

Rev Event RunBook

Vbrick Guide to Executing Webcast Events

Version 1.4.1



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Introduction

The Vbrick Webcasting platform consists of three primary components, the Rev portal, the Distributed Media Engines (DME) and the video source devices (Cisco TCS, Cisco CMS, Rich Media Studio, VB9000 encoder, or other 3rd party encoders). All videos are stored and/or streamed from the DME's located in the customer network, or from the Rev Cloud Service. Videos are not stored or streamed from the Rev portal servers. Use Appendix C to track the Zones and DME locations.

Targeted Audience

This guide is targeted to Webcast Administrators, Event Administrators, and Webcast Consultants that plan and execute webcasts within the Vbrick Rev on-premise and/or Rev Cloud environments

Roles

This guide is targeted to Webcast Administrators, Event Administrators, and Webcast Consultants that plan and execute webcasts within the Vbrick Rev on-premise and/or Rev Cloud environments.

VBRICK ROLES

- ▶ Executive Representative (Large-Scale Cloud Events Only) – Executive team member who is designated with oversight of the event. This executive may be on the call, or may be available for contact. If the executive representative is on hand, they may make a call on a contingency plan, otherwise all calls are made in compliance with the published plan by the Event Coordinator.
- ▶ Principal Engineer (Large-Scale Cloud Events Only) – The Operations staff member designated to lead technical support activities for the event. Will have the ability to monitor all indicators and discover issues. The Engineer will enact the technical provisions of the plan, and will assist any supporting engineers with plan execution if that is necessary.
- ▶ Customer Liaison (Cloud Events Only) – The Vbrick staff member who is in contact with the customer, and who have taken on the role of single point of contact with the customer. If the project implementation stage is still active, this will be the Engagement Manager. If the solution is in production, the Customer Success Manager will be the customer liaison.

- ▶ Supporting Engineers (Large-Scale Cloud Events Only) – Members of the Operations staff who are available to assist with the event.

CUSTOMER ROLES

- ▶ Site Admin – Customer contact responsible for administering the Vbrick Rev environment.
- ▶ Event Admin – Customer contact assigned to run the live webcast within the Rev Environment.
- ▶ Webcast Admin – Customer contact responsible for organizing webcast.
- ▶ Network Support Admin – Customer contact able to provide network assistance on the customer network.

Logical Summary

The Vbrick Webcasting platform consists of 3 primary components, the Rev portal, the Distributed Media Engines (DME) and the Video source devices (Cisco TCS, Rich Media Studio, VB9000 encoder, or other 3rd party encoders).

All videos are stored and/or streamed from the DME's located in the customer network, or from the Rev Cloud Service. Videos are not stored or streamed from the Rev portal servers. Use Appendix C to track the Zones and DME locations.

Zones are created based on source IP addresses. Each zone defines the source IP address ranges and the streaming servers used to supply video to that zone. There may be one or many source servers supporting each zone. In a cloud environment, the zone architecture also allows a customer to point external and VPN users to the Vbrick cloud-based service called Rev Cloud, which offloads the video streaming from the customer network. Proper configuration of VPN split tunneling may be required for this to function properly for VPN users.

When a user selects a video or webcast a video player is displayed in their browser. This player connects directly with the video source as defined within their zone. Only videos stored or streamed from the source servers defined in their zone are displayed for selection. In addition, users only see videos that are compatible with their device so a user might log into the site using a Windows PC and see different videos than when they log in using their iPad. This zoning logic combined with the distributed streaming servers allows a customer to support the entire end-user community without significantly upgrading the WAN.

Webcasting Preparation

The key to a successful webcast revolves around thoroughly planning for the event. Whether the event is being held in the Rev Cloud or through an on-premise deployment of Rev, testing the event before the presentation takes place is imperative for finding any holes in planning or coverage of the event. Vbrick recommends running a test event at least a day before the actual event using the same source video, and emulating the production event as close as possible. Appendices A and B provide a checklist that can be used as a guide for running your test event and production event planning. Appendix D allows for tracking of any client issues during the testing phase of the event planning.

While this document does not guarantee a successful webcast, this document can be used for planning and executing webcasts within the Vbrick Rev on-premise and Rev Cloud environments with a higher degree of success. Event administrators can use this document for small or large webcasts, being sure to follow the checklist as a planning tool. Any changes to typical standard webcasts should be tested ahead of time to ensure any new techniques are successful. This guide is a general workflow recommendation and each deployed Rev environment can vary, possibly changing the importance of each of the recommended checklist items.

Preparing for Large-Scale Webcast Events

If a DME load test has never been performed on your network, Vbrick offers a “for pay” option to do DME load-testing within your environment to make sure the DMEs support the designed load allowance for the solution.

