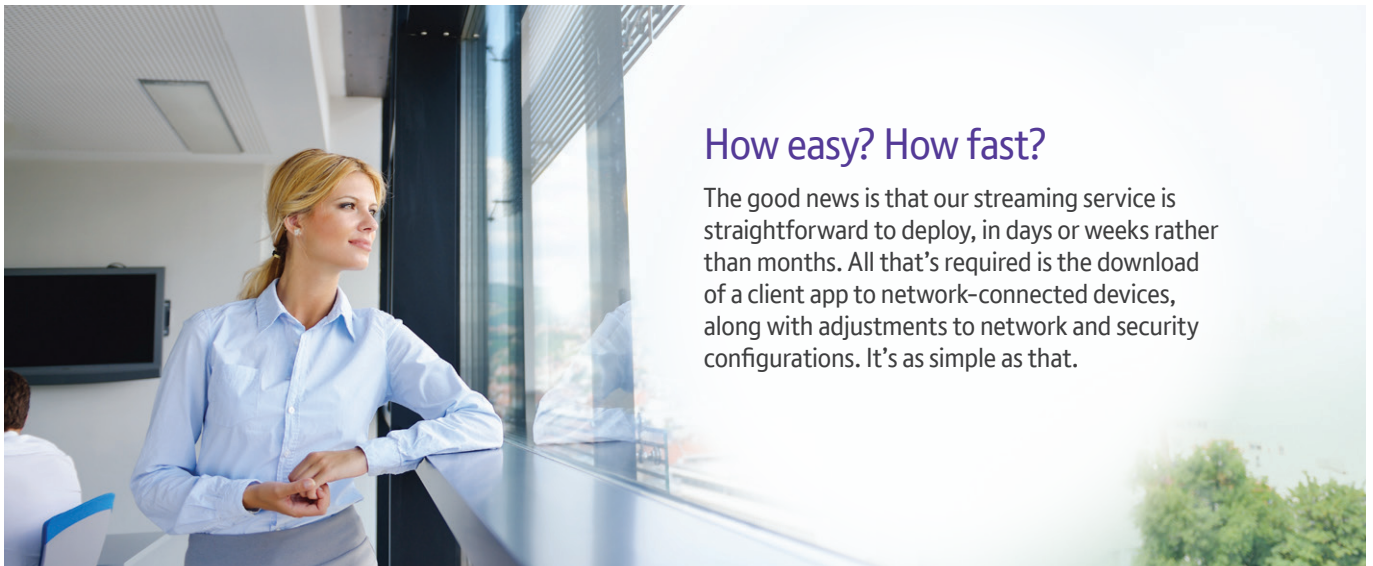
1 The BT team will work with you to create a test that replicates the audience size, time and specification of your live video stream

2 We then stream a video in the background to simulate the audience you specify, ensuring no significant network or user impact

3 We create a detailed report that pinpoints offices or users that could experience problems in an actual live video stream event

4 Finally, we work with your IT team to resolve those issues.

Do those simple things and you're all set.



How easy? How fast?

The good news is that our streaming service is straightforward to deploy, in days or weeks rather than months. All that's required is the download of a client app to network-connected devices, along with adjustments to network and security configurations. It's as simple as that.

