

WHITE PAPER

Live Video Streaming Without Straining the Corporate Network

When Your CEO Comes Calling, Will You be Ready?



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1 Internal Communication Is the New Competitive Advantage

Large companies have made considerable investments in video webcasting to their external audiences. Now they need to turn their attention toward internal communications—for reasons that can enhance their competitiveness and bottom line.

As companies undergo a digital transformation, the playing field becomes increasingly technology-democratized and fierce. In this climate, an organization's employees are one of its most, if not the most, valuable competitive differentiators. And the same energy and focus that companies put toward reaching their external audiences needs to go toward reaching and engaging their employees.

Here's where strong internal communications can pay big dividends. High-performing companies recognize the significant impact effective internal communication has on their business. Chief among the gains are:

- Increased productivity.
- Improved brand trust and company loyalty among employees.
- Increased company alignment within and between departments and remote locations, and greater control of internal messages. Employees shouldn't learn about important company news from an external source.
- Higher employee satisfaction and retention.

The fruits of these gains are twofold: Companies deliver the level of transparency that today's employees demand. Employee engagement rises. To wit, transparency is the primary contributor to increased employee engagement.



Don't Sell the Best Brand Ambassadors Short

Employees are their company's best brand ambassadors, which is precisely why organizations need to build their brand from the inside out. They need to ensure their employees are the first to receive critical company news and are made aware of the corporate stories, product messaging, and other information that's shared with customers, prospects, and other external constituents.

All employees need to buy into their company's brand values and corporate culture. It's up to organizations to keep their workforce informed, connected, valued, and engaged. Transparency is the key to unlocking employees' trust and loyalty, hence increasing their engagement. Today's employees expect transparency from executives and all levels of management, often citing transparency as a top factor in determining their workplace satisfaction.

In 2016, when jobs in the U.S. were scarcer than they are in 2018, Gallup cited in its [State of the American Workplace³](#) report that engaged workers are almost half as likely as disengaged workers to be looking for another job.

In the 2017 State of the American Workplace report, Gallup compared companies from the highest and lowest quartiles of employee engagement levels. One of the key differences that Gallup found between the two segments was the effective use of communications strategies implemented by the top companies. The study showed that those companies in the highest quartile experience **17 percent higher productivity, 20 percent higher sales, and 21 percent higher profitability³** among many other positive metrics resulting from higher engagement levels.

2 Video Reigns as an Effective Internal Communications Tool

In a survey of 2,004 executives conducted by [Wainhouse Research](#) in the fourth quarter of 2017, more than 90 percent of the respondents described streaming video as an “effective” tool for business communications¹—more engaging than a conference call and more impactful than email.

Video is the best way to promote transparency and shared values among employees. Employees need to hear from their company's leaders. They need to feel that management cares about them and wants them to succeed as individuals. And they want to know that their contributions to the company are valued. Companies that proactively keep their employees in the know and make their leaders accessible go a long way toward bolstering transparency and building employee trust.

Memos, newsletters, emails, and conference calls play an important role in supporting openness and transparency, but these media aren't as impactful and emotive as hearing and seeing the message, especially when it's delivered by senior leadership.

One of the most impactful, high-transparency forms of internal communication is the traditional company gathering, or town hall, where executives address employees in person, often taking their questions and encouraging open dialogue. The challenge with these events is that they tend to be logistically difficult to coordinate and costly. Hence, they're often held only quarterly or annually.

On the other hand, video enables executives to make an intimate connection with their employees at dramatically lower cost and without burdensome logistics. Additionally, video enables town halls, executive messages, and other company events to be made available on demand, giving employees who could not attend the live event the opportunity to be included, wherever they are located and whenever they can be 100 percent engaged.

The opportunity to see executives' expressions and body language provides the authenticity and transparency that today's employees desire. This is especially the case with millennials who have grown up in a dynamic, two-way media world.

Communication on Their Terms

Raised in the age of the Internet and social media, millennials rely heavily on collaboration and feedback. They put a premium on authenticity and engagement, and they want to feel valued, listened to, and part of the team. For them, video is a top mode of communication, and they love the immediacy, connection, and social networking aspects of video. They're also spending an increasing amount of time viewing video on smartphones, tablets, and other mobile devices.

Consider the following stats:

- Among millennials, YouTube accounts for two-thirds of the premium online video watch across devices ([Think with Google](#)).
- Video overall, and even video on mobile alone, reaches more 18-34 and 18-49-year-olds than any cable network in the U.S. ([YouTube](#)).
- More than half of all video views are on mobile devices ([YouTube](#)).

Millennials make up the largest generation in U.S. history, surpassing Baby Boomers ([Goldman Sachs](#))⁴. According to the Brookings Institute, by 2025, they will make up 75 percent of the American workforce.

Just as video occupies a significant space in their lives outside the workplace, millennials' fondness for the ease and timeliness of posting and commenting on YouTube and social sites has infiltrated the enterprise. In the coming years, millennials' values and communication preferences will continue to drive the corporate workplace everywhere. And their Generation Z counterparts, who are even more indoctrinated in two-way media, are following close behind.

As these Internet-savvy and highly mobile professionals grow older and climb the corporate ladder, executive demand for video solutions will only increase.

3 Live Video Streaming: What's Holding Enterprises Back?



Overwhelmingly, the chief impediment to live video streaming among enterprises is concern over the corporate network. In a survey of 1,801 executives conducted by Wainhouse Research at the end of 2016, [94 percent of respondents at organizations that distribute live online video more than 100 times annually²](#) said that the ability to “distribute video without harming the corporate network” plays either a “very important” or “somewhat important” role in influencing their organization’s streaming technology investment decision.

