



## CHALLENGE

Bank of America wanted to communicate more efficiently with its more than 300,000 associates around the world. They already understood that video messaging provided an effective, high-impact medium to their globally diverse associate population.

The company relied on a combination of a managed streaming service and a private satellite TV network to deliver video to its associates. Streaming provided a lower quality experience (primarily due to bandwidth restrictions) and offered minimal content security. The satellite solution addressed quality concerns, but couldn't reach all the offices in many countries. It also did not allow for time zone differences, which made viewing times inconvenient at some locations. Neither solution had the ability to target content by line-of-business, geography or people groups, nor did they provide detailed viewership reporting.

Bank of America wanted a solution that was secure, highly scalable, and could deliver high-quality video directly to the associate's desktop without creating network congestion. The challenge was to take their high-quality, proprietary video and provide the ability to target and securely deliver those videos over the corporate network.

## SOLUTION

Bank of America formed a team to investigate alternatives and quickly narrowed its focus to managed P2P solutions, over traditional solutions that required network upgrades or optimizations. A traditional solution would also require the network to be reevaluated every time new locations were added. Bank of America then worked with potential suppliers in a lab setting, putting solutions to the test for three months using real-world scenarios.

Ignite came out on top with its ability to secure content, and to customize deliveries to fit Bank of America's business and technical requirements. Key attributes of Ignite included its detailed administrative capabilities, such as the ability to integrate with LDAP and Active Directory. This enables content publishers to easily target a video delivery based on Active Directory criteria. The Ignite solution also offers a built-in survey tool, DRM capabilities, and a customizable user interface.

*"Ignite provides a robust content delivery solution that fits our expanding use of video throughout the enterprise. From multi-city town hall events to highly produced marketing and leadership videos, Ignite can be leveraged across the company for our most demanding video content distribution needs."*

**Gregg Moss**  
**Senior Vice President**  
**Enterprise Streaming Media Strategy**

Bank of America went live with its Ignite implementation, branded Video-on-Demand, or VoD in the spring of 2008, with a 25,000 associate pilot project. Ignite is now deployed into production globally and is used primarily for leadership communications, marketing messages, and e-learning for approximately 136,000 employees. Their banking centers, Countrywide and Merrill Lynch business units will begin to come online later in 2009.

Bank of America's first enterprise-wide delivery using VoD was a critical video message from their CEO. Viewership exceeded 60%, considerably higher than previous methods. In December of 2008, Bank of America targeted 17 videos to its associates, equaling 9 terabytes of data. These were delivered to 210,000 workstations, taking less than 24 hours to deliver, with no measurable impact on the corporate network.

## RESULTS

Bank of America sees several advantages in the use of Video-on-Demand over the company's legacy streaming platform, particularly in the area of reporting. VoD lets Bank of America track content delivery and monitor viewership by location, role, line-of-business, as well as several other organizational criteria.

Key results from Video-on-Demand using the Ignite solution:

- Increased view rates of up to 80% compared to previous view rates of less than 10%.
- Up to 50% survey response rate compared to previous rate of 20%.
- Full screen, high quality video encoded at 1.5Mbps with ability to pause, rewind, and fast-forward functionality and no buffering. Their streaming video is encoded at approximately 200Kbps.



- Ability to 'push' content directly to users' desktops and provide the ability for offline viewing.
- Improved practices for content creation, targeting and delivery based on survey feedback and reporting capabilities.
- Branded corporate communications channel.

Bank of America can effectively target content to a predefined audience, receive metrics on viewership rates, as well as survey results. This valuable information provides critical insight into what types of messages and content work well and how targeting details can impact viewership. Gregg's team leverages these metrics to counsel internal communications partners from Bank of America's many lines of businesses on ways to improve the delivery of their messages and target them for more effective viewership.

Ignite worked closely with Bank of America to implement a sync mechanism inside their firewall and user authentication for multiuser PCs to address Bank of America's stringent security requirements.

## FUTURE

Bank of America is interested in leveraging Ignite's capabilities for peer-to-peer live enterprise streaming and mobile delivery.

### About Bank of America

Bank of America is one of the world's largest financial institutions, serving individual consumers, small- and middle-market businesses and large corporations with a full range of banking, investing, asset management and other financial and risk management products and services. The company provides unmatched convenience in the United States, serving approximately 55 million consumer and small business relationships with more than 6,100 retail banking offices, more than 18,500 ATMs and award-winning online banking with nearly 30 million active users. Bank of America is among the world's leading wealth management companies and is a global leader in corporate and investment banking and trading across a broad range of asset classes serving corporations, governments, institutions and individuals around the world. Bank of America offers industry-leading support to more than 4 million small business owners through a suite of innovative, easy-to-use online products and services. The company serves clients in more than 150 countries. Bank of America Corporation stock (NYSE: BAC) is a component of the Dow Jones Industrial Average and is listed on the New York Stock Exchange.

**For more information about the Ignite Content Delivery Solution, visit [www.ignitetech.com](http://www.ignitetech.com).**