

Kollecative



50 Best Practices Guide: Enterprise Video & Collaboration

At Kollecative Technology we have gathered insights from our talented team and trusted partners to create **50 Tips & Tricks for Enterprise Video & Collaboration.** Using this guide, we want to offer you the most relevant and practical information in the field.

Dan Vetras

CEO



Technical Skill Assumption

Avoid assuming technical proficiency among corporate communication professionals, and provide clear, straightforward instructions.

Anticipate Security Requirements

Expect the security team to have additional questions and requirements, and plan for thorough security reviews.

Prepare for Murphy's Law

Acknowledge that live video events, especially at the executive level, are highly susceptible to unexpected issues.

Optimize Encoder and Client Preparedness

Ensure clients are equipped with necessary technologies, including properly configured encoders and open firewalls, to guarantee smooth event participation.

Implement EdgeCache for Peering Efficiency

Kollective EdgeCache is the single easiest way to make sure a location's peering can be optimized. Locations with an EdgeCache device see impressive increases in Bandwidth Savings.



Glen Howard

SVP Sales, EMEA



Establish Clear Communication Channels

Ensure consistent and transparent communication across the organization to minimize misunderstandings and maximize alignment.

Prioritize Proactive Problem Solving

Encourage team members to anticipate and address potential issues before they escalate.

Embrace Data-Driven Decision Making

Utilize data and analytics to inform strategic decisions and evaluate the effectiveness of initiatives.

Champion a Growth Mindset

Encourage a positive and adaptable approach to challenges, creating resilience and a willingness to embrace change.



Neal Lauther

VP Global Tech Services



Video Impact

Video usage, including live events and on-demand viewing, puts pressure on corporate networks. Identifying the network's tipping point is crucial for maintaining peak performance.

Telemetry Complexity

Managing telemetry means balancing rapid data capture and long-term storage with the need for real-time analysis.

Video Integration and Vendor Strategy

Organizations are leaving singular video tools for flexible partnerships that allow for solution swapping, because they enable rapid adaptation to changing communication needs.

IT Management of Network, Devices, and People

IT organizations must manage networks, devices, and employees with tailored plans, to make sure employees have the right tools and clear expectations. Network configurations should ensure easier access to services while maintaining security.

Detailed Telemetry for Optimal Video Delivery

Organizations should collect detailed telemetry and network data, such as latency, packet loss, and bandwidth, to gain deeper insights into performance that go beyond traditional surveys.



Garrett Gladden

SVP Product & Marketing



Implement Real-Time Monitoring

Use live dashboards for continuous monitoring, enabling immediate issue detection and resolution, thereby preventing user disruptions.

Leverage Predictive Machine Learning

Employ machine learning models to analyze historical data and predict potential issues like network congestion or performance drops.

Visualize Data Effectively

Create clear and visually appealing dashboards to present data insights, enabling both technical and non-technical stakeholders to quickly understand and act on critical information.

Establish SLOs/XLAs and Video's Business Value

IT departments should define Service Level Objectives (SLOs) and Experience Level Agreements (XLAs) to guarantee reliable tools, including high-quality video and audio. Additionally, they must quantify video performance by relating metrics with business outcomes like user engagement and productivity.



Greg Allen

VP Customer Experience



Invest Time in Network Location Setup

Dedicate time to configure Network Locations. This initial time investment brings significant returns.

Establish Success Criteria

Define clear metrics such as attendance, QoE (Quality of Experience), and engagement to measure event success, compare outcomes to expectations, and refine strategies.

Optimize Quality and Stability

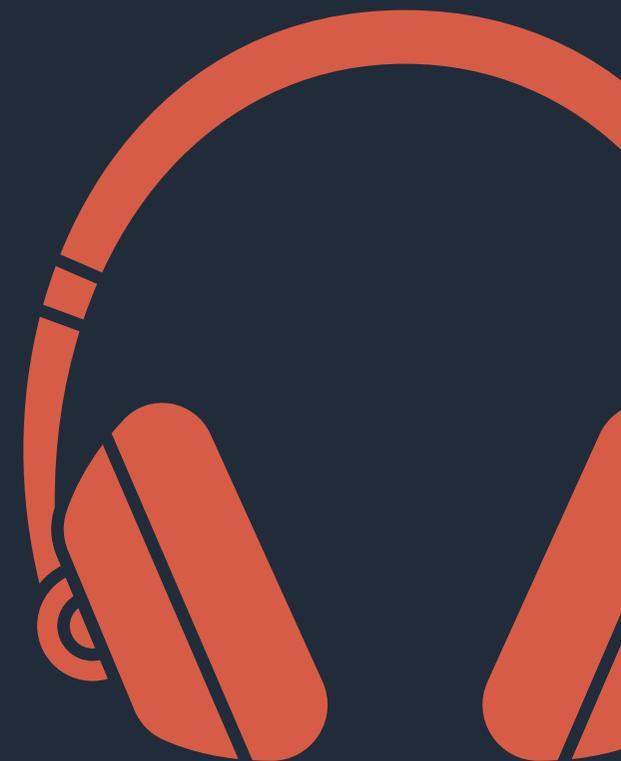
Determine the appropriate balance between high-quality video/audio and network stability. Assess if high-resolution formats like 4K and Dolby Atmos are needed for all presentations, or if lower-resolution options provide sufficient quality.

