

Kollective Analytics

360° view of your video communication strategy

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The pressure is building to use video as a communication medium in enterprise environments. Companies are realizing the importance of having a strong Live Video and Video-on-Demand (VoD) strategy. The use cases are not just All-Hands and Town Hall meetings. Human Resources (HR) is using VoD and Live video for new employee onboarding. Once the infrastructure has been deployed, training teams now commonly look to integrate Learning Management Systems (LMS) and other applications with video infrastructure. Central to assessing impact and ROI of the video strategy is measuring and reporting on key audience parameters.

Kollective's experience has shown that quantifiable, meaningful performance insights from viewership data can only be derived by integrating data from both the delivery network and the end user viewing experience. Key considerations in executing a corporate video strategy include:

- Knowing exactly how your network and your content impact communication engagement.
- Knowing exactly how a given video is being received by your target audience.
- Optimizing content with real-time feedback on views, durations and engagement.
- Pinpointing network inefficiencies to ensure that every user enjoys a flawless viewing experience video.

Kollective Analytics is a component of Kollective's cloud-based SaaS platform. It provides an intuitive analytics dashboard that enables Kollective customers to quantify the reach, performance and quality of their video communications strategy. It is a self-contained analytics solution for your executives, event producers, communication team, and network administrators that provides the confidence that your message is being delivered to all of your employees.

Live Video Analytics: Assess the performance and quality of your live events

Every Corporate Communications team needs to know how the viewers engage with the message of live events. A large all-hands meeting often has 10-25% attendance. Knowing how many viewers attended and how long they watched is an important indicator of whether viewers understood the message. Finding out if they stopped watching at specific times due to a content or speaker change is an important production and editing input.

The Live Broadcast Dashboard (Figure 1) provides an overview of every live event broadcast run by your company. The Live Broadcast Dashboard provides the following critical information to fully characterize your Live events:

- **Month-over-month volume tracking** which is an indicator of overall trends comparing event volume to audience engagement over time.
- **In-progress and recent events views** provides a real-time view of live event broadcasts currently in progress and recent events with at-a-glance statistics including date, viewers and average duration.
- **Quality metrics for number and duration of buffering events** which is an indicator of overall experience across all historical live events.

- **Total views/average monthly events** are common Key Performance Indicators that show totals and averages for events and audience reach.
- **Dynamic filtering options** which help to identify overall trends during any time range, using relative or exact time ranges, customizable to fit your needs.
- **Overall peering efficiency** which provides an indicator of overall network load by source driven by live event broadcasts over time.

