

MICROSOFT TEAMS LIVE EVENTS WHITE GLOVE PILOT

Why Teams Live Events?

Microsoft Teams is the leading platform for improving productivity and building a more collaborative, agile and responsive organization. By leveraging the strengths and impact of live video communication you'll better connect with your organization and deliver your message through a medium they engage with every day today.



Culture

Communication-based culture builds greater trust and transparency, connecting leadership with the entire organization.



Engagement

Live events in Teams enables teams to have purpose, alignment, and greater inclusion to achieve company vision.



Productivity

Efficient training, team collaboration, creation of new ideas, and employee empowerment leads to faster time to market.

Solving the Network Bandwidth Challenge

The first challenge to address when planning a live video event is ensuring your network can handle it. Broadcasting live video typically consumes a tremendous amount of bandwidth. Kolletive's solution reduces the bandwidth required by 95% and allows you to broadcast events across your network with confidence.

Benefits of Kolletive

- **Efficient:** Deliver high-quality live video through Teams Live Events with your existing network, without purchasing additional bandwidth, hardware, or putting the network at risk.
- **Network AI:** Kolletive creates an intelligent mesh from your network. The artificial intelligence monitors your video delivery, optimizes the path of delivery, and dynamically adapts to overcome obstacles to ensuring a high-quality user experience.
- **Secure:** Protect your content by delivering your video behind your enterprise firewall.
- **Event Analytics:** Understand performance of your network and audience engagement.
- **Experience:** Kolletive's global Enterprise Video Services and Technical Support teams have supported thousands of large-scale live video events. These teams provide guidance and give you confidence that your events will be successful.
- **Trust:** The world's largest companies use Kolletive to deliver their message around the globe.

Without Kollektive

- Large, simultaneous, video streams sent inefficiently across the network using critical bandwidth
- Constant buffering
- Risk of impacting critical systems and applications that require bandwidth
- Content often doesn't reach remote offices due to bandwidth issues
- Poor user experience
- Executive communication objectives not achieved

With Kollektive

- Broadcast critical messages to the entire organization
- 95% less network congestion from efficient content delivery
- No impact on bandwidth or core systems
- Real-time visibility and insights
- Software defined network and no need to maintain hardware distribution points
- Superior user experience
- Executives effectively reaching their global workforce and achieving objectives of their events

Ensuring Successful Teams Live Events:

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Guidance from an Experienced Team

"Seeing is believing" and "practice makes perfect". Successful events require the right people, processes, and technology. A fully supported pilot will give you confidence that your network and operations can successfully execute the production and broadcast of a high-profile live event. During the pilot the Kollektive Enterprise Video Service (EVS) team and technical solution specialists will guide you through the three phases of achieving a successful event:

1. **Pre-Event Preparation:** Design, Configuration & Testing. Preparation of content, technology and operations. Stress test the network and run sample broadcasts to identify any issues.
2. **Live Event Broadcast:** The Kollektive Enterprise Video Services team will monitor your live event. Having an experienced team on-hand to address any issues that may arise will give you peace of mind.
3. **Post-Event Insights:** Our team will provide analysis and key learnings from the event to ensure greater success in the future.



End-to-End Testing

Kollective's Application Readiness Test (ART) is a consultative service for testing your network's readiness for a live video broadcast. Test events are run at scale using the Kollective's solution and your network, without requiring involvement from end users or disrupting the network.

The data and analysis gathered from the ART provides the business and IT stakeholders a clear picture of how a live event will occur. You'll see the quality of the user experience and impact on the network. This also allows optimizations to be made and identifies any technical problems prior to the event so they can be rectified

