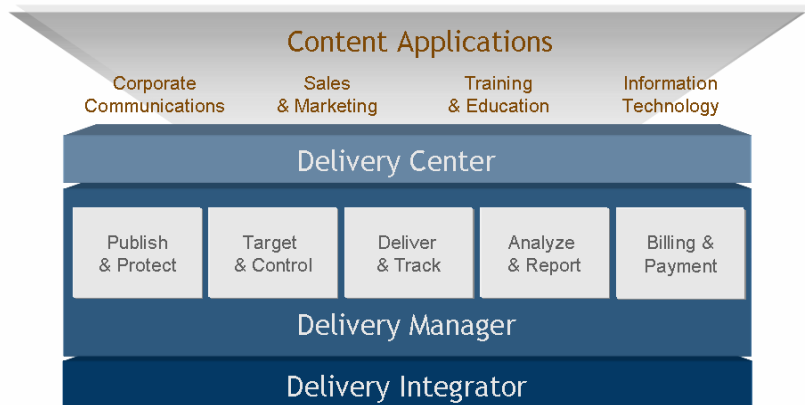


Ignite provides the industry's most secure and scalable Content Delivery Solution, enabling customers to efficiently publish, deliver, and manage digital assets – from rich media content for training and communications to software patches and virus updates – to anyone, anywhere, at any time. Ignite's patented Content Delivery Solution overcomes network and connectivity constraints that have limited the ability to reach online audiences with the highest quality, secure rich media. Ignite's Solution has been deployed around the globe at companies like Accenture, BearingPoint, Sabre, and Procter & Gamble.



## Focus on the Message, Not the Medium

When it comes to corporate communications, Ignite gives you the freedom to focus on the *message* instead of the *medium*. You can securely send HD-quality video, PDF files, presentations, and other communications:

- **To Anyone.** Improve employee viewing rates and retention by delivering engaging, interactive video communications as often as necessary, without network congestion. Improve partner or reseller positioning of your company and its products by delivering on-demand information and up-to-date product materials directly to your partners' computers. Communicate with new customers and prospects in a way that differentiates your company from your competitors.
- **Anywhere.** Ignite can distribute digital content just as easily to a field office with a dial-up connection as to a headquarters office with high-speed excess bandwidth. All communications can be viewed both online and offline for maximum flexibility.
- **At Any Time.** With Ignite, you no longer need to rely on your company's IT department for distribution of large media files. You can use Ignite's web-based administration module to target executive broadcasts, quarterly updates, and other communications to your entire workforce or to specific groups on a scheduled delivery date or on demand.

## Measure Your Effectiveness

Ignite gives you the ability to monitor the effectiveness of your communications with powerful tracking, monitoring, and reporting capabilities, so you can easily quantify the results of your corporate communications efforts. You can create surveys to attach to your content to gather end-user feedback and generate reports showing company-wide statistics on the viewing rate of all communications.

### Ignite Your Corporate Communications

#### Global Reach

Communicate with anyone, anywhere, at any time – regardless of bandwidth constraints. Ignite allows everyone in your target audience to receive the same content at the same time, with the same high-caliber viewing experience.

#### Multimedia Flexibility

Send the highest-quality content available – from video to PDF to PowerPoint. Ignite delivers your communications without negatively impacting your network or employees' computers. Recipients can then view the content at any time, anywhere – online or offline.

#### Security & Control

Ignite's advanced Digital Rights Management (DRM) functions give you complete control over the encryption and security of your critical content. You can manage and track all deliveries, obtain feedback, and generate extensive reports.

## Usage Scenario

The following usage scenario demonstrates the power and flexibility of the Ignite solution for corporate communications.

### Challenge

After deciding to change its corporate identity, a leading global professional services firm with over 16,000 distributed mobile employees needed an efficient way to communicate its new brand to its employees. The company had previously been unable to communicate successfully via streaming video and Webcasts due to its extensive mobile and remote workforce. The remote workforce would experience a long wait for content downloads or not receive the content at all. Additionally, this activity negatively impacted the company's network.

### Solution

The company selected Ignite's Content Delivery Solution and implemented a private communications channel through which it delivered all its re-branding campaign content, including executive broadcasts, marketing materials, new sale collateral, and training videos.

The company's Administrators were able to control the time-sensitive content deliveries so all employees viewed the content at the same time. The Administrators also prevented the sensitive content from being forwarded and copied, and could remotely delete the content from remote employees' computers.

During the re-branding campaign, Ignite tracked and monitored all activity and provided detailed reports to show who viewed each delivery and how often.

### Results

The company was able to execute a coordinated and cost-effective re-branding launch, reaching all 16,000 of its employees through its Ignite-powered communications channel. Quantified results include:

- Increased corporate communications view rate from 5-10% to 65-75%
- Reduced costs associated with producing and distributing content via CD by 65%, and reduced costs associated with executive travel
- Achieved 97% reach to global users in 28 countries and were able to report on which users did not receive content

## Ignite's Content Delivery Solution

Now that you've seen how an actual Ignite customer has benefited, let's see how the major components of the Ignite solution can help make *your* corporate communications process more efficient and easier to manage.

