MPEG-4 Enterprise Communication
for Global, Full-Service Financial Institution

"The 4Forum webcasting system helped improve communication to brokers and analysts, as well as internal communication. It dramatically increased the quality of financial services offered to customers, and also reduced internal travel and training costs."

The Customer

A global, full-service financial firm needed to broadcast — during its daily morning calls — proprietary market research to brokers and analysts located in retail branches around the globe. They needed to implement a solution to share financial presentations, including live video and support material. They also needed to produce and sell their financial research data in the form of offline, interactive presentation files.
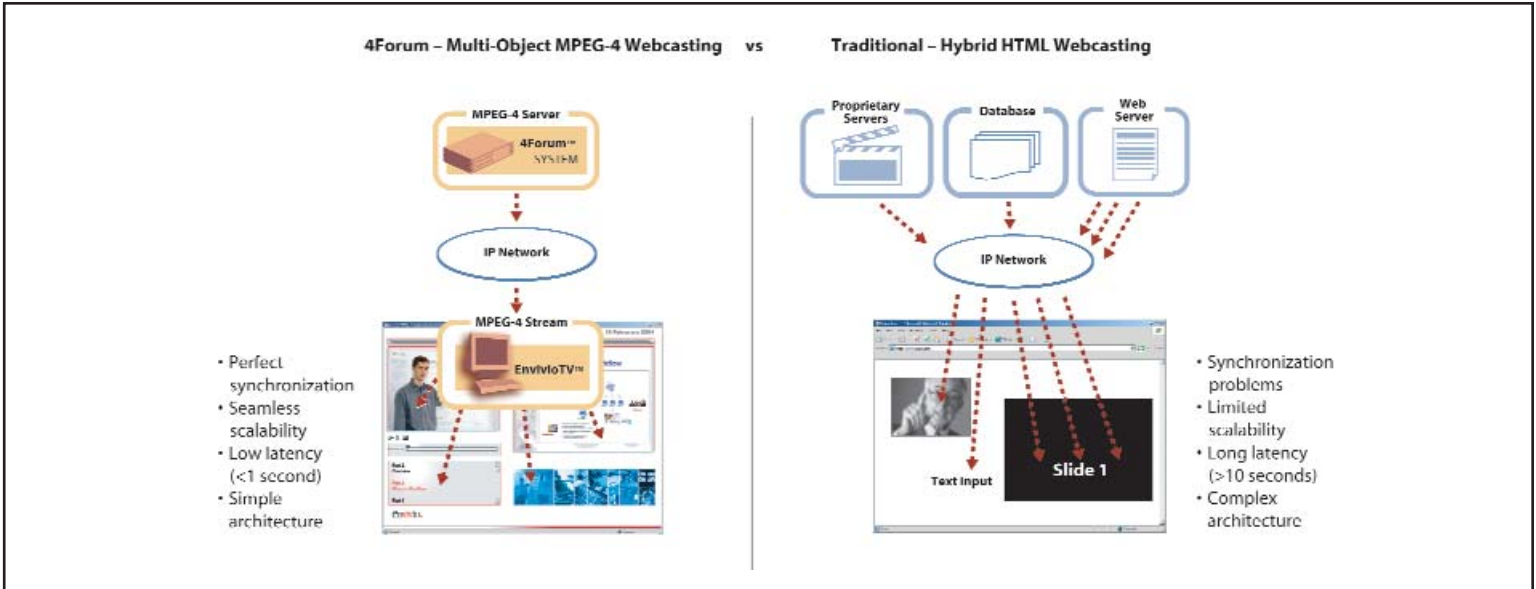
They were looking for a solution that delivered content in real time with minimum latency, and which would allow them to stream multicast sessions across their wide-spread network. In addition, they wanted to save the presentations as single multimedia files for later distribution and viewing.

Many of the solutions evaluated were proprietary solutions that had long latency times, anywhere from 15 seconds to 2 minutes. These solutions did not allow the analysts to share all types of presentation material, and preserve its quality and resolution. Other solutions required more bandwidth and could not support real-time delivery of content. Management evaluation concluded that these solutions would not provide them with the short- or long-term benefits required.

The Solution

Envivio delivered a solution based on 4Forum™, the MPEG-4 webcasting system. 4Forum enables brokers to view daily morning calls and gain access to both timely real-time presentations and stored, indexed on-demand content.

4Forum is the only industry-standard, all-in-one corporate communications solution in the enterprise that uses MPEG-4 as a single technology for synchronized video, audio,

and collaborative material. It is an integrated plug-and-play and easy-to-operate system. The 4Forum appliance works on existing IP infrastructure, and content can be delivered over terrestrial, satellite, or wireless networks in multicast and unicast modes. Recipients can view the content on all major media players and on many devices, including PCs, TVs, and PDAs.

The system is designed to fully integrate with other enterprise equipment, such as Content Delivery Networks (CDNs) and video conferencing endpoints.

Unlike most webcasting systems based on multiple hybrid technologies (HTML, JavaScript, and proprietary encoding), 4Forum makes use of MPEG-4 Systems to deliver all the elements of the presentation – video, audio, screen capture, text, images – as part of the same multi-track MPEG-4 stream. 4Forum, therefore, overcomes the usual limitations of synchronization, scalability, latency, and reliability found in hybrid systems.

After the live event, the rich media presentation is auto-matically published into a single MPEG-4 file that contains the entire presentation, making distribution and scalability easy.

The Savings

Envivio's MPEG-4 enterprise communication solution provided this customer with the benefits they were looking for, and more, including reduced costs of communications in terms of travel, content creation, and lower bandwidth; improved productivity; and expanded reach and effectiveness of presentations on a global scale.

In addition, the firm found a new way to sell their market research information as a more compelling, interactive product, which positioned them ahead of their competitors. They even found 4Forum as a new tool for in-house corporate training and communication.

The Envivio Advantage

Envivio is a leading provider of complete MPEG-4 solutions, which consist of a rich set of integrated streaming media tools and systems including high-performance audio and video, two-dimensional graphics, and animation. The company has established itself as the most experienced creator of high-quality MPEG-4 solutions that enable enterprises to build new revenue streams and use the efficiencies of delivering content to the full range of MPEG-4 capable devices. The Envivio solution includes various components to create, encode, protect, distribute, and view MPEG-4 content

MPEG-4: An Interactive Rich-Media Environment

MPEG-4 allows for higher quality audio and video streams at lower bit rates while working with multiple vendor media players. Within the framework of the player, MPEG-4 allows for interactive 2D and 3D graphics, text objects, audio and video streams.

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