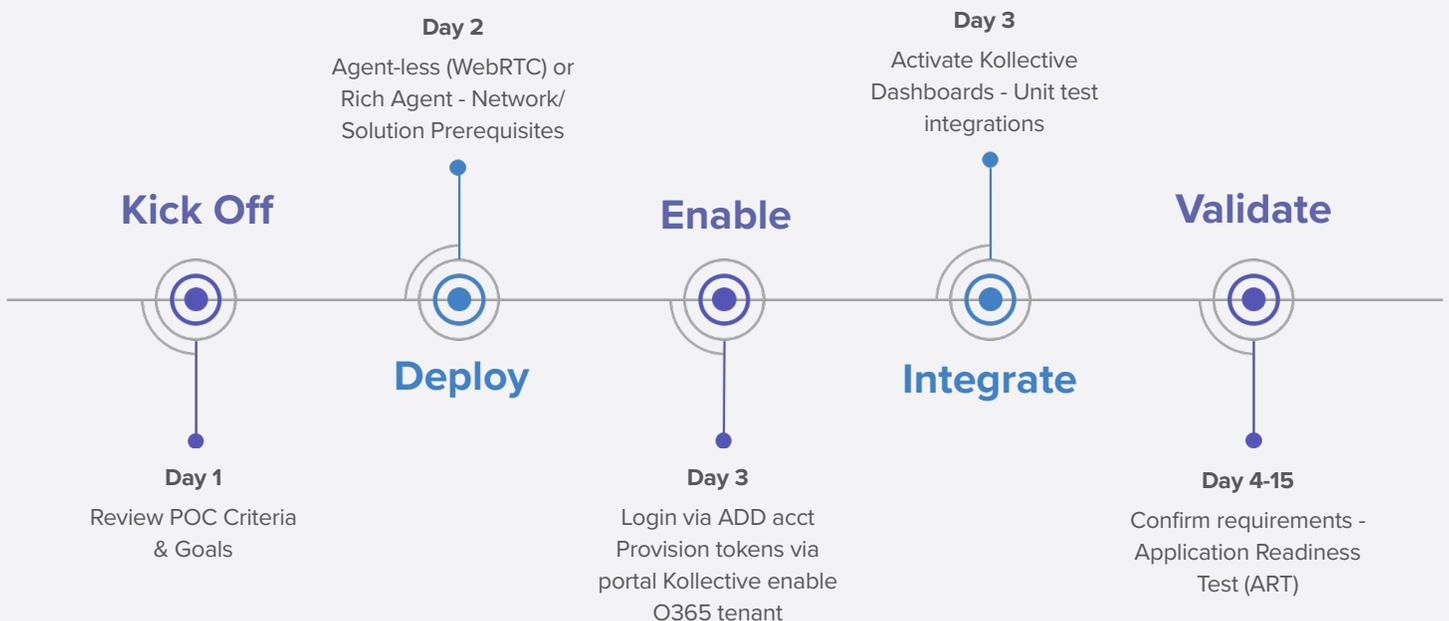
Without Kollective's ART, you would need large global teams to test for a live event, which is disruptive and ineffective as it wouldn't test the infrastructure at the full scale required.

Technical Testing Objectives

- Test the functioning of the content delivery at time of commissioning and user acceptance testing, to allow issues relating to solution deployment, network configuration, and infrastructure to be identified and rectified
- Benchmarking the system in terms of performance and efficiency
- Stress testing the system and network in a worst-case streaming scenario where all users are watching
- Regression testing following network changes
- Testing in advance of a live event to replicate live event and gauge user experience

Timeline to Success

You can setup and start testing live video within minutes. Depending on the type of technology you choose, timeline from kick-off to "live event ready" ranges from 4 days to 2 weeks.



