



Enliten's Methodology For Developing Enterprise Communication Strategies & Solution Selection

Enterprise Challenge

The need for enterprise organizations to provide relevant, effective communications and training to employees and customers may be more critical today than ever before. This is a time where organizations are faced with challenges presented by the difficult economy, the changing workforce, and the continuous introduction of new technologies and communication tools. This is a time where visual communications is embraced by most individuals, especially the younger, technology-savvy generation, as a preferred means to be informed and trained. Much of this innovation and change is driven by the convergence of video (television - TV) and information technologies (IT) and the embracement of IP solutions as viable delivery vehicles for video and rich media content.

As a result of the TV/IT convergence, it is critical that media, IT, and other key departments align their efforts into a unified **Communications Strategy** to implement and support the right blend of traditional and new media solutions. The solution set needs to include tools to create, manage, deliver, and display content, as well as track and measure results.

In addition, it is critical that the departments involved collaborate to develop detailed workflow and change management processes, as well as operational and usage guidelines, to address the changing communications environment and assure the success of the implementation.

Enliten's Mission

To help enterprise organizations develop and/or enhance their video-based communication strategies and select the solution set that best meets their communications and training needs, including, but not limited to:

Driving Applications

Communications, Training, and Digital Signage.

Upgrades and Build-outs

Delivery Systems and Approaches;

Display Systems and Solutions (Digital Signage, Group Viewing Environments, Individual and/or Small Group Viewing);

Production Studios and Field Systems to High Definition (HDTV);

Auditoriums, Conference Rooms & Training Centers (A/V & Video Conferencing Systems).

Delivery

Satellite, Terrestrial, Wireless;

Broadcast, Multicast, Webcast, Streaming, Video-on-Demand;

(Including Wide Area and Local Area Distribution).

Enliten's Methodology

Enliten's methodology applies to most video-based projects regardless of the technology, service, or communication requirement.

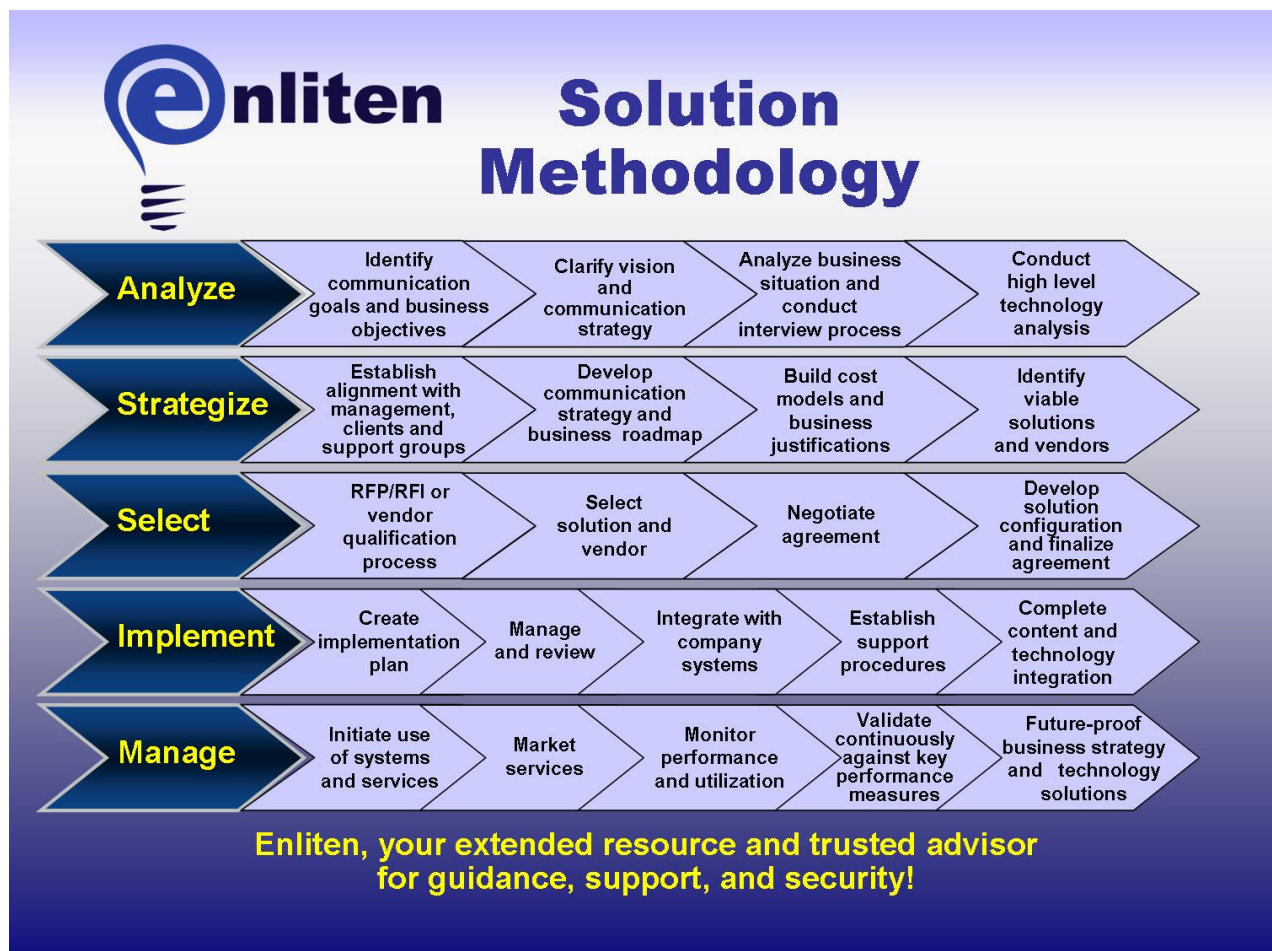
The methodology begins with the **Analysis Phase**, where we identify business objectives and communication goals to build them into a comprehensive Communications Strategy, including key elements: Content Strategy, Distribution Strategy, Functional and Technical Requirements, and development of the Cost Model and Business Justification.

