

# Case Study: Schneider Electric

## Kollective Transforms Company Culture At Schneider Electric

Schneider Electric, headquartered in Paris, is the global specialist in energy management and automation. With more than 180,000 employees across 100 countries, Schneider is focused on developing connected technologies and solutions to manage energy and processes in ways that are safe, reliable, efficient, and sustainable.

### Inefficient, Expensive Communication Model

In past years, Schneider has flown around 1,000 of its leaders to Europe for a yearly corporate strategic planning event called the Leadership Forum. The event had become cost-prohibitive, and Schneider realized it was an increasingly inefficient way to communicate strategy. Because only a small fraction of the employees base was present, a large percentage never heard the message firsthand, and much of the momentum was lost by the time it reached everyone else. In addition, Schneider was missing out on a crucial opportunity to engage with the majority of its employees firsthand.

Schneider has shown a remarkable ability to evolve with the times. In order to successfully compete with other top companies and continue to attract and retain talent, Schneider decided that its 2015 Leadership Forum would be a high-quality online production similar to a news or sports show, that also embraced digital and social tools.

### The Solution: Kollective SD ECDN, Network Readiness Test, and MediaCenter

Schneider chose Kollective Technology, Inc. to help it create a truly innovative digital Leadership Forum. The solutions included Kollective Software Defined Enterprise Content Delivery Network (SD ECDN), Network Readiness Test, and MediaCenter. The SD ECDN was used to stream the high quality live video without impacting the network; the Network Readiness Test was used prior to the event itself to assess network impact and performance; and MediaCenter was used as the portal through which employees experienced the live event and could also view in archived format after the fact.

In order to obtain the most impact and get employee buy-in, Schneider needed a solution it could trust. Since 2001, Kollektive has delivered video to millions of enterprise devices, and has streamed thousands of live events across the globe for organizations as dispersed as Schneider.

## **Kollektive SD ECDN**

Schneider needed a solution that could efficiently deliver live video events at scale with a high-quality viewing experience for every employee around the world without negatively impacting the network.

Kollektive SD ECDN offered high-quality delivery assurance through its software-defined overlay that runs on top of a company's existing network, without the need for any incremental hardware. With the SD ECDN, endpoints become part of an intelligent grid, creating a distributed mesh network. Kollektive orchestrates content distribution throughout the network, automatically adapting to changing computing requirements. The overlay minimizes the bandwidth needed by only requiring one stream across wide area network links and internet gateways, routes traffic around problem spots, and protects the network by diffusing overloads and preventing bottlenecks from forming. It can also be deployed very rapidly and upgraded automatically if required.

## **Network Readiness Test**

Schneider wanted to make sure it did things right the first time so in order to assuage any fears about the event's success, they used the Network Readiness Test, which allowed for the replication of the audience size, and video content for the live event. The test streams video in the background to the audience specified. This is a simulation, that runs a replica of the upcoming event. Through detailed reports, the Kollektive team can pinpoint offices or users that could potentially experience viewing problems and works with IT to resolve the issues beforehand.

## **MediaCenter**

MediaCenter enabled Schneider to create a brandable and customizable portal for the Forum that also delivered the live event itself. It offered the feature alignment Schneider needed, including ease of use and robust engagement capabilities. Using MediaCenter, Schneider was able to provide users with a link on its home page, by which employees would click on to start the event. MediaCenter was also appealing with its built-in employee authorization and authentication for a highly secure solution.

## **2015 to 2016 and Beyond**

Leadership Forum 2015 was broadcast to employees across 55 countries to 465 sites reaching 35,000 live viewers. The event was so successful that Schneider

decided to repeat it in 2016 and in 2017. After the 2015 Leadership Forum surpassed all expectations, Schneider decided to replicate their democratizing the employee base strategy for many other live events throughout the company.

## Schneider Embraces Video Culture, Becomes Communication Innovator

The success of the 2015, 2016, and 2017 events was a direct result of sustained collaboration between many organizations within Schneider and with Kollektive. The partnership with Kollektive helped Schneider embrace a direct, inclusive, and engaging method of communication using live video globally.

*“While the cable television production quality and the reliability of the stream are important to us, the fact that we are now able to reach all our employees at the same time is truly priceless. By moving to a digital forum, we have been able to bring the management team and our employees closer together and eliminate weeks of seemingly unproductive time spent distilling our corporate strategy and messaging across the company. We have now made this communication format the default solution for large-scale communication with our employees. Since the 2015 Leadership Forum, hundreds of live broadcasts have been executed across the company.”*

**Torsten Raak**

*SVP of Experience Marketing, Schneider Electric*

### Business Benefits

- **Employee Reach** - By moving to a digital Leadership Forum, Schneider was able to directly reach many more employees than they otherwise would have without Kollektive.
- **Cost Reduction** - Because the company no longer needed to send over 1,000 executives to Paris every January, there was a 20x reduction in overall cost.
- **Engaged Employees** - The new format created an environment where employees felt empowered and engaged. Employees were also active on Spice, the company’s internal social network, during the event which only enhanced the combination of leveraging digital and social. The post-event response from Schneider’s employees was fantastic. Comments about transparency, speaking directly to employees, having everyone on the same page, showing passion, and teamwork dominated this commentary.

- **Video-Prepared Executives** - Live video is no longer an afterthought, but is an executive and employee expectation. Video (including on demand content) is now an integral part of their corporate culture and overarching communications plan.

## IT Benefits

- **Network Issues Prevented** - Working with Kollektiv, Schneider ran multiple tests leading up to these events and the Network Readiness Test identified a number of potential issues on the Schneider network, including a firewall one in China and a buffering problem the day of the event. That same day, the Kollektiv team was able to make configuration changes to address this.
- **High Quality, Flexible Delivery** - Schneider offered high-quality delivery to all employees without negatively impacting the corporate network. Schneider and Kollektiv defined 100 different localities and assigned appropriate bitrates for some, while in other localities, the Kollektiv agent could select the highest bitrate for the particular network condition. For example, the Kollektiv SD ECDN enabled Schneider to cap the bitrate for China because of potential capacity issues, while in France, no cap was put in place and the Kollektiv agent used its inherent intelligence to select the appropriate stream for that, and other, regions.

## Next Steps: Making Video Pervasive

Today, Schneider continues to use live video beyond the Leadership Forum. And the company has completed live events globally in the past year and those have reached over 75,000 employees.

As the company looks to the future, it plans to incorporate 360° video to increase interactivity and engagement. In addition, Schneider is interested in web conferencing extensions using previously purchased in room conferencing equipment to effectively broadcast to even larger groups. Schneider is also innovating its live video experience and implemented new uses for external events, such as a recent Partner one they produced using the Kollektiv solution.