Consumer-Style Video Communications in the Enterprise
Session – A203
Agenda

- The Evolution of Enterprise Communications
- Enterprise Video Use-Cases
- How to Kick-Start video in your Company
- Audience Q&A
Panel

› Scott Szczurek
  CME Group

› Paolo Tosolini
  Microsoft

› Louis Broome
  Microsoft

› Tony Raimundo
  Citi

› Eric Armstrong, Moderator
  Kontiki
Enterprise Communication Needs Analysis

What would you improve for communicating critical information to all employees?

- Voicemail
- Audio conference call
- Low bit rate streaming (YouTube)
- Satellite video distributed to TV's
- Live video
- Podcast
- E-mail
- Webcast with slides
- High quality video to the desktop (DVD quality)

- 100k +
- 50k - 100k
- 10k - 50k
- 1k - 10k
- Average
When would you use Enterprise Video?

- **Quarterly All hands**
- **Monthly campaigns**
- **Daily news**

**Quarterly Presentation of key events**

**Analyst Updates and Compliancy training**

**Monthly CEO Presentations Business TV**

**Product introductions & updates**

**Daily Heartbeat News desk**
The Big Question – How?

Control & Data Flow
What is Consumer Style Video?

Corporate Channels

Employee Channels

The Hero Channel

Dynamic Channels
Enterprise Video Use-Cases
Video/Media Publishing as a shared utility serving multiple Citi businesses to:

- Provide control of media assets & branding
- Enable fast launch of new portals & apps
- Enable scaling and economies to drive costs down
- Provide highly reliable safe enterprise video

Enabling…

- Complex LIVE Corporate Events – i.e., Town Halls, etc.
- Self publishing using multiple capture technologies
- Packaging of Media Assets into programs
- Leveraging of On Demand media assets across multiple portal & distribution mechanisms
Citigroup

› Sample User Created Content
  › From idea to portal in 2-4 hours:

Canada: Labor Market
Darkest Before the Dawn

CMBS Rally Likely to Continue Into October
Asset Class: CMBS
Microsoft (Louis)

› Leadership
  › Global presence

› Training / knowledge sharing
  › Corporate ↔ Field

› Internal marketing
  › Awareness, participation

› Microsoft Office Content Publishing
CME

› “Podium Model” (Simple one-way video)
  › All-employee and Division meetings
    › Webcast platform, HTML interactivity
  › Executive communications
    › High-production value, built-in viewership
CME

“Communications Model” (Simple two-way video)

Video-conferencing

- Easily measurable ROI
- Minimal repurposing capability
CME

- “Interactive Model” (Complex interactive video)
  - HR and Professional Development
    - General purpose, multi-format educational material
  - Project knowledge exchange
    - Interactive knowledge-sharing; wiki-based
Solution: Mobilize viewers as producers
List Use-Cases

- Knowledge sharing / Readiness
  - Product demos
  - Sales / marketing best practices
- Executive business updates
- Third party content (Leadership Development, How-To tutorials)

Content mostly crowd-sourced

- Play Academy Mobile music video
How to Kick-Start Enterprise Video
Microsoft – Content creation workflow

Create | Edit | Publish | Consume

Play demo reel of employee generated videos
Rewards

**ARP Gift Selection**

<table>
<thead>
<tr>
<th>Gift</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ultra-Mobile PC*</td>
<td>1000 Points</td>
</tr>
<tr>
<td>Xbox 360 Elite***</td>
<td>500 points</td>
</tr>
<tr>
<td>Digital Camera*</td>
<td>400 Points</td>
</tr>
<tr>
<td>Zune 80 GB**</td>
<td>500 Points</td>
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<tr>
<td>Portable DVD Player</td>
<td>150 points</td>
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<tr>
<td>Leather Bag</td>
<td>275 points</td>
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<tr>
<td>Digital Picture Frame</td>
<td>250 points</td>
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<tr>
<td>Zune 8 GB**</td>
<td>200 Point</td>
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<tr>
<td>Bose In-Ear Headphones</td>
<td>100 Points</td>
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<tr>
<td>LifeCam</td>
<td>50 Points</td>
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<tr>
<td>Digital Photo Clock</td>
<td>50 points</td>
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<tr>
<td>Weather Station</td>
<td>40 points</td>
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<tr>
<td>LifeChat</td>
<td>40 Points</td>
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<tr>
<td>Retractable Earbuds</td>
<td>10 points</td>
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<tr>
<td>Academy USB Hub</td>
<td>5 points</td>
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</tbody>
</table>

