



MediaPlatform®
VBI



Real-Time
Analysis



Actionable
Insights



Network
Visibility

MediaPlatform® VBI – Real-Time Live Webcast Monitoring and Post-Event Network Analysis

Actionable Information for Webcast Network and IT Technical Stakeholders

MediaPlatform® Video Business Intelligence (VBI) gives webcast stakeholders measurable and quantifiable metrics that prove that end viewers received a quality video experience and that video was effectively delivered across the corporate network as intended. VBI gives technical teams the ability to monitor and troubleshoot live event issues in real time, rather than relying on support calls or anecdotal feedback. Post-event, Network and IT teams use its massive data collection capabilities to fine-tune SmartPath delivery rules, and to identify and shore up network weak spots prior to future webcasts.

Key applications include:

- Network Visibility – VBI gives network and IT teams unparalleled visibility to monitor, in real time, how live webcasts are being delivered over internal networks;
- Actionable Insights – System admins can drill down into dashboard widgets to detect, and correct, network issues at a subnet and even individual viewer level;
- Webcast KPIs – VBI enables live event admins definitively report on exactly how many users received a live stream successfully;
- Concierge User Monitoring – Proactively identify and monitor stream quality for board members, executives and other premium viewers to ensure they receive an optimal experience.

Features and Benefits

Dashboard – VBI organizes large data sets into intuitive, easily understood diagrams, charts and timelines, giving event admins the confidence of knowing that their Webcaster live events are reaching viewers no matter the audience size and regardless of their connection or device.

Start Up Time – System admins can view the start load time of events across the event timeline. Data sets include load times by minute event-wide, as well as breaking it down by any number of dimensions such as OS, video format, browser, location and more.

Failover Timeline – Webcaster admins can monitor the performance and effectiveness of Webcaster SmartPath failover schemes overall across the length of the event, and drill down by internal IP address to diagnose failover paths by subnet or individual.

Buffers Timeline – VBI buffers timeline allows Webcaster event admins to detect major buffering issues by stream distribution, such as multicast, unicast, HLS and more and analyze the data to locate and rectify network weak spots.

Play Success – VBI amalgamates event data to provide a simple roll up score of the percent of users that successfully received a live stream, with drill downs available via IP address and sorting by browser and other end user information.

Deployment Options

| | |
|----------------------|---------------|
| On Premises | Software (VM) |
| Cloud- Single Tenant | Software (VM) |
| Cloud - Multi-Tenant | |

Licensing

| | |
|----------------|------------|
| VBI | Annual fee |
| VBI - Extended | Annual fee |

Product Specifications

VBI enables organizations to monitor and analyze quality of service for live webcasts. VBI collects extensive data for each webcast that lets users monitor and track – by event and by individual viewer - Load Start times, Buffering events and percent of Video Play success. It collects and visualizes actionable data that system admins can use to troubleshoot - by subnets or individual viewers - during live events and/or diagnose network deficiencies post-event.

Standard:
14-day data access

Extended:
Extended periods of data access