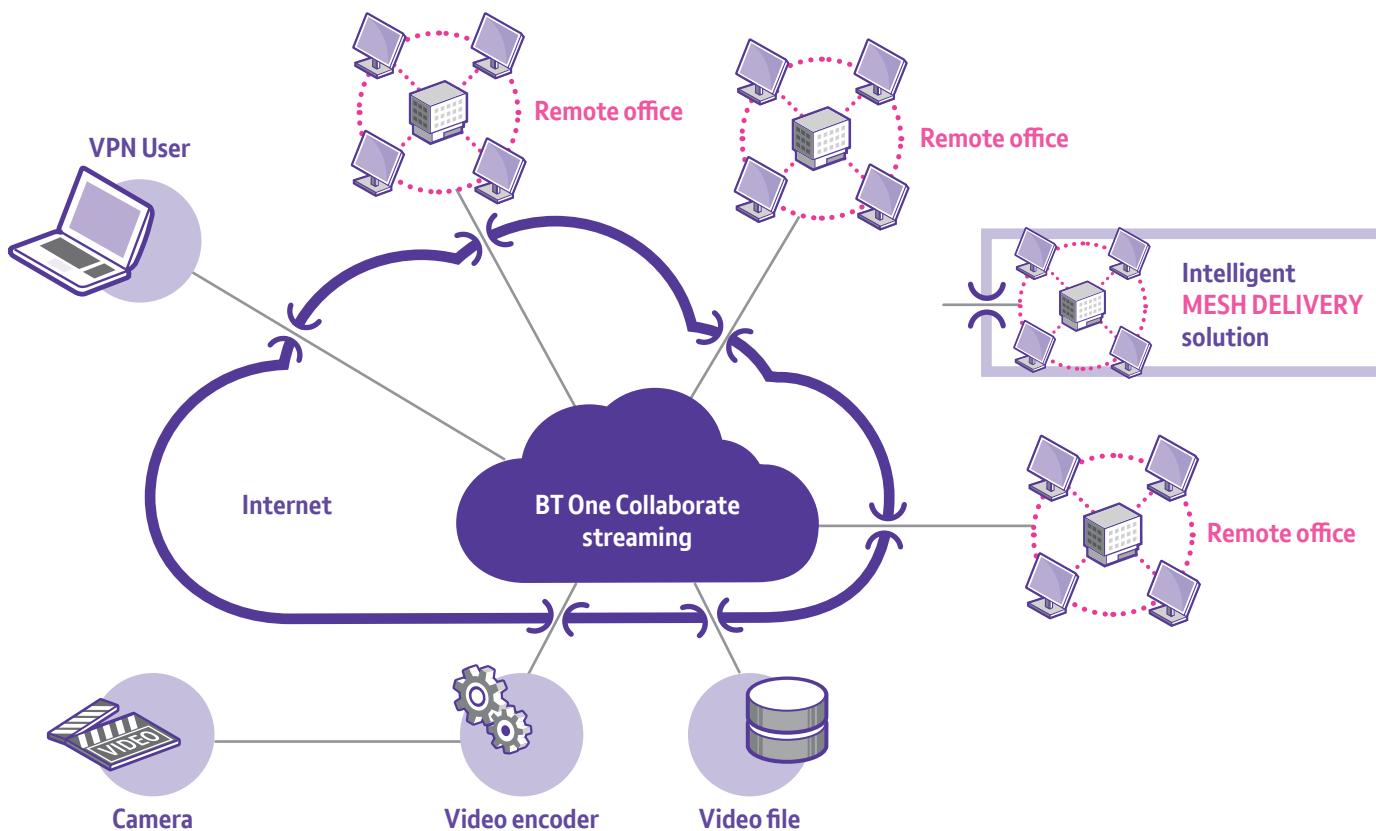


Figure 1: BT One Collaborate streaming avoids the multiple transmission of content over the wide area, preserving available bandwidth.

How does it work?

Our service changes the way content is distributed across the corporate network. It enables the simultaneous delivery of real-time HD video. And it does that without impacting other applications and without the need for expensive network upgrades. Our video streaming solution uses the Collective Software-Defined Enterprise Content Delivery Network™ (SD ECDN).

With traditional video distribution, each participant downloads a copy of the video. This works for small audiences, but as participant numbers increase the bandwidth required can quickly exceed capacity. This can cause buffering, spoiling the viewing experience and impacting the performance of other network applications.

The Collective SD ECDN allows computers to cache and re-deliver content to others on the same LAN. As shown in Figure 1, this local access avoids the need for multiple transmission of content from the source over the WAN, to dramatically reduce bandwidth demand.

“ The largest global companies view BT as a premier business partner for their enterprise streaming needs. Without doubt, BT has the network infrastructure and cloud skills, experience and global reach to make it an obvious choice to help them meet the challenges of large-scale video communications the world over.

Dan Vetras, CEO, Collective

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Whether you backhaul internet traffic through the WAN or connect remote offices directly to the internet, the streaming service minimises traffic across key network links. In the local office the service creates a smart grid that allows the stream to be shared from machine-to-machine, using dynamic optimisation algorithms.

The smart grid is constantly looking to optimise the movement of information, so protecting the WAN and internet gateway links from traffic inundation.

A reduction in video transmission traffic of up to 99 per cent is possible. This is dependent on network topology and a 90 per cent reduction is a more typical outcome. That’s why the service is ideal for the secure and efficient delivery of real-time content over large corporate networks.

Integration with BT One Cloud Microsoft. BT One Collaborate streaming with Kollektive Konnektor™.

As enterprise voice deployments mature, customers are looking for new ways to take advantage of unified communications to improve collaboration and save money.

