



**Applied Global Technologies®**

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## On Demand Video Collaboration

# Multinational Corporation

### Challenge

A multi-billion dollar company with over 300 conference rooms located across all continents began an exhaustive search for an new video collaboration service with the following criteria: 1) low cost, 2) always available, and 3) securely integrated within their corporate network. Based on their success with unattended audio conferencing, the company also produced a two-year goal to migrate 80% of their video conferences away from operator-controlled to On Demand. Further, the solution must provide support for dissimilar video endpoint manufacturers, including legacy, IP and ISDN connected, and integrated recording and streaming.

Users of the new service included executives, project managers, product development teams, and global managers. The average knowledge level of the users for the operation of video conferencing was low, and therefore the solution must overcome the steep learning curve normally associated with new technologies. In addition, the service should not require the use of a separate scheduling system, but rather support their existing facilities management of the conference rooms. Finally, the solution should extend beyond the conference room to support future desktop video installations.

The organization was also challenged with time zone issues and a high degree of travel by their core users—often making it difficult for all decision-makers to meet and collaborate at the same time. Thus, they required a system that would stream the video meetings to the web for the travelers to access from their PCs. For those at sleep in different time zones, the system needed to provide an easy on-demand recording feature that would allow on-demand access to meetings for other key executives during waking hours.

### Solution

This multinational corporation (MNC) selected technology developed by Applied Global Technologies—the provider of a menu-driven, fully automated, on-demand video collaboration system that was designed for the average user. Branded as **VIDEO PRESENTER™**, this reservationless, multipoint system requires minimal training, provides simple on-screen user interface, and is controlled by any standard video endpoint remote control.

**VIDEO PRESENTER™** empowers users with the ability to easily show PowerPoint™ presentations (from the video endpoints or from a PC) and to activate built-in streaming and recording functionality. All this is available at the touch of a single button without the complexity of additional hardware devices. Conferences are built automatically as users connect to the service and enter a standard meeting PIN—as intuitive to end users as audio conferencing.

### Result

Today, users at this MNC are enhancing their organization's commitment to a culture of collaboration by easily meeting worldwide via video. Users are now able to participate in video conferences using on-screen menus or can link to a streamed video of the system's features for quick 10-minute training. Video meetings can happen spontaneously or scheduled using their existing reservation systems. Traveling users have real-time access via the phone and web, while others can view recorded events asynchronously.

Through the use of automation, the total cost for providing video collaboration is reduced significantly. High availability and security is achieved by distributing the technology across multiple global regions within the company's network and firewalls. By removing the complexities associated with video technology,

**VIDEO PRESENTER™** is providing the company with a strategic advantage in the world marketplace.

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