Online Event

Extend your Content
to a Global Audience

Cloud Communications, a division of NTT, Online Event is an award winning online events platform. It provides a better way to create **stimulating**, **measurable**, and **secure online event experiences**.

The user-friendly interface allows the audience to easily navigate within the environment and is designed to promote social interaction and collaboration among participants. Group chat, live and on-demand content streaming, and social sharing are just a few of the features that will **keep your audience engaged** from a **computer** or **mobile device**.

Using our industry experience, we've designed our platform to support more that 100,000 users concurrently on any device, anywhere in the world.

Challenges you're facing

Whether you're hosting your first webcast or looking to upgrade to a new solution, you're not alone.

Our diverse customers share one thing in common, they all have challenges made worse by costly and/or ineffective communications, leading to some of the following challenges:

Poor audience retention

Inconsistent messaging

Inability to measure impact

Slow time to market

Incremental revenue growth

Rising costs in travel and accessibility to key stakeholders

Lack of engagement

Key benefits

Cloud Communications Studio Online Event is a turnkey communication and engagement solution, providing interactive applications within an online environment that transforms meetings into virtual networking experiences.

- **Increase Event ROI**: Extend the life of your physical event by hosting it online, allowing your audience to register and consume content any time, even after the conclusion of your event.

- **Global reach**: With the industry's leading mobile experience you can reach iOS, Android, and Windows users, anytime, anywhere, in the world, without sacrificing any of the interactive features offered on desktop devices.

- **Personalized experience**: An engaging experience that promotes meaningful dialogue between presenter and audience, fostering knowledge transfer and collaboration.

- **Robust analytics & reporting**: Access to dashboards for real-time metrics, giving you the ability to track and measure your ROI immediately.

- **Single Destination Portal**: Host all of your content in a single destination, making it seamless for your audience to find and share relevant information.

- **Social interactivity**: Provide your audience with the most engaging experience incorporating interactive social elements such as group chats, social networking, lounges, and much more.

Use cases

Are you looking to extend the life of your physical event by hosting it online? Perhaps you want to host a sales kick-off meeting for your organization, or develop a virtual program designed to launch a new product to the market. The truth is

there are many use cases out there but finding the right solution isn't easy. Cloud Communications Digital Engagement offers a consultative approach to determine your use case and provide a solution that makes sense for your company.

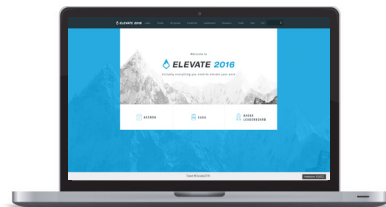Successful online event solutions include:

Product launches

Sales kick-off meetings

User conferences

Recruitment

Training

Tradeshows

Benchmarks

45% of registrants attend live

> **10%** of those registered and did not attend live attend on-demand

16% of those that attended live return to view on-demand

> **40%** of time spent by attendees is spent participating in presentations

Key features

Supports more than 100,000 users concurrently

White glove customer service and support

On-demand monthly hosting

Store content in a briefcase

Supports iOS, Android, and Windows devices

Adaptive bitrate video streaming

Fully customizable branded environments

Badging and Gamification

Access resource library

Content Tagging

Personalized registration & login pages

Deploy interactive webcasts

Organize content by tracks

Host HD videos

Instant access to real-time analytics and reporting

Testing and Certification capabilities

Community collaboration

Personalized agenda builder

Social content sharing

Space types

Just like a physical event or conference, spaces allow you to create the best user experiences for your audience. With many options to choose from, you can personalize spaces that meet your event goals. Use spaces to greet users in the Lobby, deliver presentations in the Theatre, and include an Exhibit Hall for your speakers.

The industry's **leading mobile experience supporting** iOS, Android, and Windows users.

Lobby

Auditorium

Resource Center

Sponsor Space

Exhibit Hall

User Profile

Help Desk

Networking Lounge

Activity Badge Center
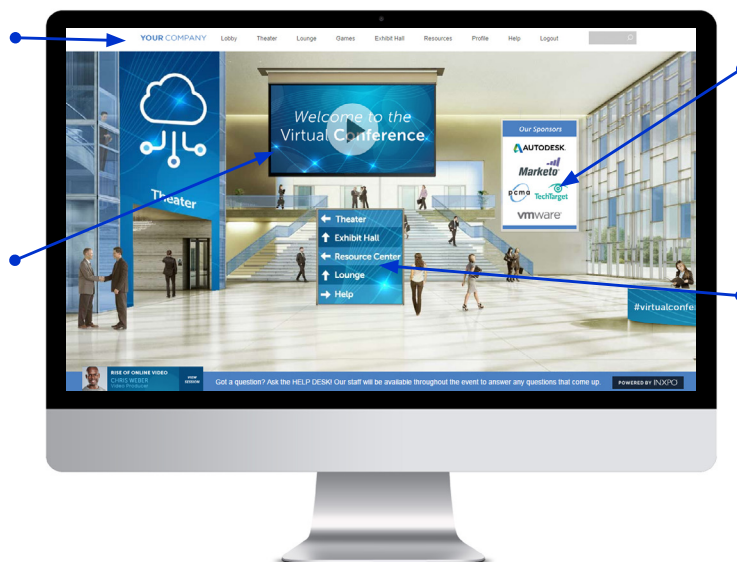
Games

Meeting Room

Prize Center

Feedback Surveys

See Who's Here

Universal Space (3D)

The universal space can be used as a multi-purpose landing or destination area and is optimized for mobile usage.
This space offers an event experience and the flexibility of using a pre-defined configuration option. Or start
with an empty canvas and design your own space.

