



BMC Powers the Digital Workplace with Live Video for Enterprise Communications



BMC is a \$2 billion leader in enterprise IT software and the ninth largest independent software company in the world. Upon going private a few years ago, BMC leadership committed to creating an internal culture aligned to their own brand promise of helping businesses transform into digital enterprises. Consequently, the IT department at BMC is tasked with enabling digital experiences that fulfill the expectations of an increasingly consumer-minded workforce.

Through the acquisition of more than 30 companies over the years, BMC has experienced explosive growth and is now a global enterprise of 6,000 employees located in 30 countries. Core to the digital workplace are platforms for effectively communicating with a large distributed workforce. Video is not only preferred, but expected, and an enterprise this size requires robust one-to-many broadcasting capabilities.

THE CHALLENGE

Optimizing the employee infrastructure, a concept IT executives refer to as 'table stakes', has been a guiding principle for prioritizing IT projects during this digital transformation. Because BMC was using a variety of video platforms for internal communications, and they all required some level of support from IT, consolidation became a key objective. But consolidation on an incumbent platform was not an option for two reasons.

First, building a digital workplace is about more than enabling experiences for today. It also requires careful consideration of industry, technology and workforce trends to make thoughtful choices to carry the company into the future. For example, with HTML5 becoming mainstream and browser support for Flash becoming obsolete, existing platforms still relying on legacy technologies were not viable candidates.

Second, with a workforce hungry for video, IT knew they would have to think about it as an enabler of the business and treat it like a critical application. Success meant employees would come to rely on video. Already stakeholders, such as sales leadership, were eager to eliminate travel in favor of conducting large-scale virtual meetings on a more frequent basis. IT needed far more robust analytics for monitoring the status, performance and utilization of the video deployment than any of their existing solutions could provide.

BENEFITS

- Consolidate platforms and replace legacy technology with HTML5, Flash-free video
- Monitor event status and performance with robust analytics, including detailed utilization metrics
- Optimize bandwidth consumption on the internal network for a reliable quality of experience

SOLUTIONS



iMeetLive



AltitudeCDN™ Multicast+

Furthermore, on the premise that reliable and easy to use video capabilities would drive increased adoption throughout the enterprise, IT knew they needed to consider one more component of a new solution. Video is a bandwidth-intensive form of traffic that can easily cripple a corporate network. Knowing they would be broadcasting live to hundreds or thousands of viewers at one time, BMC needed to do something to manage bandwidth consumption and optimize the distribution of video on the internal network.

With business and technical requirements in hand, they went on the hunt for a new solution.

The combined TalkPoint and Ramp solution works perfectly for us. For the first time, we have the level of detailed diagnostics and reporting we need to monitor and evaluate the performance and effectiveness of our webcasts.

—Mick D'Angelo, Senior Systems Administrator, Unified Communications, BMC Software

THE SOLUTION

The first order of business was to identify a list of potential solutions. BMC was already a satisfied customer of PGI for conferencing services and knew they had recently added TalkPoint's webcasting platform to their suite of collaboration offerings. Upon evaluation, BMC discovered iMeetLive was the ideal solution that met all their business and technical requirements. The powerful, cloud-based platform has been proven to handle large, enterprise audiences the size of BMC. In addition, the platform is developed around modern streaming technologies that allow employees to view a live webcast using their web browser without requiring any special plugins or application downloads. Best of all, iMeetLive is the only solution that provides every metric BMC IT wants, from individual user data to waterfall reports and robust real-time analytics.

To address the potential impact of broadcasting live video to large audiences on the BMC internal network, the TalkPoint and iMeetLive team recommended AltitudeCDN™ Multicast+ from Ramp to complement their webcasting platform. Locations on the BMC network that egress directly to the internet were bound to be the most impacted by hundreds of viewers attempting to simultaneously watch a live event. By deploying Multicast+ to these locations, BMC pushes a single multicast stream to each site and eliminates the need for hundreds of individual unicast streams to be pulled across the narrow internet connections. Furthermore, real-time metrics available through Multicast+ allow IT to monitor the status of the network and video performance at these locations, as well as capture detailed data about viewership for ongoing analysis. Once linked together, Multicast+ can be remotely managed directly from the iMeetLive platform, creating a seamless integration of the eCDN infrastructure with the live video solution and greatly simplified administration of live events.

The TalkPoint team is focused on delivering flawless streaming events for our customers. Working with Ramp just extends our legacy of innovation and offers a unique solution to a complement our services.

—Dan Ingvoldstad, VP of Sales Engineering, TalkPoint

THE OUTCOME

The deployment of the integrated video solution from PGI and Ramp was the most aggressive project to date for BMC IT and was completed ahead of schedule with a reported 100% success rate. The inaugural event was the annual sales kickoff meeting, catering to those early adopters in the executive team who also participated in a pilot by hosting a similar all-hands sales meeting. Comfortable everything would go as planned, no watch parties were organized or promoted and all attendees were encouraged to join the broadcast from their everyday work location.

Compared to the pilot, the number of viewers watching the multicast stream doubled, topping out well over 1,000 connections. BMC attributes this 100% increase in attendance from one event to the next to the exceptional experience viewers had with the pilot and the confidence it built in the solution. Using the detailed metrics available in iMeetLive, attendance was reported at more than 2,300 simultaneous viewers. Real-time diagnostics data available in AltitudeCDN allowed IT to track and segment viewership for the first time at the level of detail they needed—by location and floor, as well as by specific IP address and individual user.

Among the most notable success criteria is the fact that end users were not directly impacted by the transition to a new platform and would not have noticed except that the viewing experience was so drastically improved. In addition to the rapid and significant spike in adoption, employees were pleased with the quality of the experience, reporting video loading much faster and no incidents of video being interrupted or stopping.



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