For large-scale webcast events consisting of over 2,000 concurrent users, we recommend some additional provisions to the preparation of the event. One week before the event, notify internal network administrators of the potential high network utilization for the event. Also, for Rev Cloud events, contact Vbrick to notify them of the upcoming event.

The day before the event (preferably more than 24 hours), check the health of the DMEs and cycle the power on the DMEs as needed. If that step is taken, be sure to ensure that they have properly restarted. Create a test webcast, making sure to use the same video source, encoders, and configurations that will be used for the actual event. Upload any PowerPoint presentations that will be used. Once the test event has been created, start the live broadcast source and start the webcast event in Rev. If you will be recording the event, start the recording, making sure that this option is available. Confirm all streams audio and video are working correctly. If you don't have test users, make sure you open a new incognito window or different browser to view the Live Webcast as a typical user would view, in addition to the event admin page. This includes verifying that all the viewer zones and the DMEs are streaming as designed. Once this has been verified,

stop the recording and the webcast and ensure that the recorded video is available as an on-demand recording and is playable.

The day of the event, start the encoder broadcast, ensuring to start the correct source encoder. Before starting the webcast make sure that the correct source encoder is selected. Also, be sure to use the correct permissions for the event. Upload any required PowerPoint presentation before starting the webcast. It is also recommended to enter a support email into the event description so that users experiencing trouble know how to reach out for assistance.

Up to 15 minutes before the event is scheduled to begin, start the Live Webcast. Make sure you open a new incognito window or different browser to view the Live Webcast as a typical user would view, in addition to the event admin page. Confirm all streams audio and video are working correctly. Have another user open up a browser to view the Live Webcast as a typical user would view. The event admin should be sure to keep open the event admin page. Verify that all the viewer zones and the DMEs are streaming as designed. Once you have verified everything is working as designed, start the recording before the event begins.

Upon conclusion of the event, stop the recording and then stop the Live Webcast. Wait for the recording to process then ensure it recorded properly by viewing it.

Appendix A: Rev Cloud Event Checklist

Live Event Checklist

ONE WEEK BEFORE THE EVENT

- ▶ For any event consisting of over 2,000 concurrent viewers email your Vbrick Customer Contact (This will either be the Customer Success contact or standard Vbrick Support) with webcast details:
 - Company Name and Point of Contact
 - Event Name
 - Event Date and Time
 - Expected viewer attendance
 - Notify internal Network Support Admins of potential high network utilization during the event
 - Send communication to end users regarding supported browsers and other information to help reduce support calls

24 HOURS BEFORE THE EVENT.

- ▶ Reboot DMEs (As needed)
 - Ensure DMEs restart without issue.
- ▶ Confirm needed hardware is operational and responsive
 - Encoders
 - DMEs
 - Set Top Boxes
- ▶ Create a test Event webcast
 - Make sure to use the same video source and encoder that will be used for the actual event
 - Upload a PowerPoint Presentation (any PPT will work if the actual presentation is not available at this time)
 - Use the same webcast configurations as the actual event, including event administrator, presentation profile, and webcast features (chat, Q&A, polling)
 - Test and confirm audio levels for the event and make sure not to adjust them between the test and the event
- ▶ Start the Encoder / Live Broadcast source
- ▶ Start the Live Webcast Event in REV
- ▶ Start a Recording in REV
 - Make sure this option is available and that you can successfully start a recording
- ▶ Confirm all streams audio & video are working correctly. If you don't have test users, make sure you open a new incognito window or different browser to view the Live Webcast as a typical user would view, in addition to the event admin page
 - All Zones and DMEs
 - Default / Internet
 - Wireless
 - VPN
 - Etc.

- ▶ Stop the recording and stop the Webcast

- Ensure the video recorded and that the on-demand version is playable
- ▶ Create the Event for the official webcast

ITEMS TO BE TESTED UP TO 1 HOUR BEFORE THE EVENT START.

- ▶ Verify the previous day checklist was completed
- ▶ Confirm the event time is correct
- ▶ Start the Encoder Broadcast
 - Make sure you start the correct source encoder
 - Confirm audio levels for event
- ▶

ITEMS TO BE TESTED UP 15 MINUTES BEFORE THE EVENT START TIME AND THINGS TO DO DURING AND AFTER THE EVENT.