Enhance Speaker Engagement

Make sure speakers are dynamic and engaging, using varied pacing and storytelling for maximum audience engagement.

Prioritize Audio Quality

Audio is critical for event success; prioritize clear audio over video when issues arise.



Andy Leahy

EMEA Technical Director



Encoder Implications

Understand the impact of your encoder configuration on attendees, considering if settings like 1080P 60FPS are feasible for your audience. Evaluate fallback rates and apply limits.

Failover Planning

Develop and test failover scenarios to address potential disruptions, such as front-end or encoder failures.

Network Resilience

Verify if your encoder is streaming on a resilient network. If using the corporate network, assess the potential impact of network congestion on both outbound streaming and attendee viewing.

Scale Testing

Conduct scale testing, including attendee & registration process testing, to be certain the system can handle the expected load.

Pre-Event Streaming

Initiate streaming with holding content before the scheduled event starts to allow attendees to verify their connections and ensure a great beginning.



Stewart Bailey

Marketing Director



Create Engaging Short-Videos for On-Demand

Compile key moments from the event into concise videos, making them readily available for on-demand viewing.

Cultivate a Culture of Continuous Learning

Encourage skill development and knowledge sharing among team members for adoption of industry trends and technologies.

Implement Flexible and Scalable Workflows

Design workflows that can adapt to changing project requirements, guaranteeing efficiency and responsiveness.



Encourage Cross-Departmental Collaboration

Break down silos and encourage collaboration between departments to gain diverse perspectives and expertise.

Say Less, Mean More

The best communication is clear, concise, and compelling. Strip away the fluff; every word should have a purpose, making your point impossible to ignore.



Andreea Ciofu

Account Manager EMEA



Pre-Event Testing and Preparation

Prioritize testing of all event components, including network, encoder, and devices, simulating the live environment to identify and resolve technical issues. Use a structured checklist to test bitrates, network, and conduct dry runs with presenters. Prepare backup plans for all critical components to ensure event reliability.

Involve the Right Stakeholders

Successful events rely on cross-functional collaboration. Engage IT for infrastructure, communication teams for aligned messaging, and event production for execution and troubleshooting.

Post-Event Analysis and Review

Conduct post-event reviews to analyze performance metrics, gather feedback, and assess network performance. Share key insights and recap meetings to identify areas for improvement.



Yasmin Mortiboy

Account Executive, **Kaltura**



Enhance Engagement with Interactive Video

Use video to create a personal and interactive experience by incorporating features like in-video quizzes, chapters, and interactive elements.

Improve Accessibility and Inclusion

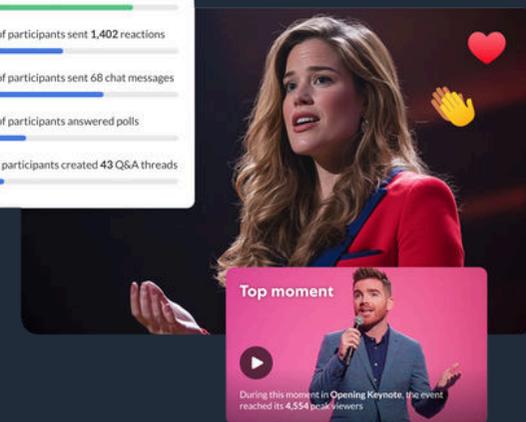
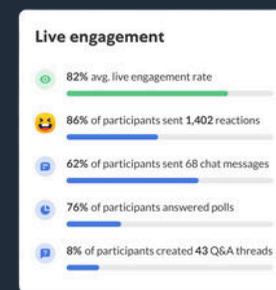
Make video content accessible to a broader audience by adding AI-generated captions, translations, even sign-language support. This ensures inclusivity across different languages and for those with disabilities.

Use Advanced Analytics for Deeper Insights

Use in-depth video analytics to track viewer engagement, understand what content resonates most, and refine future communication strategies. Unlike traditional formats like emails or documents, video analytics provide insights into user behaviour.

Use AI-Powered Personalisation for Retention

Use Kaltura's AI-driven content recommendations and sentiment analysis to deliver personalised video experiences. AI can tailor content based on user preferences, resulting in higher retention.



Connor McGeehan

Leader, Global Business Development
Webex



Ensure a Solid Internet Connection

Whether a hardwire connection or WIFI, take the proper steps to ensure your device is well connected.

