



Kollective POC for Software Defined ECDN

Executive Summary

This document is a framework designed to outline the standard scope of a Kollective software defined ECDN POC, including ECDN integrations with 3rd party webcasting solutions. Kollective will work with your team to alter the framework for specific requirements and processes, if applicable. If the scope is changed, we will work with you to provide an optional Statement of Work detailing the Kollective deliverables and timescales for implementation.



Kollective POC Scope

The customer aims to implement an enterprise video platform and delivery service for all employees. The POC of this service is for **30 days**. A target audience should be identified for the POC and this audience should be selected due to their use of video, remote and/or HQ location(s), and bandwidth availability (both low and high bandwidth locations should be used).

During the initial phase of the POC, the Kollektive ECDN agent application should be distributed to a few test machines. The Kollektive ECDN agent will then undergo a period of testing to ensure that communication between peers and Kollektive cloud is functioning. Once testing proves successful, a larger push deployment can be conducted. During the POC, relevant content will be made available to the target audience. Participants typically are notified about videos and use cases via email and asked to view the content and report back on their experiences.

Included in Kollektive's SD ECDN POC:

- Kollektive Enterprise Content Delivery Network (ECDN) used to efficiently deliver Skype Meeting Broadcast content to users without impacting the network.
- Unlimited access to the Kollektive RESTful APIs. The customer will be provided a specific API endpoint and security token which are used to access the API and configure any 3rd party integration.
- Installation of the Kollektive ECDN Agent on unlimited machines. Kollektive ECDN Agent is available for MSFT Windows and Mac OS X platforms. Installation of the Kollektive agent via IT automation tools is recommended, i.e. MSFT SCCM.
- Unlimited live events.
- Conduct up to three Network Readiness Tests (NRT) to measure live streaming impact on corporate network. This is performed using Kollektive's ECDN and will be planned with Kollektive Account Team. If additional NRTs are needed, notify Kollektive Account Team.
- Use of Kollektive Download Monitor (to measure peering).
- Kollektive Analytics Portal for use by Administrators to view metrics on Viewership, Delivery, and ECDN Agent information.
- Creation of a Proof of Concept (POC) Landing Page that includes links to all necessary documents, portals, and training videos.
- A kickoff and review call to review the scope of the POC. Additional items are also discussed.

Out of Scope for POC

- Custom code written using Kollektive's RESTful API.
- On-site support for Live Events. If this is required, please notify Kollektive Account Team. A separate arrangement can be made.

Customer Personnel

Because a project involving Kollektive and any other 3rd party technology normally touches many different parts of the organization, it is critical to establish a line of communication with representatives of relevant departments early on and address any local concerns they may have. Aside from a project manager or project coordinator, key representatives to identify are:

Corporate Communications:

- Provide the internal business case
- Identify trial success criteria
- Identify the target users and locations to take part in the trial
- Identify trial champions at each site to drive participation and aggregate feedback
- Provide customer-specific content to be distributed during the trial

Business Unit Manager:

- Provide business unit specific knowledge
- Provide high level success criteria and feedback

Enterprise Architect/Video Specialist:

- Provide customer-specific architecture information
- Champion the project within IT departments
- Provide referrals to domain specialists as necessary

Network Specialist:

- Tasked with network monitoring during video distributions
- Available to assist with troubleshooting

Desktop Support Specialist:

- Tasked with managing software packaging and deployment
- Available to assist with troubleshooting if required
- Provide referrals to local support teams where necessary
- Provide regular updates to the project team on software deployment progress

Information Security Specialist:

- Identify customer-specific security processes to be followed
- Provide support for modifying firewall rules

Kollective Account Team

The Kontiki team assigned to the POC has many years experience in deploying, running, and maintaining our solutions within some of the world's largest companies.

- **Kollective Sales Engineer**
- **Kollective Sales Director**

The primary contact for the POC is the Kollective Sales Director.

The primary contact for technology and products is the Kollective Sales Engineer.

Kollective recommends a fixed weekly status conference call be defined to discuss POC progress.

Kickoff and Review Call

At the kickoff and review call meeting, Kollective will discuss the parameters of the POC outlined in this document with a goal of reviewing the following:

- Review and discuss POC Landing Page and what it represents
- Review Firewall and Proxy Datasheets
- Review Kollective ECDN Agent installation process (manual and via automation)
- Review quick agent testing approach
- Review Send Logs feature (used for troubleshooting)
- Review customer use cases, if available
- Review test plans
- Review communication, notification, reporting and issue escalation processes and procedures.
- Review and discuss measurements of success, i.e. how to demonstrate that the POC accomplished its goals.

Period of Performance

Kollective and the customer will make every reasonable attempt to meet the dates agreed. Both Kollective and the customer understand and agree that changes on the critical path may impact each other's ability to meet certain dates.

Customer Requirements

Ideally, the customer will have pre-defined the major requirements of the enterprise video platform desired. If so, they should be shared with the Kontiki Account Team prior to set up of the POC. During the kickoff meeting the requirements will be reviewed and any items out of scope will be identified.

Success Criteria

Customer-specific success criteria, methods of measurement and required targets are established during the kickoff and review meeting. Typically the key requirements are:

- The reliable delivery of high quality Skype Meeting Broadcast video to the desktop, offered for playback at the user's convenience.
- To show that delivery traffic is concentrated on the LAN and that only the minimum amount of traffic traverses the WAN.
- To produce reports during the POC on network efficiency and content usage to prove success of the first two objectives.

In addition to technical success criteria, business success criteria can be defined as follows:

- Key business owners agree on the value of using video as a communication tool.
- Trial users have a positive experience concerning the usability of the service and the quality of the content.
- Trial users see the value of using video as a communication tool.

Some examples of customer-specific criteria are supplied here:

Successful installation of the agent on target machines

- Method: Agent to be installed automatically (during deployment testing)
- Method: Agent starts up and checks in with the central service
- Time: X days
- Measure: 100% success rate

Successful background distribution of content (Content Readiness Test)

- Method: Automatic distribution of 1MB and 10MB files
- Time: X days
- Measure: 100% successful deliveries

Successful local peer discovery

- Method: Review reporting data from distribution task
- Time: X days
- Measure: 100% successful intra-LAN peer discovery.

Local peering of bits at each site or content should be served via the shortest path to the source

- Method: Review reporting data from distribution task
- Time: X days
- Measure: 100% successful intra-LAN traffic for offices with over 20 desktops.

Successful execution of a Network Readiness Test

- Customer confirms that all security configurations are in place
- Collective and customer agree on a time and date for the test
- Method: Collective executes the NRT
- Measure: Collective analyses and presents the NRT results to the customer

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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