



# Mastercard Casestudy

*MasterCard  
International*



*“By employing video streaming, we're able to put a face and personality behind the message, which helps employees understand management reasoning and logic.”*

*Linda Locke  
VP, Global Communications  
MasterCard International*

## Introduction

MasterCard International is a global payments company with one of the most recognized brands in the world. Founded in 1966, the company has approximately 25,000 members and more than 29 million acceptance locations, and serves consumers and businesses in 210 countries and territories. Today, the company's brands — including MasterCard®, Cirrus® and Maestro® — are found on more than 1.7 billion credit, charge and debit cards in circulation.

MasterCard International is also a recognized leader in technology and innovation. The company operates Banknet, one of the world's largest global telecommunications networks. Its virtual private network, which updates Banknet to link new areas of the world to the global payments infrastructure, is the first such network in the industry.

## The Need

MasterCard International uses meetings to disseminate information and promote real-time interaction between employees and executives. However, with approximately 4,000 employees in more than 47 offices around the world, gathering people in one location can be prohibitively expensive and time-consuming. Even meetings confined to employees in a single city can mean taking everyone off-site for several hours and arranging for an auditorium, transportation, equipment and food. And email, though a useful tool in some instances, lacks the intensity and interactivity of face-to-face encounters.

The company needed a more efficient and cost-effective way to communicate with its employees, whether in a single location or worldwide, without losing the emotional, personal and interactive nature of face-to-face meetings. The company also wanted to accommodate those who might be traveling or telecommuting, as well as those who work second or third shifts.

## The Solution

In 2001, after evaluating a range of products, MasterCard International chose to work with Real® streaming media technology for much of the company's internal communications. Real technology, as the industry standard, was compatible with the company's existing systems and infrastructure. The company also needed a system that could span a variety of viewer connection speeds. Finally, the compression capabilities of RealAudio® and RealVideo® allowed large files to be compressed and moved around quickly and easily.

Real streaming media technology delivers more effective internal communications by providing the means to engage employees in personal, interactive meetings without the expense, complexity and productivity loss associated with having all participants present in one location at one time.

Recently, MasterCard International completed the largest structural event in its history — the integration of its European organization into the parent company. To celebrate, the company held a global webcast in which participants in St. Louis, Missouri; Purchase,

New York; and Brussels, Belgium, were networked together via live streaming video and audio.

To set up what MasterCard International billed as their "Integration Celebration," the staff at Real Consulting Services helped plan the event, determined the right components, deployed and tested the equipment, and figured out how far they could push the system [which was much further than MasterCard International had anticipated].

Thousands of employees joined the celebration — at the event locations, via their desktops or by telecommuting. They could see and hear their colleagues, send emails, ask questions, and even participate in a worldwide toast. According to MasterCard International, the production was flawless.

For individuals viewing an archived or live event at speeds of 56 Kbps and beyond, for those working off-site, for centrally located groups, and for those at worldwide all-hands meetings, Real technology delivers steady, uninterrupted video and audio to every participant.

- See and hear the presenter and experience the emotions, expressions, enthusiasm and sensitivity of the department head or executive in a way not possible with emails or conference calls
- Offer immediate feedback by answering pop-up questionnaires and postmeeting surveys
- Ask questions and receive answers in real time by emailing questions to an event moderator who relays them to the presenter
- View associated materials at the same time, including PowerPoint® slides, language translations and more
- Review archived versions of a meeting or presentation from anywhere at any time

No other company offers the seamless integration, exceptional flexibility, technical reliability, compression capability and open architecture of Real products and solutions.

## The Deployment

- Real Server Intranet 8.01: Redundant servers at each major location for fail-safe live broadcasting via a wide range of connection speeds
- RealProducer®Plus 8.51: Redundant copies at each major location for fail-safe encoding of both live and on-demand viewing
- RealPlayer®8.01: Deployed on all MasterCard International workstations, allowing employees to view content from their desktops
- Hardware: IBM 324, 325 and 360 servers
- Operating System: Microsoft® Windows® 2000
- Connectivity: 7 Mb ATM and 3 Mb Frame Circuit connections between major offices in St. Louis, Missouri; Purchase, New York; and Brussels, Belgium. T1 lines to smaller regional offices.

*“As a partner to MasterCard International, Real has been very beneficial. The support desk has been tremendous. The consulting services are great. Whenever we need Real, they are there to help us out.”*

**Terry Fox**

*Director, Global Messaging Services  
for Global Internal Technology  
MasterCard International*

*“We've received very positive feedback from all our employees about the use of video to the desktop. [Real technology] gives us all kinds of flexibility that we did not have in the past.”*

**Lois Miller**

*VP, Performance Improvement  
MasterCard International*

## **Mission Accomplished**

By deploying Real streaming media technology, MasterCard International now reaches more people for less money.

**Internal Communications** — Today, the company can reach more employees at any given time, anywhere in the world.

To make this more tangible — a traditional company meeting could only accommodate about 400 or 500 employees at a time. Now nearly 4,000 employees can see and hear the same messages.

Employees feel more involved and connected to the messages being delivered, participants can interact in real time, and meetings are less disruptive because participants can access live and archived events while on the road, at home, at their desktop or just about anywhere with an Internet connection.

**ROI** — In the past, numerous meetings called for renting halls and equipment, arranging transportation, providing food and accommodations, coordinating busy schedules, and generally disrupting the lives of all involved. These were expensive affairs. By taking advantage of Real technology, MasterCard can reduce meeting costs by more than 65 percent.

After a recent "face-to-face" meeting utilizing Real technology, participants were asked about the use of streaming media. In response, 100 percent of the participants agreed that streaming video was a good medium for company-wide meetings. In addition, 100 percent of the respondents rated the video and audio quality as "excellent."

## **Moving Forward**

MasterCard is in the process of upgrading to Helix™ Universal Server, the universal digital media server from Real. Helix allows companies to improve scalability and reduce bandwidth costs with an integrated content networking system designed to provision live and on-demand content reliably across distributed networks. Helix Universal Server streams RealAudio®, RealVideo®, Windows Media®, and QuickTime® formats from a single platform, thus reducing infrastructure, delivery, and administration costs.

## **About Real**

Real is the global leader in Internet media delivery. It develops and markets software products and services designed to enable users of personal computers and other consumer electronic devices to send and receive audio, video and other multimedia services using the Web.

Discover how Real can build streaming media solutions to help your organization communicate better while achieving a positive ROI. Visit us at [www.realnetworks.com](http://www.realnetworks.com) or contact a sales representative at **1-800-444-8011**.

Watch Linda Locke and others at MasterCard discuss their streaming media deployment.

Video case study available at:

[www.realnetworks.com/industries/resources/casestudies/](http://www.realnetworks.com/industries/resources/casestudies/)

