

# Creating Continuous Engagement Throughout the Organization

Maire Tecnimont is a global leader in the design and engineering of manufacturing plants for oil and gas, petrochemical and fertilizer industries. It is also one of the first Italian companies to fully implement Microsoft Teams and use it heavily for communication and collaboration; part of their internal transformation program 'Beyond digital'.

Maire Tecnimont, together with other leaders of the industry, decided to be a pioneer in applying digitalization to engineering procurement and construction, as well as coordinated supply chain. The objective is to promote flexible technological platforms able to integrate with the best digital solutions for customers and create an ecosystem with different stakeholders engaged. Every year Maire Tecnimont hosts a global thought-leadership event, inviting participants across industries for an unconventional talk on these topics in order to understand different positions, investigate specific issues and share lessons learned.

## THE BUSINESS CHALLENGE

Through the global thought leadership event, Maire Tecnimont wants to start its own digital transformation project which will bring the company into a new future for Engineering, Procurement and Construction. President and CEO of Maire Tecnimont and Italian top managers joined together in this event to explain their vision of digital transformation. The event is very important for Maire Tecnimont and they wanted all employees around the world to view it live.

In the past, their annual event was recorded and made available for employees through video-on-demand. Since this year's theme of "Beyond Digital" focused on innovation, they wanted to do something different that leveraged technology and possibly meet the following goals:

- Reach the workforce via a live event, and distribute video-on-demand in other languages across 45 countries
- Leverage technology as a means to create a competitive advantage
- Concerns a live video broadcast would challenge the existing network, causing buffering for users and failure to connect
- Risk of disrupting the corporate network and other applications
- CIO mandated that a solution should be found, tested and implemented within 6 weeks!

## THE SOLUTION

Maire Tecnimont prides itself on leveraging the best technology available on the market. Live video became a major part of their communication strategy and Microsoft Teams Live Events provided the answers to their needs that included: connecting employees with leaders, creating sustainable dialogue, sparking innovation and ideas, and enabling the leadership team to be more responsive.



**HQ:**

Rome, Italy

**CEO:**

Pierroberto Folgiero

**Employees:**

6,000+

**Global locations:**

Operates in 45 countries



However, the challenge on how to distribute the video without impacting the user experience remained unsatisfied until ECDN solution providers were reviewed and Kollektive was selected to help enable Maire Tecnimont scale live video through Microsoft Teams Live event (Microsoft Stream).

- Ease of integration - Kollektive and Microsoft integration takes less than 10 minutes and enables unlimited scale of live video events and video-on-demand across the global enterprise.
- Silent load tests allow Tecnimont to identify in advance locations where bandwidth challenges may exist and optimize the stream prior to the live event.
- Ensures a high-quality user experience for all employees, regardless of location.
- Offloads up to 99% of bandwidth typically consumed by live video.
- No risk to other business applications running on the network.
- Provides insights on the performance of the network, success of the content delivery and engagement of viewers.

## THE IMPACT

It took a mere 30 days to go from the first meeting between Kollektive, Microsoft and Tecnimont and the live “Beyond Digital” event. Kollektive’s platform enabled Tecnimont to leverage their investment in Microsoft Office 365 to broadcast their first Stream live event successfully. Employees were able to participate and engage, without Tecnimont having to invest in hardware or additional bandwidth:

- By integrating with Microsoft Teams and Stream, only a handful of machines in each geographic location retrieved data from the Internet, virtually eliminating possible bandwidth problems.
- Took less than two weeks for Tecnimont network administrators to implement Kollektive cloud integration in every office around the world.

***The first live event using Microsoft Stream integrated with the Kollektive ECDN for greater scale, “was a success at all levels!”***

## KEYS TO SUCCESS



### EASE OF USE:

Kollektive was the EASY button for activating Microsoft 365 live events in Teams and Stream. Easy for IT to implement and for audiences to engage.



### SUPPORT & SERVICES:

A multi-lingual, Italian speaking team, combined with in-depth knowledge and the ability to move quickly.



### TEAMWORK:

Microsoft, Kollektive and Maire Tecnimont teams synced technically and personally, which made for seamless collaboration and a well-executed first event.



## Contact Kollektive

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