



CASE STUDY

How Kollektive helps Orange's new
CEO shine on the global stage



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OVERVIEW

Orange is a global telecommunications leader, serving 287 million customers across 26 countries with mobile, internet, and digital solutions. Focused on innovation and sustainability, it drives connectivity and digital transformation worldwide.



BACKGROUND

Orange, a global leader in telecommunications, has chosen Kollektive to support its efforts in delivering seamless video experiences across its worldwide operations.

With the appointment of a new CEO focused on driving strategic business outcomes, the company has prioritized video as a key tool for enhancing employee communication and engagement.

By leveraging Kollektive's enterprise video platform, Orange ensures that its large-scale video initiatives are not only reliable and impactful but also aligned with its goals of fostering collaboration and connectivity among its teams globally.

OUR INNOVATION



Kollecive's Enterprise Video Experience and Assurance Platform unifies observability, analytics, and optimization into a single enterprise solution, ensuring seamless large-scale video events and collaboration experiences.

By proactively identifying and resolving network performance issues, it helps organizations deliver flawless, high-quality video and communication, improving overall productivity and user satisfaction.

OUR COMPREHENSIVE SOLUTIONS

Kollecive is revolutionizing digital experience and network assurance for enterprise video and collaboration apps through its innovative Observe, Analyze, Optimize framework. By delivering AI- and ML-driven insights and automation, Kollecive empowers organizations to quickly and accurately assess application and network performance, ensuring seamless user experiences.

With growing optimization capabilities, new app integrations, and enhanced tools to address the most critical network demands, Kollecive tackles common challenges such as poor user experiences, lack of visibility, data overload, and delayed issue resolution. We are committed to providing enterprises with the clarity and efficiency needed to navigate the complexities of modern collaboration.



CHALLENGES

The business faced significant issues during the initial live broadcasts of its new CEO's events, with major failures in delivery impacting the quality and reach of these critical communications. These disruptions not only hindered the CEO's ability to connect with employees but also raised concerns about the reliability of the company's live video infrastructure for future global events.

Requirement

To address these challenges, the company identified the need for a robust and reliable solution capable of delivering seamless CEO events to employees in over 70 countries. The solution had to ensure high-quality broadcasts across multiple languages, reflecting the global nature of the workforce, while seamlessly integrating with the organization's existing front-end video platforms to avoid overhauling their infrastructure.

Outcome

By prioritizing a scalable and adaptable approach, the company sought a solution that not only resolved immediate broadcast issues but also enhanced their ability to execute flawless global events in the long term. This focus on reliability, multilingual support, and integration laid the groundwork for improving internal communications and strengthening employee engagement worldwide.

SOLUTION

We developed a comprehensive video delivery strategy for Orange, integrating advanced optimization tools, seamless platform configurations, and robust network solutions to ensure flawless global communication and engagement.

QUALITY, GUARANTEED.

In March 2024, Orange successfully streamed its first CEO Townhall event across all internal platforms, marking a significant milestone in its global communication efforts. The event reached 511 locations worldwide and was delivered in multiple languages, demonstrating the company's commitment to inclusivity and connectivity. By leveraging robust technology and innovative solutions, Orange ensured a seamless and high-quality user experience for a record number of employees.

This achievement not only facilitated clear and effective communication of the CEO's message but also played a critical role in fostering employee engagement. The event provided an opportunity to unite the workforce under a shared vision, strengthening alignment with the company's strategic goals and reinforcing a sense of belonging among employees across diverse regions.



RESULTS

Orange's ability to deliver seamless global events has set a new standard for internal communications, as demonstrated by the impressive results of their CEO Townhalls.

Countries Reached

70+

Unique Employee Views

>44K

Bandwidth Savings

>90%

With 44,824 unique employee views and 44.8k attendees enjoying an Excellent Quality of Experience (QoE), the event successfully connected employees across 70+ countries. This flawless video delivery fostered engagement on an unprecedented scale, ensuring that the CEO's vision and message resonated with every corner of the organization, regardless of location or language. Beyond employee engagement, the event showcased tangible business value through its efficient use of technology.

