

Teradata: Case Study in Live and On-Demand Corporate Communications

Teradata Corporation (NYSE: TDC) is the global leader in data warehousing and analytic technologies. Teradata provides knowledgeable and experienced consulting professionals, highest performing technology, industry-leading innovation, and a world-class network of customers and partners to make faster, smarter decisions that give customers a decided competitive advantage.



The Situation

Teradata desired a solution to transmit live internal company video to over 5,900 employees spread out over 40 countries. These live video transmissions consist of leadership communications from the CEO and regional presidents, and earnings or other strategic updates from members of the senior management team. Teradata considers these live video broadcasts critical to keeping employees connected and up to date.

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In addition to requiring live video broadcasts of these presentations, Teradata needed to have these transmissions stored as video files and distributed on-demand. Employees that may have missed the live broadcast would be able to access the presentation and receive the company information at a later time. The on-demand files would also serve new employees in getting up to speed quickly on key corporate issues, in gaining an understanding of company culture and values, and in otherwise familiarizing themselves with Teradata.

The Problems

Teradata had previously attempted to broadcast live video to its employees using existing networking infrastructure. The demand for these live video broadcasts resulted in complete saturation of its network bandwidth and video server capacity and resulted in unacceptable breaks and buffering for a significant percentage of employees.

Teradata attempted to get around these problems by upgrading its video server capacity and networking infrastructure, but deemed the costs prohibitive at that time. Without these expensive upgrades Teradata was left without an ability to conduct its live and on-demand video communications, leaving gaps in its ability to disseminate critical information to its employees



The Solution:

Teradata turned to Abacast, Inc., the industry leader in efficient live video distribution solutions for advice and a possible solution.

After analyzing Teradata's video distribution requirements, including desired formats, bit-rates, network topology, and simultaneous viewing audience sizes, Abacast provided Teradata with an enterprise solution consisting of licensed Abacast Live Peer-Assisted Distribution Servers, Abacast ImageSync™ software, and complete enterprise support.

Abacast's Live Peer-Assisted Distribution Server is an enterprise-ready, licensed version of the software that powers Abacast's industry-leading hosted live distribution service. As a licensed server running in an enterprise, Abacast Live effectively provides a software multicast solution by combining the security and control of unicast technology with the efficiency of peer-assisted delivery. The result is a secure, resilient, and stable network that delivers high quality video to thousands of simultaneous users while using significantly less network bandwidth and server capacity.

Abacast's ImageSync™ software enables the streaming of live video synchronized with Microsoft PowerPoint™ slides. The presenter or assistant utilizes ImageSync™ in real-time when giving the presentation and stepping through the slides. The synchronized video and slides are presented live to the end user in a unified player and also simultaneously archived for later, on-demand playback. Establishing key messages through synchronized video and slides is critical to the creation of successful on-line presentations

"Abacast's enterprise-targeted, peer-assisted video solutions have enabled us to incorporate critical and informative live and on-demand presentations into our employee communications practice," said Diana Bolden, VP IT at Teradata. "We are now serving high-quality live video to our employees, mainly in the US, and are doing so without expensive upgrades to our server and networking infrastructure."

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*Diana Bolden
VP IT, Teradata*

More About Teradata

Teradata offers a robust and innovative portfolio of horizontal and industry analytical applications such as data warehousing, customer management, finance and performance management, and demand and supply chain. They deliver integrated, enterprise-scale analytical solutions based on the most powerful, scalable and reliable technology platform in the industry. Teradata pushes analytical intelligence into operational execution, enhancing process efficiency and transforming corporate culture. As a result, the world's largest and busiest data management environments are currently running and growing on Teradata.

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