

Case Study: Nationwide

Nationwide transforms video delivery with BT Enterprise Streaming, delivered by Kollective.

Nationwide is the largest building society in the world. With 19,000 employees located across 700 sites throughout the UK, internal communication is always a challenge and video has been an important part of the channel mix for over 20 years.

Producing and distributing corporate and training films on VHS tape before moving to DVDs had a number of drawbacks as Charlotte Kensett, Senior Channel Manager for Internal & Change Communication at Nationwide, explains: “It was costly, added valuable time to the production schedule and was not an environmentally sound way to distribute content. As well as the usual issues around people not receiving the DVDs in the post, we also had no idea whether films were watched.”

While the company was convinced of the effectiveness of video as a communication vehicle, it knew there must be an easier, more effective online delivery route that allowed employees to watch content at their desks and at a time that suited them. Nationwide needed a solution that was secure, scalable, cost-effective and easy to monitor. It also had to be able to integrate with Outlook, SharePoint, and other existing collaboration systems. Above all, it needed the ability to deliver video without any significant effect on network performance and business-critical network traffic.

The Solution: A Software-Defined ECDN

In early 2010, Nationwide started to evaluate a number of online video distribution solutions including several from existing IT partners.

“We quickly realized what we wanted to achieve wasn’t entirely straightforward, with a number of different options out there on the market,” commented Charlotte. “Many traditional IT vendors suggested large-scale investment in new hardware or network bandwidth upgrades, but this route quickly became cost prohibitive with deployment times soaring. The BT/Kollective solution immediately stood out as it was delivered as SaaS and so required no hardware changes.”

By choosing the BT Enterprise Streaming service, Nationwide was able to make use of Kollective’s Software Defined Enterprise Content Delivery Network (SD ECDN). Kollective’s software as a service (SaaS) solution only requires one ‘copy’ of a video

stream or file to cross a wide area network (WAN). This video is then delivered in an intelligent manner across the unused bandwidth of an individual office's local area network (LAN), to ensure business critical traffic isn't affected.

Results

Once the contract was signed, it took only four months to roll Collective out across the organization and, because the solution is available via SaaS, it was largely risk free for Nationwide with none of the up-front capital expenditure that would be required with other hardware-based options.

“Collective's Customer Success Team helped us throughout the deployment, providing expert advice and assistance to solve issues immediately as they cropped up. The option to finance the solution on an as-we-use-it basis, rather than presenting a large up-front cost, also made Collective's SD ECDN a particularly easy sell internally.” added Charlotte.

But it wasn't just the IT and finance teams that were happy. From the moment it was rolled out, positive feedback started rolling in. Branches gained immediate access to centrally distributed video, outlining corporate messages, providing training and communicating company news. Using Collective's analytics tool the internal communications team can now quickly collect vital data on how many people are viewing videos, as Charlotte explains:

“Now, not only can we be sure videos have been delivered, we can see how many are viewed and also, crucially, when employees stop watching. It also gives us feedback on the videos we create by seeing what has really resonated and which have been less than successful. All this without any additional strain on our network or bandwidth.”

“The Collective solution immediately stood out as it was delivered as SaaS and so required no hardware changes.”

Charlotte Kensette

Head of Corporate & Member Communication at Nationwide Building Society

When Collective was deployed, Nationwide set a target of delivering 250,000 videos a year. In reality, three million videos and e-learning packages were distributed during the first 12 months for a total of 52.5 terabytes of data: a perfect example of Collective's impact on the organization.

Charlotte is delighted with the way the project has panned out: “Collective has massively improved the way we deliver video content to our employees. We have received very positive feedback from employees and the business as impactful video

is able to support other channels in a single click for key communications. All this without additional hardware investment or any negative impact on our bandwidth. We've got exciting plans to expand our video library with Kollektive and I have no doubt this project will continue to go from strength to strength."

Number of Employees: **19,000**

Industry: **Financial Services**

Total assets: **£111 billion**



Background

Nationwide is the largest building society in the United Kingdom in terms of total assets. Its core business is providing personal financial services.

Nationwide's main focus is serving its members' interests while retaining sufficient profit to increase and further develop its business and meet regulatory requirements. Nationwide returns value to its members by offering typically higher interest rates on savings and lower interest rates on loans than those offered by its main competitors. This returned value is commonly referred to as member value. As a result of returning value to its members, Nationwide earns lower pre-tax profits than its main competitors (typically banks or other non-mutual organisations).

BT Conferencing

BT Conferencing is a leading global provider of audio, video and web collaboration services. They are the foremost player in the UK's growing conferencing services market and the leading supplier of video conferencing services worldwide. Their partnerships with top technology companies and equipment vendors ensure they always have the best and latest solutions to offer their customers.

COMPANY OVERVIEW

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, Software Delivery and Network Analytics, Kollektive drives a powerful ROI and makes the flexibility of software-defined networking a reality.



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