KZO SaaS WEBCASTING

Highlights

Company

KZO Networks
www.kzonetworks.com

ISV Overview

Provider of open-source Flash video training and communication applications for corporate, higher-education and government solutions

Key Industry Needs

Reduces complexity and cost of recording events and presentations for communications and training

Solution

With SaaS, organizations do not pay for owning the software itself but rather for using it. Services are managed from KZO's network rather than at the customer's site, enabling them to access applications remotely via the Web

Key Business Benefits

Low introductory cost and scalable solution for executive briefings, product updates, reseller/partner training and research collaboration

Sun and KZO

KZO streaming video engine is open-source and its tools are written in Java, operating on OpenSolaris

Products

KZO Platform
KZO vCapture
KZO SaaS Webcasting

Industry Overview

Live interactive webcasting employing streaming video can foster engaging communication while also cultivating collaboration. Organizations today can meet the demands of a mobile, distributed workforce by recording live events that can be accessed by all employees at the same time regardless of their physical location. With live webcasting technologies employees can be informed about important information and products anytime-anywhere.

Solution Overview

KZO Networks (KZO) has transformed its unique KZO Platform into a Software as a Solution (SaaS) webcast offering employing open-source Flash video to assist organizations with their communications and training demands. SaaS allows organizations to produce live and video-on-demand (VOD) webcasts at a cost less than paying for licensed applications since SaaS pricing is based on a monthly fee. SaaS also removes the need for organizations to handle the installation, set-up and daily upkeep and maintenance.

KZO Webcasting Tools

KZO has been developing real-time collaboration-based digital tools for webcasting applications over the past five years. Applications are written in Java and employ a Flash video engine to allow media to stream through the browser - not a video player, making the KZO application easy to use and eliminating the need to download third party applications, like Windows Media, RealVideo and QuickTime.

Key Benefits

- Valuable events and presentations are produced quickly and inexpensively
- Instructor-led courses reach more students online anytime, anywhere
- students review content to supplement classroom experiences and virtually bring industry experts from around the world into the traditional classroom
- Real time content chaptering and simultaneous posting on a server allowing for immediate viewing as (VOD)
- Administrator functionality for editing and managing content
- Capable of producing live Hi-Definition Flash streaming video

Software as a Solution (SaaS)

The use of SaaS-based applications has grown dramatically because it provides a trial cost-effective alternative for organizations to achieve their business objectives than traditional packaged applications. Organizations can reduce internal operating costs and help lower total cost of ownership, implementation time is shortened and greater user acceptance is achieved.

With an inexpensive webcam and about $500 per month for SaaS fees, organizations can produce webcasts that can be viewed live and subsequently as VOD by anyone with an internet connection and a browser. Moreover, the webcasts are interactive and collaborative employing the latest Media 2.0 technologies.

The KZO Network

KZO has unique technological resources that serve to distinguish its capabilities. It has constructed a Network Operations Center (NOC) on an 8 Gigabit Fiber Optic backbone connecting to one of the world's largest Internet Service Providers. This gives KZO the ability to stream approximately 26,000 simultaneous broadband videos.

The KZO network architecture is further empowered by its co-location in one of the largest network 'peering' centers managed by Equinix. Peering partners negotiate and provide direct exchange of network traffic with each other, thereby avoiding congestion and optimizing performance. KZO's extensive peering network significantly improves the performance, quality of streaming video, and reduces cost.

KZO's Technology on Sun

Sun Microsystems, a leading proponent of open-source software solutions, has partnered with KZO to provide infrastructure support and enhance the performance of the Flash open-source video server. Sun's research laboratory is performance testing the KZO technology on OpenSolaris which offers a secure and robust enterprise solution.

Sun Education and Research

Sun seeks to help customers build the Digital Campus, a unified campus network in which individuals can interact and collaborate in a seamless, secure personalized environment. We've dedicated ourselves to providing people with all the tools they need to participate in the environment — no matter where they are— allowing them to reap the benefits of the Participation Age.

To find out more about Sun's technology and solutions for Education and Research, visit www.sun.com/edu or send email to edu-enterprise@sun.com