

# LEVEL 3<sup>®</sup> WEBCASTING SERVICES

## DELIVERING THE POWER OF ON-SITE EVENTS — VIRTUALLY

As the virtual communication model evolves, so do your business needs. To keep virtual participants and customers engaged, and to enable improved interaction, your conferencing platform has to be able to reach across geographic distance and provide an environment for conversation through an immersive experience.

The Level 3<sup>SM</sup> Webcasting services powered by ON24 are helping redefine enterprise communications. By enabling users to harness the power of the Internet to distribute multimedia content through a customizable and interactive interface, our Webcasting services provide rich functionality for enterprise applications, such as demand generation, collaboration, enterprise communications and corporate training.

### Business Solutions

**Marketing:** Cost-effectively increase awareness, generate high-quality leads, and drive demand for your products and services with solutions for demand generation, product launches, user conferences, and virtual tradeshows.

**Sales:** Enable the success of your sales force by providing them with the training and tools that they need to be effective, without removing them from the field or interrupting their regular sales cycles.

**Corporate Communications:** Communicate with your stakeholders, employees, customers and partners effectively, consistently and frequently — without the obstacles imposed by different time zones and geographies — to help increase the reach and effectiveness of your corporate communications.

**Training:** Provide critical training to employees, partners and customers without disrupting business continuity with the power to create fully interactive training webcasts and virtual training environments that can be delivered to anyone, anywhere, anytime, from any device.

### Level 3 Webcasting Services

- Produce high-quality, high-ROI, live and on-demand webcasts to help expand the reach and value of your marketing, training, and corporate communications.
- Utilize the power of ON24's Webcasting Platform 10, which requires no downloads and can be viewed anywhere, from any device.
- Customize your platform for in-depth user engagement with branding options



Connecting geographically dispersed employees, customers, partners and suppliers around the world at a moment's notice has never been easier.

Level 3's Collaboration Solutions offer a suite of audio, video and web-conferencing services that help you boost workplace productivity while maximizing your organization's time, resources and global communications.

Harness the power of the Internet to  
distribute multimedia content and create an  
environment for conversation through an  
immersive experience.

### Level 3 Webcast Elite

- Self-service platform
- Customizable user console to promote your business' brand
- Interactive tools include social media and group collaboration applications
- Detailed real-time statistics on attendee activities with advanced reporting and analytics
- Enterprise-grade scalability and reliability
- No user downloads or plug-ins required, plus support for mobile devices

### Level 3 Managed Webcasting Services

- Webcasting Operations and Project Management team to guide you through the development and implementation of your webcast
- Event Coordination for trainers, moderators and presenters
- Webcasting and Video Conferencing Network Operations Center (NOC) for enhanced performance

### Level 3<sup>SM</sup> Virtual Events

- Engage and qualify your audience with interactive customized virtual events, like tradeshows or briefing centers
- Host live webcasts and scheduled events to attract and converse with viewers
- Allow your sponsors to design virtual booths and add marketing collateral using booth management tools
- Expose attendees to product information and direct them to follow-on chats and post-webcast networking
- Localize the environment in multiple languages for your global virtual events
- Interact with viewers and host live discussions using social networking tools
- Analyze user behavior and qualify leads using detailed online reporting

### Why Choose Level 3 Webcasting Services?

**We Own Our Network:** The collaboration network is the same telecommunications network used by data and voice customers. This means you can leverage existing VPN and voice networks for operating expense savings.

**Universal Global Experience:** We make a concerted effort to offer a consistent user experience everywhere you connect.

**Strong Inter-carrier Relationships:** We have the advantage of leveraging our existing carrier volumes and relationships globally for aggressive pricing solutions, quicker service delivery and faster trouble resolution.

**Tenure Of Team:** The long tenure of the average Collaboration services team member means you benefit from our industry expertise and premium customer service.

**Superior Call Quality:** Ditech Echo Cancellers architecture installed as network augments support enhanced and superior international call quality.

**Industry-Leading Disaster Avoidance Strategy:** We support you with load balancing, dual provisioning, failover, and alternate routing to other bridges.

**Extended Global Reach:** We can provision toll-free numbers in a large number of countries to support a comprehensive and turn-key solution.

## ABOUT LEVEL 3

We build, operate and take end-to-end responsibility for the network solutions that connect you to the world. We put customers first and take ownership of reliability and security across our broad portfolio.

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**level3.com**

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