



# Bank of America\*

Delivering Secure Media to a Global Audience

**Bank of America**



[www.bankofamerica.com](http://www.bankofamerica.com)

Bank of America is a global leader in wealth management as well as corporate and investment banking and trading across a broad range of asset classes.

## Industry

Banking

## Problem

Bank of America needed to deliver high-quality video directly to the desktops of more than 300,000 associates without creating network congestion.

## Solution

Implement Ignite's Content Delivery Solution based on its ability to secure content and customize deliveries to fit the business and technical requirements.

## Results

- Full screen, high quality video encoded at 1.5Mbps with pause, rewind, and fast-forward functionality and no buffering
- Streaming video encoded at approximately 200Kbps
- Ability to 'push' content to users' desktop for offline viewing
- Increased view rates up to 80% (previous view rates were below 10%)
- Increased survey response rate by 30%

Bank of America is one of the world's leading financial institutions, serving individual consumers, small businesses, 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 49 million consumer and small business relationships with approximately 5,000 retail banking offices and approximately 16,000 ATMs and award-winning online banking with 30 million active users and more than 15 million mobile users. It 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. The company serves clients through operations in more than 40 countries.

### Communication Transformation

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.

### Global Reach, High Performance and Optimal Content Delivery

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.

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.

"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

# Video Content Delivered Seamlessly and Securely

Bank of America saw several immediate 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 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 pause, rewind, and fast-forward functionality and no buffering.
- Streaming video is encoded at approximately 200Kbps.
- Ability to 'push' content directly to users' desktops 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.

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

## About Ignite

Founded in 2000, Ignite is a privately-held company that was reinvented in 2013 on the heels of an ownership and senior management change. Ignite's mission from that point forward has been to develop and deliver an expanding set of unique business applications that help organizations perform better by enhancing the capabilities and impact of their workforce.

Ignite operates with focus on a simple, lead objective – 100% Customer Success – which ensures success is measured through the achievements of customers.

Ignite is headquartered in Austin, Texas. For more information on Ignite's solutions, visit [www.ignitetechnologies.com](http://www.ignitetechnologies.com)