White Glove Package Details

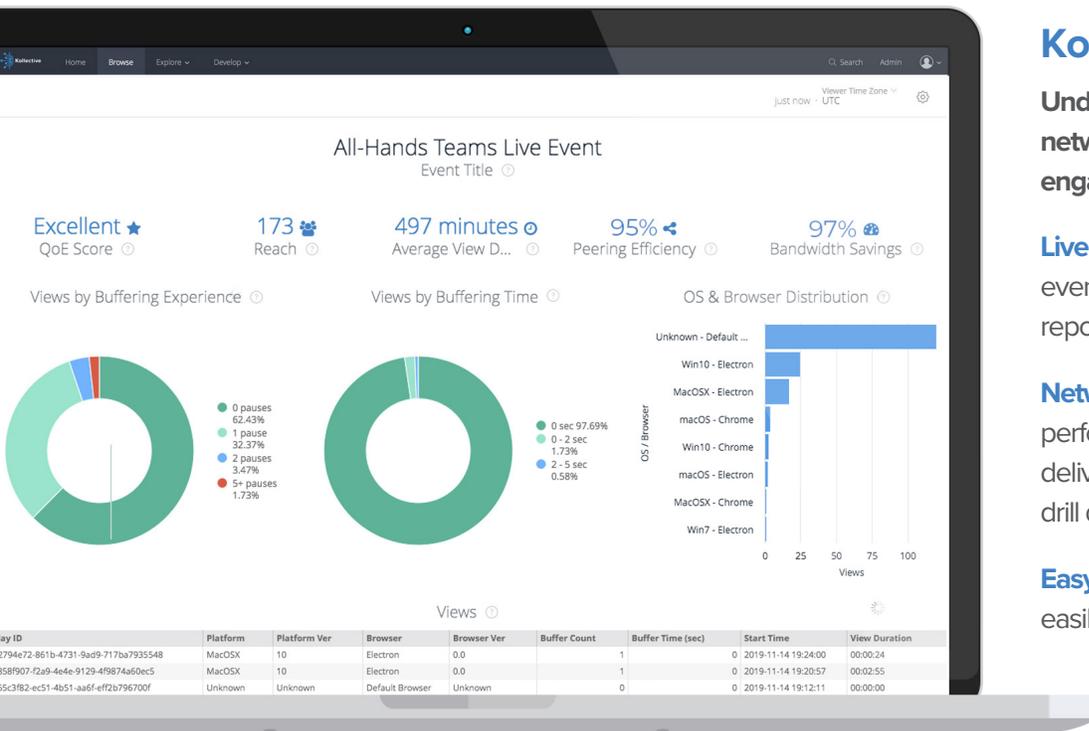
You will receive guidance through the entire live event process, giving you confidence your network and operations can successfully handle the production and broadcast of your first two Teams Live Events.

Description	Full implementation and use of Kollektive Technology and services for two (2) high-quality live events		
Typical Use Case	From large company-wide events, i.e. CEO All-hands and Town hall to medium size events, such as business units and manager level events		
Machines / Users Supported	Unlimited		
Applications Readiness Test (ART)	Yes / End-to-end silent testing of applications and network		
Kollektive Dashboards	- Real Time/In-Progress - Recent Activity	- Geo Explorer - Network Explorer	- Event Analytics
Security Review	Yes		

Choose an Event Services Package

Our mission is your success. Kollektive's technical and support teams all come from large enterprises like yourself where they led live video events. They've managed thousands of live events on virtually every platform. They are committed to being your partner and guiding you through your first Teams Live events to ensure success. Whether you're a veteran of live events using a new platform or new to global communications, Kollektive has the people, processes, and training to meet your needs.

Pre-Event Preparation	Full event playbook with live video event best practices	
Event Execution	Full support and consultation on all aspects for each event - On-site & remote production support available	
Post Event Insights & Optimization	Review actual data and analytics from the live event for insights. Learn to optimize and improve upon each event - How to operationalize and drive greater adoption and viewership	
Type of Support	All training and guidance completed remotely	1 person on-site for 2 days during event, includes travel and lodging expenses
	\$7,000	\$15,000



Kollective IQ Analytics

Understand the performance of your network, content and employee engagement.

Live Events: Gain insights on your live events as they happen and easily share reports with key stakeholders.

Network Explorer: Analyze the performance of your network while delivering content, with the ability to instantly drill down to specific areas.

Easy Export: Export to multiple formats and easily share via email or link.

The World's Largest Brands Trust Kollective

We work with large global companies to help them stay connected to their people and collaborate worldwide.



Maire Tecnimont was the first enterprise in Italy to fully adopt the Microsoft Office 365 collaboration suite and uses Kollective for all their live events and video-on-demand.

November 2019 Tecnimont hosted their “Beyond Digital” industry conference and invited the entire company to participate through video.

“The first live event using Microsoft Teams & Stream integrated with the Kollective ECDN for greater scale was a success at all levels!”



We create chemistry

“Everything worked exactly as they said it would. Rarely have I had such a pleasant experience with a solution/vendor first time around. Our users were quite impressed, maybe even surprised by the degree of improvement.”

- Stefan Beck, CIO, BASF Group