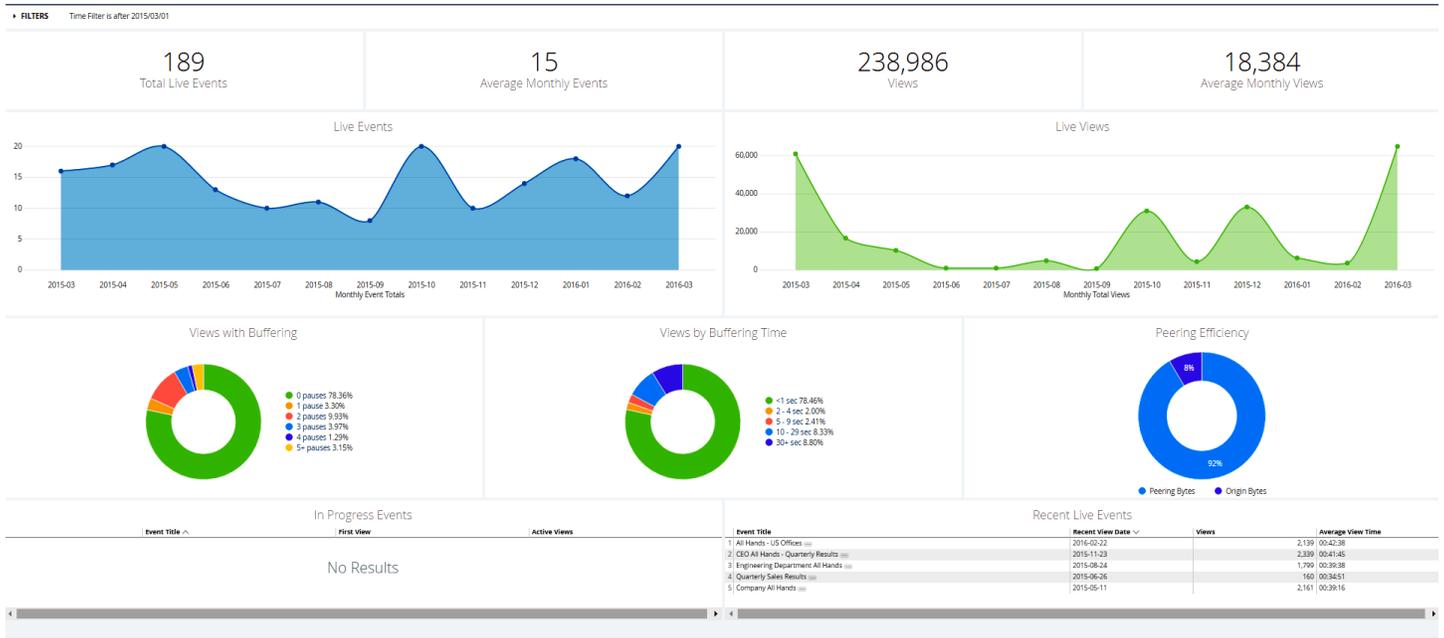


Figure 1: Live Broadcast Dashboard

The Executive Dashboard (Figure 2) provides a detailed real-time view of a particular live event. When your executive steps in front of the camera, the Executive Dashboard provides the following critical information:

- **Real time event monitoring of concurrent viewers** to determine if you have reached critical mass, and if something has happened during your event to cause users to drop off.
- **Key Performance Indicators** provide at-a-glance statistics to measure viewer totals and viewing duration.
- **User summary table** details user name, machine name, IP address, buffering events and duration which aids in auditing, triage and analysis.
- **Dynamic filtering options** enable users to narrow or expand dashboard metrics to specific time windows for detailed analysis.
- **Overall peering efficiency** is generated after the event to visualize overall network load by source.

