



BT Enterprise Streaming

Simple solutions for company-wide communication

Corporate communications have to go fast and go global to reach multiple employees across multiple geographies with a shared corporate vision and timely updates. A practical way to deliver engaging communications across your enterprise is BT Conferencing's Enterprise Streaming solution. By leveraging existing corporate network resources, we can help you deliver high quality audio, video, and content across your intranet, live or on-demand, to employees virtually anywhere across your enterprise, with no upgrades or new network hardware investments

Compelling communications for a global workforce

In times of crisis and moments of opportunity, corporate leaders need to communicate directly to their global workforce in a timely and personal way.

Employees have become accustomed to easy access to rich media for news and entertainment. Delivering live and on-demand video across the intranet offers a powerful and effective corporate communications alternative to mass emails and large meetings.

Addressing the intranet challenge

The challenge of streaming video to the intranet increases the larger and more disparate a company is.

Typical content delivery to an enterprise (more congested)

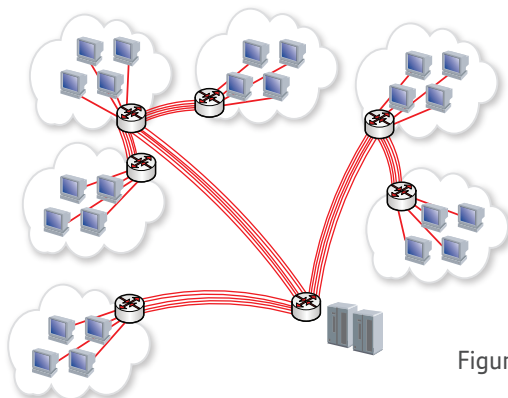


Figure 1.

In Figure 1 above, you can see that it wouldn't take many viewers across an enterprise – each pulling a 300kbps

stream from the internet – before the host bandwidth increases to unreasonable levels.

By utilizing your existing local area network BT Enterprise Streaming provides a simple and cost effective way to deliver your message, whilst managing your bandwidth more effectively.

In Figure 2 you can see the same 300kbps stream split up and distributed by various personal computers to others; so a single PC may only be delivering a fraction of the stream. What this provides is a higher amount of redundancy by removing single points of failure while also removing the load from the individual PCs.

Enterprise content delivery network (less congested)

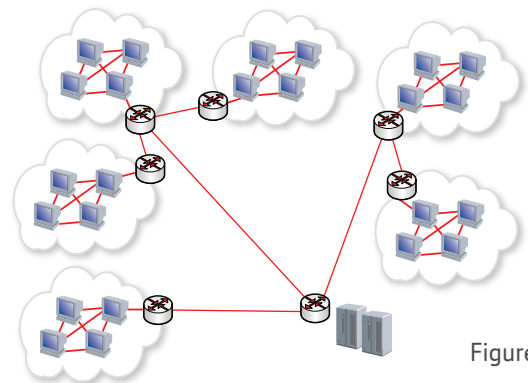


Figure 2.

We do this by using peer-assisted delivery technology which draws from existing networks and storage space to create a more efficient content distribution network. As your demand increases, our solution scales to continue delivering rich-media content to employees almost anywhere across your global enterprise.

We can even configure your solution to integrate with your company directory so you can target specific divisions or groups with your message. And, we offer reporting tools to help measure and track viewership down to the percentage of video watched.

Benefits

Engage your employees with a rich media experience.

Deliver **high-quality video** to your employees globally without adversely impacting your network.

Easy to integrate and manage, a complete delivery management system that is easy to setup and integrate with other internal or third party systems using robust APIs.

Simple to control via web-based management and graphical reporting tools gives communications professionals control of content and IT professionals control of network resources.

Service delivery model

Software as a Service (SaaS)

- Lower total cost of ownership
- Less in-house technical work
- Rapid deployment
- Flexibility for end users

Get in touch

If you like the sound of our approach, we'd love to put together a more detailed proposal to help your corporation get more out of conferencing.

For more information please contact:

☎ Australia:	1800 234 799 or +61 (0)2 9231 1130
☎ Hong Kong:	+852 2312 9999
☎ India:	000800 4401782
☎ Japan:	0120 363 877
☎ South Korea:	+82 (0)2 3483 1171
☎ Malaysia:	+60 (0)3 7712 4597
☎ Singapore:	+65 6295 6237
☎ Taiwan:	+886 2 2162 6528
☎ United Kingdom:	0 800 61 62 62 or +44 20 7298 4055
☎ United States:	1 866 766 8777 or +1 617 801 6700

Email us at:

✉ Asia Pacific:	asia.conferencing@bt.com
✉ EMEA:	emea.conferencing@bt.com
✉ United Kingdom:	btc.sales@bt.com
✉ United States :	conferencingsales@btci.com

🌐 Visit us online: **www.btconferencing.com**

Offices worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract.

© British Telecommunications plc 2011.
Registered office: 81 Newgate Street, London EC1A 7AJ.
Registered in England No: 1800000.

Regional offices
Americas: 150 Newport Avenue Extension, Quincy, MA 02171, USA.
Asia Pacific: Level 11 BT Tower, 1 Market Street, Sydney NSW 2000, Australia.
United Kingdom & Europe: 75-77 St. Michael's Street, London W2 1QS, United Kingdom.

Designed by BT Conferencing