Distributing video, especially live video, requires significant bandwidth and management tools not found in all corporate networks. No executives in the Wainhouse survey would find it acceptable to deploy streaming that clogged their network to the point where employees could not send email, access business records, or perform other vital business tasks.

In a similar vein, 60 percent of the IT executives surveyed cited “having enough network capacity to distribute video” as a top factor influencing their decision to implement a streaming solution, second only to ease of use. The survey also found, not surprisingly, that as a company ramps up its use of streaming, concerns about the impact on the corporate network grow in step.

Executives’ chief concerns extend beyond network capacity. The survey results show that networking solutions must not only handle higher volumes; they must also work smarter and be cost effective. According to the Wainhouse Research fourth-quarter 2017 survey:

- 28 percent of the executives said that a leading barrier to implementing streaming technology is that it is “too expensive,” putting financial considerations ahead of all other perceived deployment roadblocks.
- 58 percent of all respondents described “maintain network security” as a “very important” issue in evaluating streaming solutions.
- 41 percent of all respondents described the “ability to monitor video delivery performance to troubleshoot network problems” as a “very important” influence on the streaming technology investment decision.

4 Breaking Down the Enterprise Barriers: TalkPoint with Hive Streaming

Many large corporations have complex networks that lack the available bandwidth to cost-effectively meet video's high demands. Even companies with sufficient bandwidth capacity are often leery of deploying video streaming internally for fear that it will impact critical business functions. Their concern about straining the corporate network runs deep.

Now, there's a solution that takes these concerns away. It's the partnership between webcasting platform provider TalkPoint and Hive Streaming, a software-based video delivery solution.

For more than 20 years, Fortune 500 companies and enterprises have been using TalkPoint's award-winning webcasting platform to disseminate internal and external communications. The fully automated, scalable platform is completely browser-based, allowing users to view and manage webcasts without any downloads, plug-ins, or apps.

Designed to integrate with corporate networks, TalkPoint's webcasting platform doesn't require any additional capital investment. Companies can deliver high-quality video webcasts enterprise-wide using their existing video-conferencing units, webcams, encoders, studios, or phones.

Hive Streaming integrates seamlessly within the TalkPoint webcasting platform. It uses peer-to-peer-based technology and bandwidth already provisioned within an organization to deliver optimized, high-quality video.

Hive Streaming and TalkPoint also offer Hive WebRTC for situations where it's not possible to install software. Hive WebRTC accomplishes similar results for those with WebRTC compatible browsers—no software install required.

The Hive peer-assisted delivery technology enables users within the same site or network segment to view the same stream. So, instead of 1,000 streams going into the corporate network, there's only one stream. Each viewer gets the best quality video possible without impacting the network. Hive Streaming supports the latest HTTP adjustable bit rate (ABR) streaming protocols.



The TalkPoint with Hive Streaming solution is completely HTML5-based, designed to support and optimize future video formats. Among its other advantages:

- Easy set up and convenient viewing. TalkPoint with Hive Streaming eliminates the need to gather people into centralized locations and crammed viewing rooms to watch a town hall or all-hands broadcast. Not only can employees watch from the convenience of their own desks, but executives can set up and deliver their town hall or all-hands webcast easily from their own desk.
- Simple, hassle-free deployment. Hive integrates seamlessly within the TalkPoint platform, making it simple to deploy and manage. Hive reuses existing infrastructure to operate. There's no hardware or additional bandwidth required, and an enterprise-wide deployment can be configured in a few days.



Multinational organizations with regional offices and other remote sites don't have to deal with the expense and difficulty of managing hardware at all of their locations. The TalkPoint with Hive software solution allows companies to manage all their sites centrally.

Removing Fear of the Unknown

Hive offers silent testing capability, allowing companies to stress test their network and video platform unobtrusively and securely before the actual event. Silent tests are transparent to end users and network traffic. Enterprises can:

- Test their video system end to end with real video streams. Nothing is simulated; the results will reveal true performance.
- Detect problems before they impact video quality of service (QoS). Identify network bottlenecks or bandwidth and connectivity issues at specific locations, problems with browsers or operating systems, and more before launching a large internal webcast or live business-critical event.
- Analyze the network impact and end-user QoS results in detail.

Hive analytics are integrated within TalkPoint's administrative portal for one-stop convenience. Analytics include:

- Aggregated event metrics—viewer participation, quality of experience, viewing time, streaming performance, network impact, and more.
- Ranking lists—locations and viewers by size, quality of experience, and more.
- Extensive text and map-based filtering—drill-down into event statistics by geographic location, customer site, and individual user experience. Unique network visualizations—insight into how video streams are traversing the network

5 Summary: It's Not a Matter of If, but When



Most large companies have already made investments in tools that make video webcasting possible. Video is the most vibrant and intimate medium that executives can use to convey information to large, far-flung internal audiences. Video helps keep employees on the same page about company branding, strategic direction, and externally-facing stories and messaging. It facilitates the transparency and authenticity that today's employees demand.

CEOs of large, global corporations are frequently the catalyst for enterprise live streaming because they know they can use it to make a powerful and personal connection with tens of thousands of remote employees—efficiently and cost-effectively. They support using technology to foster communication and transparency, leading to a more engaged, productive workforce. They recognize the power of video. And they see how engaged, satisfied employees can collectively strengthen their company's competitive advantage and enhance their bottom line.

If your CEO or another executive hasn't already asked to arrange live video streaming so he or she can deliver a message to all employees company-wide, it's just a matter of time before they do. The request will come. Will you be ready?

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