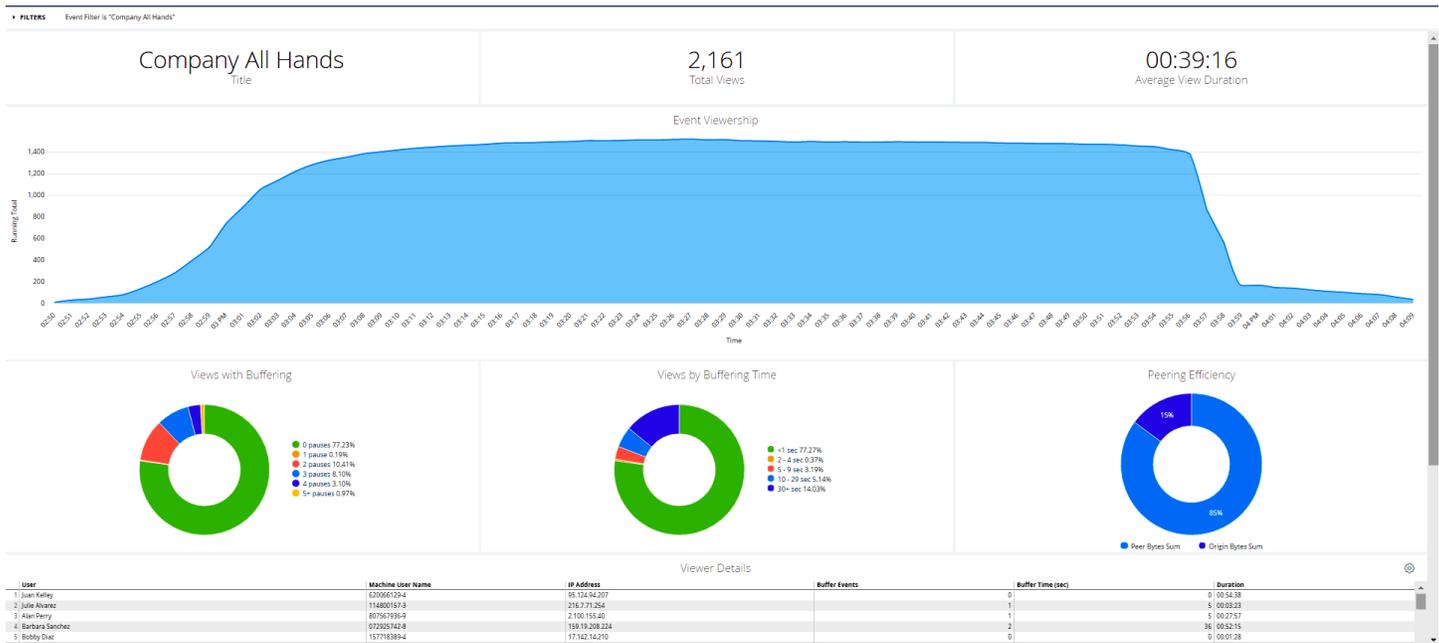


Figure 2: Executive Dashboard

VoD Analytics

Kollective provides a wealth of data specific to the engagement of users with Video-on-Demand (VoD). For this content type it is important to know how and when users are engaging with the great on-demand content your organization produces. Measuring the value of your VoD content requires the ability to:

- **Analyze viewership trends** over time.
- **Compare drop-off rates** for videos to understand what percentage of the message reaches your audience.
- **Understand who is watching** what content and what they aren't watching.
- **Audit to ensure target users are engaging** with specific videos.

Your corporate communication and training teams must be able to measure the reach and engagement of the entire video catalog. Identifying trends and learning how to optimize content for maximum engagement is a critical function of analytics for these teams.

IT Analytics: Network data and insights

The foundation of a successful video experience is the quality of video delivery over the network. The objective is to shift the North-South WAN traffic to more of an East-West LAN distribution. It is common for corporate networks to have more bandwidth in some parts of the network than others. Some remote offices may be reached with video communications for the first time with limited opportunities for peering. Other factors like VPN users, WiFi networks and clientless delivery all impact the ability of the delivery network to rely more on client peering than origin serving to source the content. Proactively identifying bottlenecks and trouble spots is at the heart of network analytics. Users demand a flawless viewing experience and IT teams need the diagnostic tools to identify problem spots and leverage the configurability of the Kollective SD ECDN, to ensure quality with every click of the Play button. IT Analytics enables the following functions to determine how efficiently the content is being delivered:

- **Monitor delivery performance** showing total bytes delivered and number of active agents.
- **Calculate peering efficiencies** with a breakdown of traffic from Origin servers, LAN peers and WAN peers.
- **Drill down to individual agents** to analyze performance data.
- **Show the percentage of traffic delivered** between LAN vs WAN.

Summary

All-employee communications are the core component of an employee engagement initiative. Measurement of engagement success depends on a robust analytics solution that addresses the needs of the IT team to know the performance of their network and of the business to determine the effectiveness of engagement and message retention. Kollektive Analytics enables an end-to-end view of your video strategy performance from server to network to player. It's a video-rich world and you need the tools to optimize your video so that every user actively engages with your message. Kollektive Analytics is the right tool for the job.



Why Kollektive?

The largest, most successful, global companies trust Kollektive Technology to power their Enterprise Live and On-Demand video delivery, serving millions of users worldwide.

From its software defined enterprise content delivery network (SD ECDN) to edge related IT tools like Network Readiness Testing, and Network Analytics, Kollektive drives a powerful ROI and makes the flexibility of software defined networking a reality.

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