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.

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. Kollective’s solution reduces the bandwidth required by 95% and allows you to broadcast events across your network with confidence.

Benefits of Kollective

- **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**: Kollective 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**: Kollective’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 Kollective to deliver their message around the globe.
## Ensuring Successful Teams Live Events:

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. Kollective’s solution reduces the bandwidth required by 95% and allows you to broadcast events across your network with confidence.

### 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 Kollective 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 Kollective 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.

### Without Kollective

- 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 Kollective

- 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

### Preparation

- ✓ Video message strategy
- ✓ Define roles & responsibilities
- ✓ Location, audience, & budget
- ✓ Production requirements
- ✓ Review equipment configuration & settings
- ✓ Contingency planning

### Event Execution

- ✓ Setup & testing day
- ✓ Review video & audio
- ✓ On camera coaching
- ✓ On-site broadcast & recording support
- ✓ Remote technical support

### Post-Event Analytics

- ✓ Review post event analytics
- ✓ Evaluate operational process & execution
- ✓ Drive greater adoption
- ✓ Increase viewership
- ✓ Learn how to operationalize and repeat in the future
- ✓ Set metrics & KPIs
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.

Day 1
- Review POC Criteria & Goals

Day 2
- Agent-less (WebRTC) or Rich Agent - Network/Solution Prerequisites

Day 3
- Activate Kollective Dashboards - Unit test integrations

Day 4-15
- Confirm requirements - Application Readiness Test (ART)
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.

<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>Full implementation and use of Kollective Technology and services for two (2) high-quality live events</td>
<td></td>
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<tr>
<td>Typical Use Case</td>
<td>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</td>
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<tr>
<td>Machines / Users Supported</td>
<td>Unlimited</td>
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<tr>
<td>Applications Readiness Test (ART)</td>
<td>Yes / End-to-end silent testing of applications and network</td>
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| Kollective 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. Kollective’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, Kollective has the people, processes, and training to meet your needs.

<table>
<thead>
<tr>
<th>Pre-Event Preparation</th>
<th>Full event playbook with live video event best practices</th>
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<tr>
<td>Event Execution</td>
<td>Full support and consultation on all aspects for each event - On-site &amp; remote production support available</td>
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<tr>
<td>Post Event Insights &amp; Optimization</td>
<td>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 viewship</td>
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| Type of Support       | All training and guidance completed remotely  
1 person on-site for 2 days during event, includes travel and lodging expenses |

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<tr>
<th>Package</th>
<th>$7,000</th>
<th>$15,000</th>
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(408)-215-6400 - kollective.com
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!”

- Stefan Beck, CIO, BASF Group