*Current Product Available*

**Earning Points**

<table>
<thead>
<tr>
<th>Role</th>
<th>Points Starting FY08H2</th>
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<tbody>
<tr>
<td><strong>Academy Live</strong></td>
<td></td>
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<tr>
<td>Presenter</td>
<td></td>
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<tr>
<td>Question Manager</td>
<td></td>
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<tr>
<td><strong>Academy Focus Instructors</strong></td>
<td></td>
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<tr>
<td>Facilitated Course Development or Update Instructor</td>
<td>20</td>
</tr>
<tr>
<td>Facilitated Course Delivery Instructor</td>
<td>20</td>
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<tr>
<td>Self-Study Mentor</td>
<td>80</td>
</tr>
<tr>
<td>Partner Academy Instructor</td>
<td>60</td>
</tr>
<tr>
<td>Award Recipient - Top Gun</td>
<td>60</td>
</tr>
<tr>
<td>Award Recipient - Special Contributor</td>
<td>100</td>
</tr>
<tr>
<td>Award Recipient - Honorable Mention</td>
<td>75</td>
</tr>
<tr>
<td>Individual whose recommendation has brought a new Facilitated Course Instructor to the Academy (email Simone Tung with suggestions)</td>
<td>65</td>
</tr>
<tr>
<td><strong>Academy Focus Students</strong></td>
<td></td>
</tr>
<tr>
<td>Completion of a Facilitated or Self-Study Course with a Final Project</td>
<td>40</td>
</tr>
<tr>
<td>Completion of a Self-Study Course without a Final Project</td>
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<tr>
<td>Selection of your End-of-Class Problem as “Outstanding” (details coming soon)</td>
<td>10</td>
</tr>
<tr>
<td>Selection of your End-of-Class Problem as a &quot;Best in Show&quot; (details coming soon)</td>
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<tr>
<td>Award Recipient – Outstanding Student</td>
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<tr>
<td>Individual whose recommendation has brought a new Facilitated Course Instructor to the Academy (email Simone Tung with suggestions)</td>
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</tr>
<tr>
<td>Story submission explaining how an Academy Course increased sales/adoption (use our submission form)</td>
<td>5</td>
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<tr>
<td>Manager</td>
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<tr>
<td>Story submission explaining how an Academy Course increased sales/adoption (use our submission form)</td>
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<tr>
<td><strong>Podcaster or Co-Podcaster</strong></td>
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<tr>
<td>Publish a podcast</td>
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</tr>
<tr>
<td>Your podcast receives more than 20 ratings with an average score of 4.0 or higher.</td>
<td>5</td>
</tr>
<tr>
<td>Your podcast receives more than 10 comments (not including comments posted by you or your co-podcaster).</td>
<td>5</td>
</tr>
</tbody>
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Internal Marketing

Academy Mobile Launch

- Demo at Microsoft Global Sales meeting (13000 people)
- Distributed 6000 micro SD memory cards filled with video podcasts
Internal Marketing

- Signage
- Booth
- Video
- Pod-corn…
Collecting Testimonials

GET YOUR
1 GB SD CARD
OR A
PODCAST HERO
T-SHIRT FOR
A Podcast
Testimonial

Rent out our Digital Audio Recorder!
Example – Microsoft

- Drive adoption, Manage Culture Change
  - Lead – business goals, expectations, road map
    - Frequent, consistent communication
    - …by example
  - Enable – tools, training, guidance
    - Software/Hardware– Camtasia/Vegas, Flip/Panasonic HD
    - Peer to peer, video – Equipment Corner
    - Wiki – define processes & deliverables, style guide, support
  - Risk – drive innovation, motivation
    - Clarity
  - Support – enthusiasm for early adopters/successes
    - Awards, showcase
  - Grow – skills/talent, tools, infrastructure
    - Advanced training, content review
    - Vegas → Adobe
    - Vendors, facilities - scalability
- Measure
  - Create scorecards that map to business goals
Example – CME

› Set realistic ROI models in advance
  ▪ Video ROI can be calculated against production expenses as well as travel expenses
  ▪ ROI can show diminishing returns—don’t neglect corporate culture improvements

› Get to know your technology
  ▪ Easy availability of consumer tools can set high expectations

› Get to know your clients
  ▪ Highly customized products quickly become templates/showpieces for new initiatives

› Use small target audiences to sell large-scale initiatives
  ▪ Diversify the internal client base to gain widespread support

› Make the most of your analytics
  ▪ High-level corporate communications often have built-in wide scale viewership

› Create programming schedules
  ▪ Always be producing

› The delicate balance: production value vs. scalability
Kick Starting Enterprise Video in a Large Enterprise

- Strong partnership between business/producer groups and technology organization.
- Understand and expose TCO Model & ROI to stakeholders
- Build a core foundation that anticipates and can address the following:
  - control capabilities
  - scalability
  - ease of use
  - automation
  - ability to customize
- With foundation in place grow capabilities and continue to innovate around:
  - Different production and content capture techniques
  - Varied and robust distribution options
  - Web 2.0 & Social Media synergies
Q&A
Questions

• Will video use increase or decrease within your company over time?
  ▪ At what growth rate?
  ▪ What are the driving use-cases?
  ▪ More Live or VOD?
    • What is preferred by employees?

› Are employees going “out-of-network” and using tools like Youtube for video-based communications?
  ▪ How does your company respond?

› How do you work with IT as a collaborative partner?

› What does a typical project/deployment team look like – titles and roles?

› In terms of content creation, what is the biggest lesson you would pass on to people starting out?