The **Strategy Phase** is designed to get all stakeholders in the organization on the same page, develop required cost models, and establish the all-important communications strategy.

The **Selection Phase** includes the development of the Request for Proposal, which includes a detailed Statement of Work, based on the functional and technical requirements identified in the Analysis Phase, and Enliten's unique vendor pricing approach. Enliten provides guidance through the Selection Process, assuring the solution selected best meets the client's needs.

A key aspect of the **Implementation Phase** is to incorporate the appropriate workflow processes and cross-departmental guidelines and policies, which are in large part due to the convergence of video and information technologies.

Enliten provides guidance and support on an ongoing, or as needed basis, during the **Management Phase** to sustain successful implementation and assure the items built into the 'future-proofing' of the Communications Strategy are fulfilled.



Communication Requirement Analysis – Communications Strategy

The Communications Requirement Analysis may include any or all of the components typically addressed in a comprehensive Communications Strategy. The targeted deliverables are identified during the project planning phase, prior to on-site meetings. In the event a client has some or all of the components, Enliten's role may be to review, validate, and/or enhance the works and/or incorporate work completed into a unified strategy.

The primary objective is to get everyone in the organization on the same page and to the point where they fully understand their collective (and agreed upon) needs and the type of solution (including capabilities) desired. The expectation is that upon completion of this detailed exercise (investment of time and effort), the RFP and solution selection process will go smoothly.

Enliten's engagement may include:

1. Engagement and interaction (interviews, meetings, workshop sessions) with all key stakeholders, including but not limited to:
 - Executives, C-Level;
 - Clients, users/viewers;
 - Functional support organizations.
2. On-site meetings, including:
 - Tour of headquarters (campus) and other key locations, including:
 - Media centers and video production studios;
 - Transmission and switching center;
 - Areas and stations in workflow chain;
 - Display environments;
 - Content development, origination, and management;
 - Sampling of other viewing location types.

Process Phases may include:

- Communication Requirement Analysis and development of Communications Strategy:
 - Content Strategy;
 - Development of Functional and Technical Requirements;
 - Distribution Media Channel Selection(s);
 - Cost Model and/or Business Justification;
 - *Workflow Process;
 - *Governance Policies;
 - *May be developed during Pre-Deployment Phase.
- Development of a Request for Proposal (RFP) and/or Statement of Work (SOW),
- Request for Proposal (RFP) Process support, including:
 - Review and Evaluation of Responses,
- Contract Negotiations– Guidance on industry standards and thresholds,
- Develop Pre-Deployment Plan;
- Implementation, Testing and Certification;
- Establish Solution Success Factors (Sustainability).

Key Considerations addressed may include:

- Organization's:
 - Model:
 - Industry/business: manufacturing, hospitality, retail...;
 - Facilities: branch offices, plants, retail...;
 - Geographic locations (global, domestic, urban, rural...;
 - Video/media capabilities;

- Distribution infrastructure.
- Target audience;
- Viewing environment;
- Dedicated resources and funding;
- Resources to leverage;
- Alignment of key stakeholders and functional support groups;
- Workflow processes and governing policies.

Key factors:

Enliten believes there are a number of key factors regarding the development of a successful Communications Strategy. First and foremost:

It is not just having a good cost model.

It is knowing how the tools and solutions will be used, and that everyone is on board!

Other key factors include, but may not be limited to:

- The driving applications determine the (technology) solution. Do not let technology drive the choice, while looking for an application,
- The analysis conducted during the initial Communication Requirement Analysis phase will/may lead to the:
 - Development of a Content Strategy,
 - Determination of the Distribution Media Channel(s),
- Alignment and buy-in from executive levels, users, and functional support groups,
- Future-proofing for long-term sustainability, with considerations for video application trends, enterprise culture, infrastructure, executive buy-in and support,
- Benchmarking against best-of-breed, bleeding edge enterprise organizations.

Solution Selection (Request for Proposal) Process

Enliten has developed a comprehensive, validated approach to selecting video-based solutions and vendors, which in its entirety may be unique to the industry. It includes sections and approaches to assure the vendor responses are thorough and on target, saving time and resources, and minimizing vendor questions, issues, and room for error.

The primary goal is to obtain a complete and thorough understanding of each vendor’s proposed solution, including the total cost of ownership, in an easy to reference ‘apples-to-apples’ comparison. The expectation is that upon completion of this phase our client and vendor have a thorough understanding of how the selected solution will meet the specified requirements now and in the future.

Enliten’s Experience and Value

Enliten has extensive experience and history with enterprise communications (Messages, drivers, and missions are the typically the same as technologies have changed);

- Working at numerous video communication service companies;
- Providing guidance and services to enterprise organizations;
- Providing guidance and services to vendors in the video industry;
- Working with a wide range of client functional and support groups.

Enliten maintains total neutrality on approaches, solutions, and vendors.

Enliten’s perspective and approach has matured and evolved as the convergence of video (TV) and information technology (IT) continues.

Enliten’s approach and guidance provides continuity throughout the process.

Enliten’s guidance has resulted in validated successful outcomes.