

# Digital Experience Solution

## Simple on-demand live event streaming in the cloud

Delivering compelling digital experiences has become a key marketing strategy and a natural extension of live events. Complexity and costs are a barrier to entry for many companies. Additionally, without real-time data and audience insights for optimizing content, companies can struggle to grow brand affinity and achieve real ROI.

The **Digital Experience Solution** brings together proven technology from partners MediaKind, Evertz Microsystems, and Lumen in a scalable on-demand service that moves the entire live stream process offsite and into the cloud, enabling remote teams to work together in real time. It leverages Microsoft Azure Synapse Analytics and Dynamics 365 Customer Insights to deliver rich analytics for event measurement and feedback in a secure environment.

### Challenges

- **Complex operations** due to the need for multiple vendors, navigating onsite logistics, and COVID-19 restrictions.
- **High operating costs** and up-front investments create barriers to entry and add pressure to deliver ROI.
- **Limited data and analytics** leave companies struggling to gain insights into consumer brand affinity.
- **Security for content and data** is critical to maintain, and breaches are inherent risks.
- **Monetization tactics** can be challenging to integrate and personalize, leading to poor experiences that erode trust in the brand.

**82% of consumers prefer live video over standard social media content.\***

\*"Live Video Stats: What Consumers Want" – Vimeo Livestream, 2017

### Benefits



**Simplify operations** by eliminating the need to coordinate with multiple vendors.



**Reduce your carbon footprint** with remote production teams and Microsoft cloud sustainability initiatives.



**Protect content and data** with advanced security and privacy features from Microsoft.



**Reduce operating costs** by enabling producers to work remotely.



**Create monetization opportunities** and build your customer funnel with personalized ad experiences for users.



**Gain valuable, timely audience insights** to increase customer engagement and retention.

## How it works

The **Digital Experience Solution** provides the full live stream delivery process while serving up rich analytics and protecting content.

- Ingest, encode, and deliver content to the cloud.
- Mix content from multiple sources in a user-friendly environment.
- Package, encode, and deliver content with ads to multiple endpoints.
- Seamlessly distribute content to any platform.
- Engage audiences with personalized, near real-time experiences.

## Leverage our partners and integrate with your existing solution providers and players

The solution is built with proven technology from Microsoft partners **MediaKind**, **Evertz Microsystems**, and **Lumen**. These tools are brought together in the cloud to help you manage the entire live stream process from raw feed ingestion to endpoint delivery.

Ingest

Produce

Prepare

Distribute

The solution also integrates seamlessly with your existing platforms and players. For example, if you already have the infrastructure for signal capture, a subscription management system, or a universal data platform, the solution can integrate with any or all of these to work within your environment.

## Test the Digital Experience Solution in a matter of weeks

Microsoft experts and partners will help you achieve proof of concept with an upcoming event.

Plan



Prepare



Deliver



Define event details including location, offsite requirements, connectivity, technical resources, endpoints, and the detailed event plan.

Connect event location to Azure, prepare delivery endpoints, deploy additional integrations and solutions, upload supporting media, and train the team.

Run pre-event testing and monitor the live event.

4 hours

2-3 days

2-5 weeks

## Get started today

Contact your Microsoft specialist for a demo and to discuss prerequisites, next steps, and your questions.