Use Quality Equipment

Invest in a good quality webcam and microphone to ensure clear video and audio during meetings.

Optimize Lighting

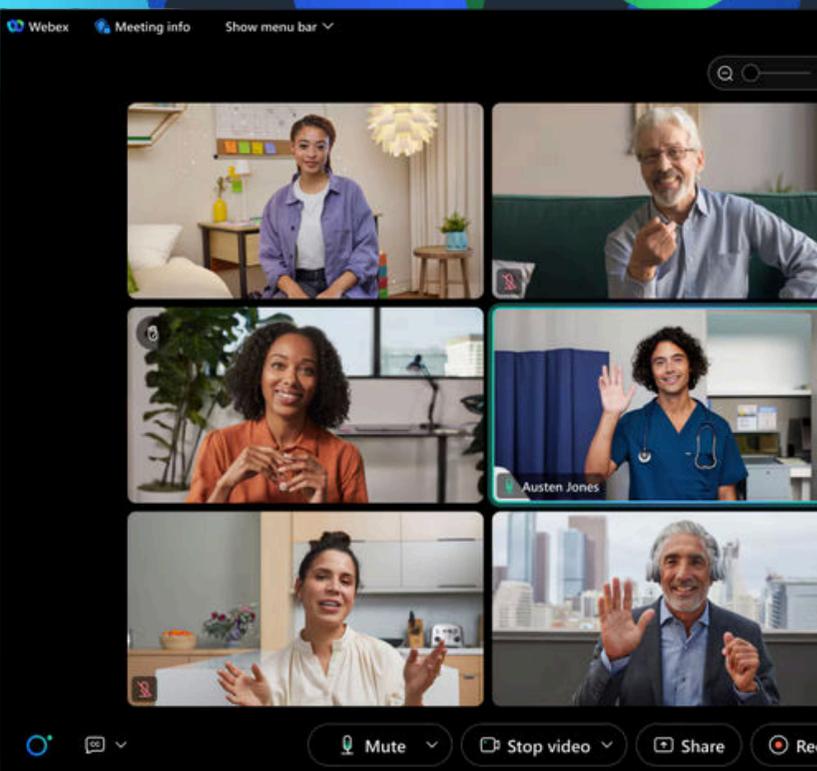
Position yourself in a well-lit area to enhance video clarity. Avoid backlighting, which can create shadows.

Mute When Not Speaking

Keep your microphone muted when you're not speaking to minimize background noise and interruptions.

Record Meetings

Use the recording feature to capture important discussions and share them with team members who couldn't attend, utilizing the AI-powered summaries that are included with Webex.



Alfred Churchill

Head of Partnerships, Vimeo



Secure & Scalable Video Delivery

Ensuring reliable video streaming for enterprise-wide communication is crucial. Use an enterprise video platform like Vimeo with eCDN capabilities to optimize performance across locations. Implement security measures such as SSO, domain whitelisting, and user permissions.

Optimise Content with Centralised Libraries

Use data-driven insights to track engagement, measure ROI, and refine content strategy. A centralised video library enhances organisation, streamlines workflows, and improves collaboration.

Actively Manage Live Chat Engagement

Monitor and engage with participants in the live chat to foster a sense of community and promptly address questions.

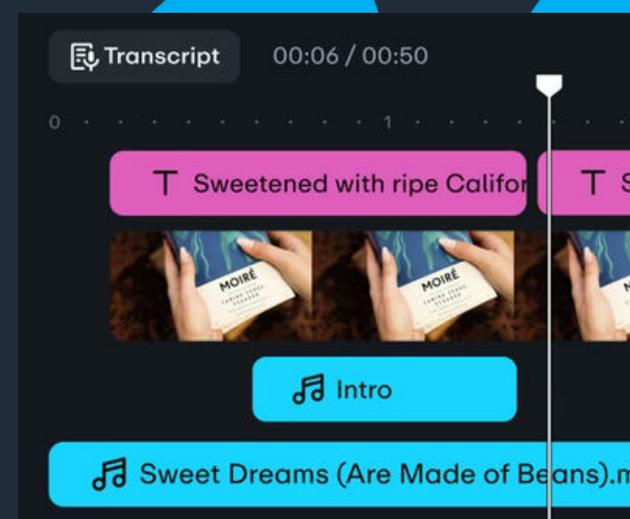


Utilize Real-Time Polling for Interactive Feedback

Incorporate live polls to test audience understanding and engagement, adjusting content delivery based on direct responses.

Implement Effective Live Q&A Moderation

Structure your Q&A with a dedicated moderator to ensure relevant questions are addressed, minimizing distractions and maintaining engagement.



Seamless Collaboration Starts Here!

Your business deserves **flawless** enterprise **video** experiences...

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