Skype Meeting Broadcast is a component of Skype for Business that enables Office 365 users to produce and broadcast a meeting on the internet with up to 10,000 attendees. Presenters use the Skype client while attendees join via a web-browser to watch the live video stream from almost any device.

This feature is currently only available with Skype Online, but it's also a natural progression for BT One Cloud Microsoft deployments that already operate as hybrid solutions with Office 365.

As a standalone offering the network impact for large calls could be huge, so it makes sense to use our streaming solution to reduce the number of external internet connections and ensure the broadcast's success.

Traditional video conferencing systems are not designed to broadcast interactive meetings to thousands of viewers. Nevertheless, there's growing demand to engage user groups in video conferences well beyond the limits of traditional technology.

Kollektive Konnektor™ links unified communications video conferencing systems with SD ECDN to broadcast video conferences to thousands of viewers (see Figure 2). Fully proven to interoperate with leading video conferencing technologies like Cisco and Polycom, Kollektive Konnektor is both easy to set up and simple to manage.

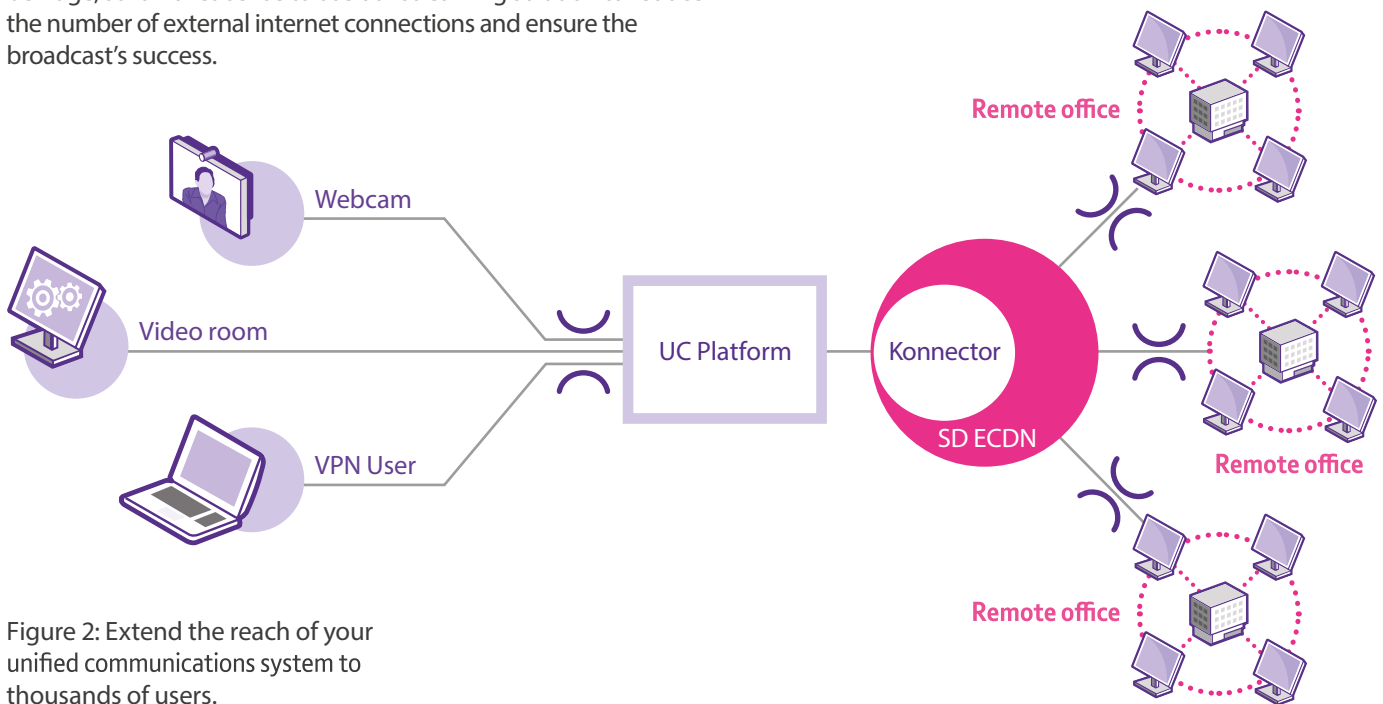


Figure 2: Extend the reach of your unified communications system to thousands of users.



Offices Worldwide

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