The mission of Ignite's delivery technology is to identify and leverage the most secure and efficient routes for delivery based on individual user needs and content delivery demands. Ignite is built on a client/server platform, with the client (Delivery Center) and server (Delivery Manager) connected via private (e.g., corporate) and/or public (Internet) networks.

### Ignite Delivery Center

The Ignite Delivery Center enables confirmed, efficient, and secure delivery of your content to end user desktops and mobile devices. Administrators can deliver communications at the right time, whether it be a scheduled delivery date and time for time-sensitive information or "on demand" for communications that can be viewed as the end user desires. All communications can be viewed both online and offline.

### Ignite Delivery Manager

The Ignite Content Delivery Solution is built on a single unified publishing, packaging, and delivery platform. The Delivery Manager is a web-based application comprised of modules that support your workflow and lifecycle of publishing and delivering content: Publish & Protect, Target & Control, Deliver & Track, and Analyze & Report. In addition, this centralized application enables administration of user and system level roles, security parameters, and delivery options.

Following is a brief overview of how each Delivery Manager module improves the corporate communications delivery process.

#### Publish & Protect

Ignite's Publishing capabilities are provided via an easy-to-use web-based application that enables Administrators to inventory and combine pieces of content into delivery packages. Ignite's easy-to-use publishing wizards provide a streamlined method to publish and control the delivery of your content.

Administrators have several options to control the delivery method for each content package. For example, Administrators can specify how they want the content to be delivered: pushed and/or pulled on demand. The Ignite platform provides "application politeness" which

helps avoid interruptions to an end user's normal activities. For example, content downloads and notifications can be suspended when critical applications are running on the end user's computer. Certain communications, such as company-wide alerts, may require urgent delivery. In those cases, the Ignite platform can be instructed to force a non-polite delivery of content to targeted end users. In addition, Administrators can choose when and how users are notified of new content deliveries (e.g., via an on-screen notification or via a customized email). For additional information about Ignite's delivery technology, please refer to the *Ignite Delivery Technology Overview*.

Ignite protects your content during all phases – publishing, targeting, delivery, receipt, and use – through a multi-layer combination of encryption, digital signatures, and DRM capabilities. Multiple security barriers around your critical assets provide the most secure protection possible, making unauthorized content capturing, viewing, duplicating, and altering virtually impossible. For complete details on Ignite security, please refer to the *Ignite Security Overview*.

### Target & Control

Ignite's Targeting capabilities enable Administrators to pinpoint the delivery of content to whom and to where it is needed by performing criteria-based distributions. The Ignite Targeting module uses data collected through system inventories to build a rich set of targeting criteria in real time. For example, a communication can be sent only to sales personnel in a particular region. Ignite's targeting engine allows you to deliver content based on complex criteria in real time.

In addition, a set of checks and balances produces an auditable chain of custody, enabling you to establish a customized, secure content control and approval process.

### Deliver & Track

Ignite's powerful, patented delivery technology enables you to centrally manage and control your content delivery network. Ignite's bandwidth management intelligence and delivery optimization technology provide for low- to no-impact delivery of large files over your network.

### Analyze & Report

Communications professionals are often challenged to quantify the effectiveness of their programs within the organization. With Ignite's Reporting capabilities, business users and Administrators can quickly and

easily measure the effectiveness of content deliveries. Ignite's Reporting goes beyond just summary information to provide true business analytics, which help you identify trends and patterns. This feature allows you to respond to dynamic content demands automatically and in real time. Ignite's analysis can occur at an aggregate level or at a granular level – even down to an individual person or a single device. For example, the Administrator can run reports to monitor whether communications are read, viewed, understood, or ineffective.

### Ignite Delivery Integrator

Ignite's Delivery Manager is built on open standards and Web Services/XML-based design features that provide an extensible platform for integration with existing enterprise applications and data sources. By using these secure interfaces, existing applications and data can be leveraged as sources of content, directory lists for targeting and delivery of content, as well as initiating triggering events for delivery of content.

### Summary

Ignite helps you create impact across your organization through the secure delivery of HD-quality video and other communications to anyone, anywhere, at any time. You can also measure the effectiveness of your corporate communications programs through Ignite's tracking, monitoring, and reporting capabilities.

Many Ignite customers consider the Ignite Content Delivery Solution a critical corporate asset. Ignite can be used across the enterprise – in corporate communications, sales & marketing, training & education, HR, and IT – to deliver software applications, updates, and virus patches.

The Ignite solution has a proven ROI that is superior to other delivery technologies, such as satellite, hardware-based content delivery networks, CDs/DVDs, and streaming media. If you need help developing a business case for Ignite, contact our Sales department at [salesinfo@ignitetech.com](mailto:salesinfo@ignitetech.com).

To experience Ignite's Content Delivery Solution firsthand, visit [www.ignitetech.com](http://www.ignitetech.com) and click on the "Experience Ignite" link.