Branding images: The
branding image area allows
for any graphic, such as logo
labelling or sponsoring
the space.

Display ads: This area can
display multiple ad spaces.
These ads can link to other
spaces or sponsors within
your event.
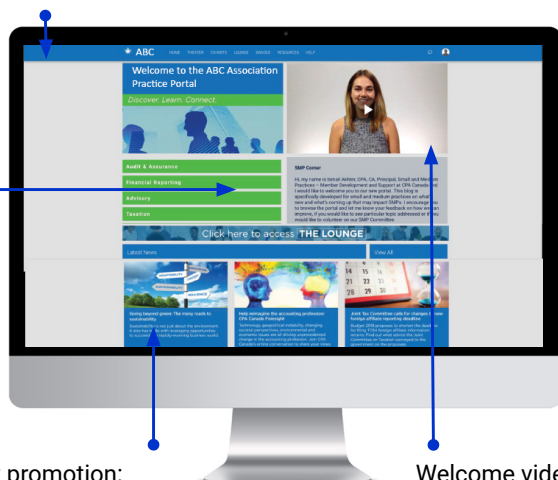
Welcome video: Branded
opening video for the space.

Hotspots: Create links to
other spaces or sponsors
within your event.

Responsive Space (2D)

The 2D Online Event is completely responsive and provides direct access to content.
The images adjust and scale according to the width of the browser or screen, and eventually become stacked.
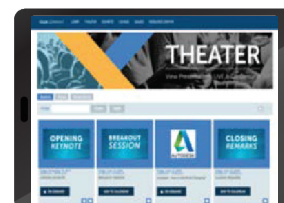
The navigation bar and drop down menus can be customized.

One-click navigation:
Links to theaters,
content, engagement
tools, and
collaborative spaces.

As a responsive space, it offers a
great online experience for mobile
device users.

Content promotion:
Link to content including
forthcoming presentations
and keynotes, live chat
room sessions, new
content, and sponsors.

Welcome video:
Branded opening video for the
online environment.
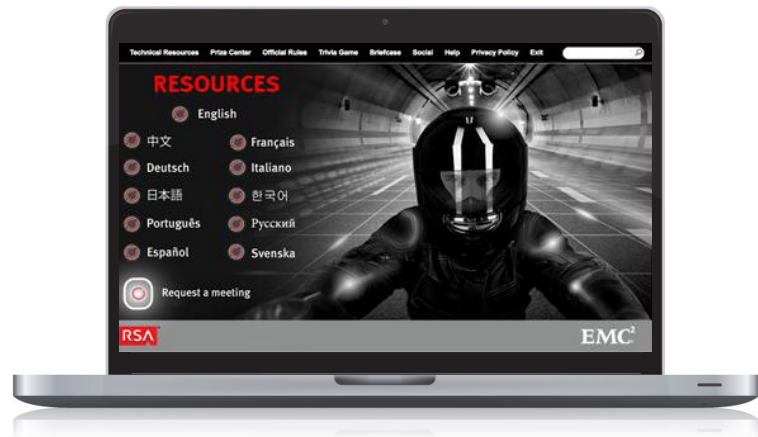
Case Study

RSA Security Analytics, global product launch

Challenges:

RSA, The Security Division of EMC, is the premier provider of security, risk and compliance management solutions for business acceleration. RSA helps world leading (including 90% of the Fortune 500) succeed by solving their most complex security challenges.

These include managing organizational risk, safeguarding mobile access and collaboration, providing compliance, and securing virtual and cloud environments.

Solution: Cloud Communications Studio Online Event.

9,500
online registrants

60%
from mobile devices

2,300
confirmed attendees

35
new sales appointments

About Cloud Communications and NTT Ltd.

Cloud Communications is a division of NTT Ltd., a global technology services company bringing together the expertise of leaders in the field, including Arkadin, NTT Communications, Dimension Data, and NTT Security. Focused on delivering smart communication to enable smarter workspaces, our mission is to provide world-class cloud communication solutions that enable dynamic collaboration interactions for improved workforce efficiency, productivity and engagement. As the Cloud Communications division of NTT, we specialize in unified communications, Cloud Voice and digital events, delivering tailored end-to-end consulting, deployment, and Managed Services to empower businesses and enable their digital workplace transformation. Together we enable the connected future. Visit us at our new website **hello.global.ntt**

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Together we do great things