- ▶ Before starting the Live Webcast
 - Make sure the correct source encoder is selected in the Rev Webcasts Event settings page
 - Make sure the correct permissions are set (Private, All Users, Public)
 - Make sure any PowerPoint presentations that need to be uploaded are done before starting the webcast
 - Make sure to include a support email address is in the event description
- ▶ Start the Live Webcast Event
 - Make sure you open a new incognito window or different browser to view the Live Webcast as a typical user would view, in addition to the event admin page
- ▶ Confirm all streams audio & video are working correctly. If you don't have test users, make sure you open a new incognito window or different browser to view the Live Webcast as a typical user would view, in addition to the event admin page
 - All Zones and DMEs
 - Default / Internet
 - Wireless
 - VPN
 - Etc.
- ▶ Start the Recording
 - Make sure to start the recording before the event starts
- ▶ Stop the Recording, stop the Live Webcast

- Wait for the recording to process then ensure it recorded properly by viewing it

Appendix B: On-Premise Rev Checklist

Live Broadcast

ONE WEEK BEFORE THE EVENT

- ▶ Notify internal Network Support Admins of potential high network utilization during the event
- ▶ Send communication to end users regarding supported browsers and other information to help reduce support calls

24 HOURS BEFORE THE EVENT.

- ▶ Reboot DME's (As needed)
 - Ensure DMEs restart without issue
- ▶ Confirm needed hardware is operational and responsive
 - Encoders
 - DMEs
 - Set Top Boxes
- ▶ Create a test Event webcast
 - Make sure to use the same video source and encoder that will be used for the actual event
 - Upload a PowerPoint Presentation (any PPT will work if the actual presentation is not available at this time)
 - Use the same webcast configurations as the actual event, including event administrator, presentation profile, and webcast features (chat, Q&A, polling)
 - Test and confirm audio levels for the event and make sure not to adjust them between the test and the actual event
- ▶ Start the Encoder / Live Broadcast source
- ▶ Start the Live Webcast Event in Rev
- ▶ Start a Recording in Rev
 - Make sure this option is available and that you can successfully start a recording

- ▶ Confirm all streams audio and video are working correctly. If you don't have test users, make sure you open a new incognito window or different browser to view the Live Webcast as a typical user would view, in addition to the event admin page
 - All Zones and DMEs
 - Default / Internet
 - Wireless
 - VPN
 - Etc.
- ▶ Stop the recording and stop the Webcast
 - Ensure the video recorded and that the on-demand version is playable
- ▶ Create Event for the official webcast

ITEMS TO BE TESTED UP TO 1 HOUR BEFORE THE EVENT START TIME.

- ▶ Verify that the previous day checklist was completed
- ▶ Confirm the event time is correct
- ▶ Start the Encoder Broadcast
 - Make sure you start the correct source encoder
 - Confirm audio levels for event

ITEMS TO BE TESTED UP TO 15 MINUTES BEFORE THE EVENT START TIME AND THINGS TO DO DURING + AFTER THE EVENT.

- ▶ Before starting the Live Webcast
 - Make sure the correct source encoder is selected in the Rev Webcasts Event settings page.
 - Make sure the correct permissions are set (Private, All Users, Public)
 - Make sure any PowerPoint Presentations that need to be uploaded are done before starting the webcast.
 - Make sure to include a support email address is in the event description.
- ▶ Start the Live Webcast Event
 - Make sure you open a new incognito window or different browser to view the Live Webcast as a typical user would view, in addition to the event admin page.

- ▶ Confirm all streams audio and video are working correctly. If you don't have test users, make sure you open a new incognito window or different browser to view the Live Webcast as a typical user would view, in addition to the event admin page.
 - All Zones and DMEs
 - Default / Internet
 - Wireless
 - VPN
 - Etc.
- ▶ Start the Recording
 - Make sure to start the recording before the event starts.
- ▶ Stop the Recording, stop the Live Webcast
 - Wait for the recording to process then ensure it recorded properly by viewing it.

This table should be filled out by the customer to reference the Zones and DMEs used within the Webcasting deployment. Each field can be filled in with their detailed information, as well as the network connections upstream to aid in troubleshooting. Insert more rows as needed by the amount of zones/DMEs that you have within your deployment.

ZONE IP CHECKLIST	REGION	DME HOST NAME	DME TYPE	MULTICAST IP ADDRESS RANGE	SWITCH PORT INFORMATION What Sw(s) and Port(s) the DMEs are connected to.	DME SERVER IP ADDRESSES

Appendix D: Client Issue Tracking Table

The Client Issue Tracking Table is used during testing and troubleshooting to provide tracking of end-user issues and concerns. This is a sample of a table that may best be created as a spreadsheet.

USER	REV USER ID	OFFICE LOCATION	IP ADDRESS	BROWSER & VERSION	TIME OF ISSUE	DESCRIPTION OF ISSUE	STEPS TO REPRODUCE	ADDITIONAL INFO