By leveraging advanced optimization tools, Orange achieved over 90% network bandwidth savings, a significant achievement for such a large-scale operation. This was made possible through four custom integrations seamlessly configured with their existing platforms, ensuring high performance without disrupting established systems. These outcomes reflect Orange's commitment to operational excellence, demonstrating how innovation in video delivery can drive both engagement and efficiency in a global enterprise.

CUSTOMER FEEDBACK

Our collaboration with Orange highlights the impact of a strategic and innovative approach to global video delivery. By enabling seamless communication and fostering meaningful engagement across their global workforce, the partnership has strengthened Orange's ability to connect with employees and align them with organizational goals.

TESTIMONIAL



We were able to demonstrate that we could now broadcast video to a record audience while preserving the capacity of Orange's internal network and guaranteeing a good user experience



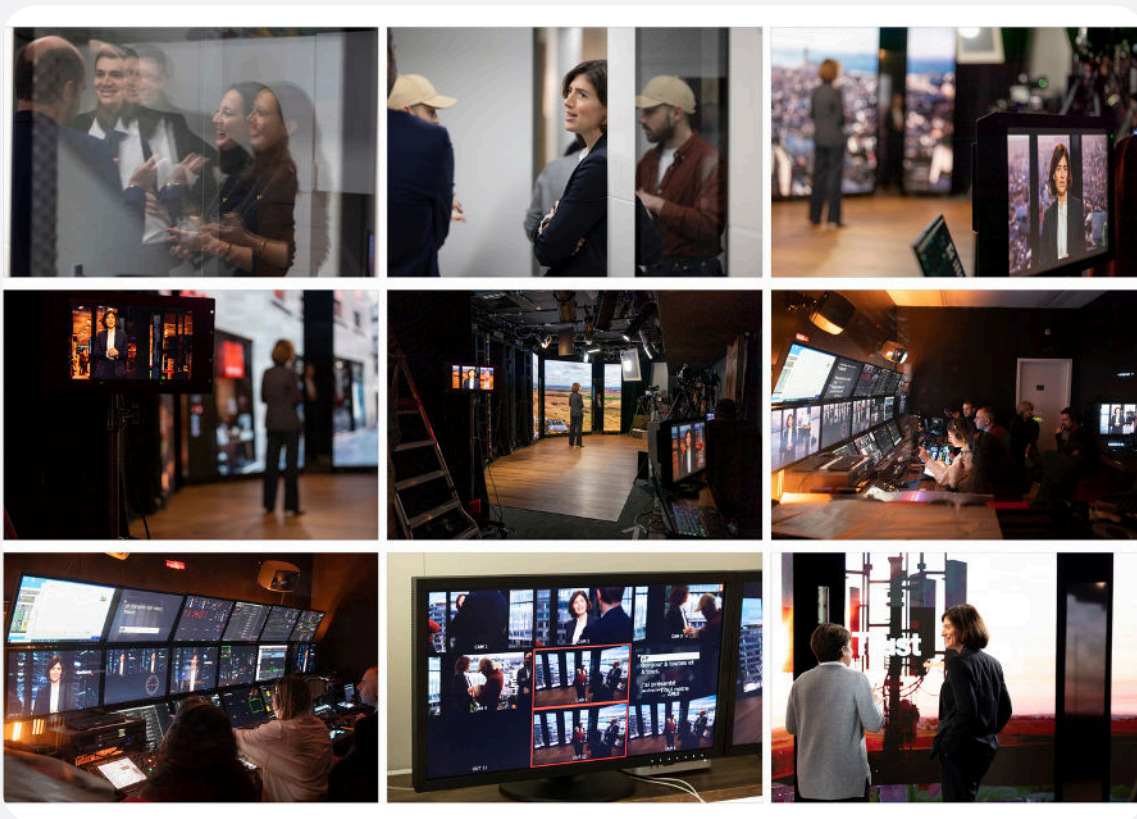
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THANK YOU!



Inspired by Orange's success story?

Reach out to explore your path to flawless video experiences.



CONTACT

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