



# ADM

An Engaging Video Experience Delivered Worldwide



Every day, the 29,000 people of Archer Daniels Midland Company turn crops into renewable products that meet the demands of a growing world. ADM's global headquarters is in Decatur, Illinois.

## Industry

Food Processing

## Problem

ADM needed to deliver live, high-quality video to the entire company while providing the opportunity to interact with management during events.

## Solution

ADM selected Ignite's Enterprise Live Streaming solution for its 2010 Global Town Hall Meeting.

## Results

Ignite's Enterprise Live Streaming solution enabled ADM's executives to personally present live to 29,000 global employees and provide an opportunity for employees to interact with management during the event via Q&A. The successful Global Town Hall meeting was streamed in eight languages simultaneously and the feed was captured for video-on-demand (VOD) distribution.

Archer Daniels Midland Company (ADM) is a leading agricultural processor that turns crops into food, feed, fuel and industrial materials that are distributed in more than 60 countries. Headquartered in Decatur, Illinois, ADM employs 29,000 people and operates more than 240 processing plants around the world. With such widespread operations, ADM knows how to manage communication challenges and barriers, from linguistics to locale. However, recent attempts to deliver live streaming of international, company-wide meetings had resulted in network disruptions created by the large video files and disparate networks. Wanting to create a better employee experience and capture a broader viewing audience, ADM began researching solutions that would enable all employees across the globe to receive a simultaneous, high-quality streamed event.

### A Global Town Hall Meeting

The challenge facing ADM was how to deliver a live, town hall-style meeting to the entire company, enabling executives to personally address employees and provide an opportunity for employees to interact with management during the event via Q&A.

## ADM Requirements for a Live Streaming Solution Included:

- Stream live in eight languages simultaneously—Dutch, English, French, German, Polish, Portuguese, Russian, and Spanish—and capture the feed for video-on-demand (VOD) distribution.
- Deliver high-quality live streams to ADM’s global employee base, including VPN users.
- Deliver high-quality live streams globally, across six continents, with viewers in low-bandwidth areas receiving the same viewing experience as those in high-bandwidth areas.
- Provide real-time opportunities for staff to interact with presenters.
- Track real-time and historical viewership data and gather qualitative feedback from participants.
- Track real-time network efficiency data to gather empirical savings data.

ADM selected Ignite’s Enterprise Live Streaming solution for its 2010 Global Town Hall Meeting. On September 22, 2010, ADM CEO and VPs of core business divisions presented a two-hour live webcast – to the employee base, featuring a real-time Q&A session with the entire company.

## What Made the Live Webcast Possible?

Ignite’s centrally controlled and managed peer-to-peer (P2P) delivery technology. By using P2P, Ignite’s solution enabled ADM to provide all their employees, even those in low-bandwidth areas, a high-quality live stream, with no adverse impact on the network. Viewers in remote corners of the globe had the same high quality viewing experience as those in ADM’s Decatur, Illinois, headquarters.

## A New User Experience

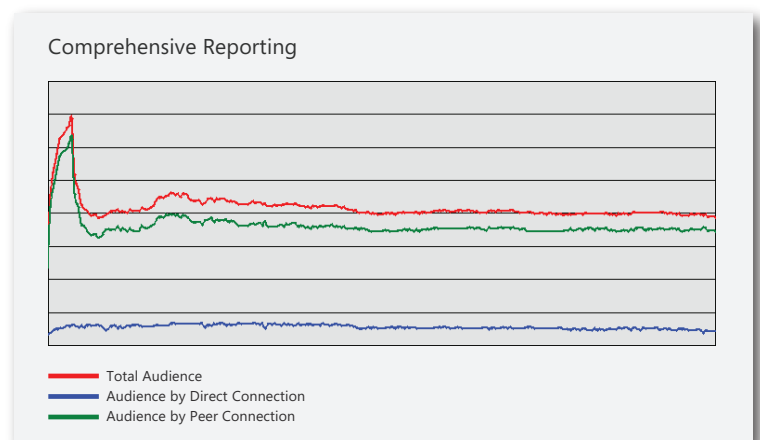
At 8:15 a.m. CST, employees around the globe received a pop-up notification in their native language, directly on their computers. The notification messages informed employees that a company-wide meeting would start in fifteen minutes. The customized pro-active notification contained a link that enabled employees to launch the live event directly on their desktop or laptop.

The Ignite solution integrated directly to ADM’s Active Directory which provided the capability to target the appropriate streams to employees by country and or language around the globe. Interpreters translated the live event in eight different languages, in real time, resulting in eight unique live streams. The meeting commenced at 8:30 a.m. with a short safety presentation. Next, the CEO and several division VPs presented. Employees viewing the TV-quality live event were able to submit questions directly to the presenters.

## Results

Ignite’s Enterprise Live Streaming solution enabled ADM to achieve outstanding success in delivering a high quality, live event experience for its global employees. ADM achieved increased company-wide view rates due to the customized direct to desktop pop-up notification which provided, timely, easy access directly to the event link. Previously, ADM was incapable of determining the percentage of employees who viewed the stream or the event abandonment rate. Immediately after the event, ADM leveraged Ignite’s comprehensive reporting module to view extensive real-time and historical data regarding network efficiency and audience participation, including:

- A real-time graphical representation of network efficiency data on how users received the stream—from server or peers.
- Data revealed a 73% peering efficiency, resulting in bandwidth savings of 509 GB.



ADM was able to capture which employees did not view the live event or viewed the event for less than 10 minutes. This information enabled the event administrator to quickly target the archived stream package, in the appropriate native language, so employees could view the event on-demand.

Additionally, Ignite's built-in survey module allowed ADM to garner timely feedback from employees immediately after the live event ended. The survey responses clearly validated the employee experience and success of both the live and on demand events.

### Summary

Ignite's Enterprise Live Streaming solution enabled ADM's global employees to successfully participate simultaneously in the 2010 Global Town Hall meeting, in their native language. ADM overcame previous network challenges and poor participation by leveraging Ignite's managed P2P delivery technology and customized pro-active notifications. ADM's network metrics and survey results proved the effectiveness of Ignite's Enterprise Live Streaming solution for the enterprise marketplace.

### 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.ignitetech.com](http://www.ignitetech.com)

