

Solution in Spotlight: Ignite Content Delivery Solution v7.1

Go-to-Market Premise: Ignite Technologies updates its Enterprise Content Delivery Solution to support a broader array of video-driven business communications applications. Traditionally known for enabling the targeting, delivery, tracking & reporting of high-quality video and rich media behind the corporate firewall, Ignite Content Delivery Solution (CDS) establishes itself, in this iteration, as a centralized delivery and management platform for any technology whether it be push delivery, live events, or on-demand that will be consumed on any application such as, portals, direct to desktop, or enterprise applications for various hardware devices including, PC, laptop, mobile device, kiosk or digital signage for all business communications internally or outside the corporate network.

Key Features & Capabilities: Ignite Content Delivery Solution 7.1 helps continue the on-going evolution of the company's primary product line from a managed peer-to-peer offering into a full-fledged platform enabling more varied corporate strategies for leveraging online video and rich media for business communications. Perhaps the most prominent feature of the updated Ignite CDS is the new "Instant View" option now integrated into the solution's video delivery options.

Importance of "Instant View:" Simply put, "Instant View" is a game-changer in terms of defining Ignite CDS as a flexible, multi-faceted solution for online video distribution. In Ignite's earliest iterations, it could only manage the content that was pre-delivered to computers – or "peers"- stationed throughout a corporate network. In 2008, the release of Ignite 7.0 ushered in the capability for the system to distribute content on a live basis. Now, with Ignite CDS 7.1 and its "Instant View" feature, the platform now supports the distribution of "progressive downloads." The addition means extends the flexibility of video distribution options offered on the Ignite platform. Most notably, the option makes it possible for the Ignite solution to deliver video even to users who have not installed the company's native client. A second advantage of "Instant View" is that it allows users to sample video clips of a presentation before requesting the delivery of a full, high-quality version of the video program.

With the added functionality, companies can now use the Ignite solution to distribute video beyond the confines of the corporate firewall. This creates more flexibility for organizations in the way content is distributed and how it can be consumed by employees.

Ignite is careful to position its new outbound capabilities as a complement – rather than a competitor – to established content distribution networks such as Akamai and Limelight. The basic value proposition is that the Ignite solution, with 7.1, can now centralize the management and tracking of corporate video content that can be delivered anywhere at anytime to any device. In this view, content distribution networks still are best positioned to handle high-volume video distribution to large external audiences on the Internet. The targeted role of the Ignite solution aspires to handle ad hoc delivery of selected pieces of corporate content, making corporate video more flexible by extending its reach beyond the corporate network.

Enhancing the Value of Live Communications: Another noteworthy innovation of Ignite CDS 7.10, comes in its enhancements for managing the flow of communications of questions and answers during live events. The new upgrade makes it possible for event viewers to submit questions directly within the live stream user interface.

The questions are automatically sorted according to department or geographic location according to the company’s directory profile.

As a result, presenters can identify and prioritize questions submitted by selected groups in the audience. At its most basic level, a presenter can leverage the solution to make sure that all questions from a specific functional group, such as the sales team, are answered during a live event. More sophisticated uses would allow the prioritization of question responses based on an individual’s past usage and performance behaviors, such as participation in past Webcasts or successful completion of a an earlier on-screen survey or test.

The image shows two overlapping screenshots of the Ignite CDS 7.10 interface. The top screenshot is the 'Presenter' view for a '3rd Quarter Review' event. It displays the event title, the number of attendees (5,101), and the time remaining (45:34). The presenter's name is 'Mary Jones, Dallas'. A question is displayed: 'How many new engineers are we planning to hire in the next quarter?'. The remarks section contains the text 'Don't forget to mention the...'. The bottom screenshot is the 'Moderator' view for the same event. It shows a table of questions received, sorted by department and geographic location. The table has columns for User Name, Office, Department, Topic, Time, and Question. The questions are sorted by department (Marketing, Professional Services, Engineering, Finance) and then by geographic location (Newark, Denver, Dallas, Boston).

User Name	Office	Department	Topic	Time	Question
Maurice Smith	Newark	Marketing		01:59:00 PM	Can we expect a comparable marketing budget next year?
Christina O'Connor	Denver	Professional Services		01:59:00 PM	There are 3 regions listed and it states that 3 number one consultants will be selected. Will that be one for each region? If so, will there be any cross-over of consultants between regions?
Mary Jones	Dallas	Engineering		01:59:00 PM	How many new engineers are we planning to hire in the next quarter?
Joanne Wall	Boston	Finance		01:59:00 PM	Can you talk more about the bonus plan? What needs to happen for us to over-achieve?

IMS First Look Bottom Line: Ignite’s CDS 7.1 carries more weight and importance than a customary incremental product update. The enhancements make it clear that Ignite is crafting a solution designed to meet the growing corporate requirements for versatile video distribution options. Rather than requiring customers to shape their use of video to match the technical capabilities of its solution, Ignite is creating a platform that can support increasingly creative applications for video in business communications.