

# Kontiki revolutionises internal video delivery for Nationwide

Submitted by: Wildfire

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UK building society delivers three million internal communications videos a year with no network slowdown due to Kontiki's innovative enterprise platform

London, 28th November 2011 – Nationwide, the UK's largest building society, has used Kontiki's Enterprise Video Platform (EVP) to make over three million desktop deliveries over the last year, 1200 per cent more than initially planned. Following deployment in October 2010, Kontiki (<http://www.kontiki.com>)'s software-based solution has helped Nationwide streamline the way it distributes video content to its dispersed workforce. Kontiki's unique mixture of cloud systems and client software means that, despite over 52.5 terabytes of video data being delivered in total, there has been no adverse impact on business-critical traffic and no capital expenditure on hardware required.

Nationwide has always believed video is an effective way to deliver corporate messaging updates, training schemes and internal communications. But distributing video via post to 19,000 employees across 700 UK branches and five administration centres was inefficient, expensive and provided no data on usage and viewings. Kontiki's Enterprise Content Delivery Network (ECDN) reduces network strain by only requiring one 'copy' of a video stream or file to cross each wide area network (WAN). ECDN then delivers these videos to employee desktops across a branch's Local Area Network (LAN) while intelligently managing bandwidth to help prioritise critical traffic.

"Video is a powerful medium that allows us to communicate with our employees no matter where they are based," commented Charlotte Kensett, Senior Channel Manager for Corporate Communication at Nationwide. "We knew that delivering videos electronically was the way forward, but didn't want to commit resources to costly new hardware and long deployment times. Many traditional IT vendors suggested solutions involving large-scale investment in new hardware or network bandwidth upgrades, but this route was cost-prohibitive. The Kontiki solution immediately stood out as it's essentially just a piece of software and requires no hardware changes."

Kontiki's patented technology provided the engine for the original BBC iPlayer service and is used by companies in 180 countries, helping to deliver corporate videos to more than one million employees. Using Kontiki's analytics tool, Nationwide's communication team can now quickly collect vital data on how many people are viewing videos for compliance purposes.

"Distributing corporate videos online is an obvious route for businesses to take," commented Dan Vetras, CEO, Kontiki. "But, for a company the size of Nationwide, streaming large amounts of data like this can cause significant strain on IT infrastructure. With Kontiki, not only is the impact on the network significantly reduced, the business can gather valuable insights to optimise future content and prove the ROI of this vital communication channel."

For more information, please visit [www.kontiki.com](http://www.kontiki.com)

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Notes to editors:

#### About Nationwide Building Society

Nationwide is the UK's (and the world's) largest building society with 19,000 employees, over 700 branches, assets of £200 billion and 15 million customers. We are a leading provider of savings and mortgages, and increasingly also help our customers with their banking, insurance and investment needs. With no shareholders, we can focus exclusively on our customers' needs.

#### About Kontiki, Inc.

The Kontiki Enterprise Video Platform (EVP) is a cloud-based end-to-end solution that enables consumer-grade video engagement with enterprise-grade control over video delivery. Powering its solution is the patented Kontiki Enterprise Content Delivery Network (ECDN), which enables high quality holistic video communications with global reach that are secure, reliable, and network-friendly.

Kontiki's technology allows organizations to deliver Live Video Webcasting, Video On-Demand, and Community Video Portals over their existing networking infrastructure. Companies such as General Motors, Nestle, Wells Fargo, Ernst & Young, Starwood, Sephora, and Equinix have used Kontiki's solutions to extend enterprise communications and foster a video culture.

Learn more about us at:

<http://www.kontiki.com/>

<http://www.facebook.com/pages/Kontiki-Inc/185901884787159>

<http://twitter.com/#!/KontikiBizVideo>

<http://www.linkedin.com/company/kontiki>

<http://www.youtube.com/user/KontikiBizVideo?blend=2&ob=5>

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#### MEDIA CONTACT:

Alex Perryman

EML Wildfire Technology PR (<http://www.emlwildfire.com/>)

+44 208 408 8000

[kontiki@emlwildfire.com](mailto:kontiki@emlwildfire.com)