

# Bertelsmann Collaboration Platform develops into a wide-reaching community.

Event platform Arvato Systems Alive is an important component of BCP.

Launched in 2021, the Bertelsmann Collaboration Platform (BCP) has established itself as a high-reach tool for communicating and sharing knowledge. One success factor is hybrid events, which are technologically based on Arvato Systems Alive.

*„We wanted to create a collaborative environment where we could stream events smoothly, distribute content seamlessly, and provide recordings directly. Thanks to Arvato Systems Alive, we have achieved this with great success.“*

*- Rhys Nölke, Chief Data Officer of Bertelsmann Data Services GmbH*

## Initial Situation

The BCP began with the first Tech & Data Week in 2021 and has since developed into a valuable tool for the Bertelsmann Group. Employees from all areas are invited to use the BCP to further their education and share knowledge by participating in interactive communities and via news feeds, blog articles, project presentations, innovation camps, and hybrid live events.

## Vision

Bertelsmann wanted to promote the internal exchange of knowledge and cross-location collaboration. The BCP should be a means to this end, through which hybrid events with international speakers from different locations can be broadcast and consumed.

## Solution

As a tool for knowledge transfer, collaboration, and internal communication, the BCP is an ongoing project. It comprises various apps like event calendars, communities, blogs, ChatGPT, and the API Marketplace. The BCP is designed so that users can create and publish a wide range of their content. For example, Bertelsmann employees can report in blog posts and articles what they are currently working on and how other units can benefit from it. Some APIs developed by employees make it into the platform's marketplace so that other teams can install the API, increasing collaboration efficiency. The ChatGPT module is viral. This is a non-public version that runs on its domain. This means that internal company information is secure at all times.

## The Client

- Bertelsmann is a media, services, and education company active in around 50 countries worldwide.
- The group includes the entertainment company RTL Group, the book publishing group Penguin Random House, the music company BMG, the service provider Arvato Group, Bertelsmann Marketing Services, Bertelsmann Investments, and the Bertelsmann Education Group.
- Headquartered in Gütersloh, the Group employs around 165,000 people worldwide.

## Industry

- Media, services, and education





## Our Services

Arvato Systems Alive joins these applications. The event platform demonstrates its strength in the preparation (e.g., creation of landing pages, event promotion, and participant management), implementation (e.g., live streaming, breakout sessions, virtual meeting rooms), and follow-up (e.g., analytics, media library, data transfer to CRM) of events. The integrated video editing is particularly convenient. This feature allows recorded sessions to be edited directly after the live stream, company logos, music, opening and closing credits to be added, tags to be added, and videos to be made available on the BCP in real-time. All data is processed via Microsoft Azure, which Arvato Systems operates in German data centers. This protects sensitive data - even live streaming from a country like the USA.

## Customer Benefits

Bertelsmann has achieved its goals of increasing the number of users, promoting interaction, and exchanging knowledge. At the start of the first Tech & Data Week, the BCP had around 1,500 users. In fall 2023, it had about 6,000 registered users - and the trend is rising. The biggest drivers are hybrid events such as the annual Tech & Data Summit. The event is broadcast directly from Bertelsmann's historic representative office at Unter den Linden 1 in Berlin - with around 200 attendees on-site and a further 1,000 on various end devices. Arvato Systems' technology know-how and RTL's TV expertise will ensure the highest level of professionalism. Another flagship event is the GenAI Summit, fully integrated into the BCP. This means anyone who logs in once with their central login data via the Azure Active Directory (single sign-on) has direct access to all live streams, recordings, and event-specific content. Renowned speakers, such as Microsoft CTO Johannes Gehrke and tech analyst Benedict Evans, raise awareness of the events and joint sessions with providers such as Adobe and Google, which focus on new tools.

## Case Overview

### Task

- Hosting, operation, and further development of the BCP
- Live streaming of (hybrid) events

### Technology

- Arvato Systems Alive
- Vidispine

### Result

- The Bertelsmann Collaboration Platform is a solution that not only leaves nothing to be desired in terms of functionality but also supports the desired internal exchange and inspires more and more employees - not least because of the hybrid events.

You have questions, need information or a contact?  
Get in touch with us.

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### About Arvato Systems

As an international IT specialist and expert in artificial intelligence and multi-cloud services, Arvato Systems supports well-known companies in their digital transformation. Around 3,100 employees at over 25 locations worldwide stand for a high level of technical understanding, industry expertise and a clear focus on customer needs. As a team, we develop innovative IT solutions, bring our customers into the cloud, integrate digital processes and take over the operation and support of IT systems.

- Comprehensive IT solutions for industries such as retail, media, manufacturing, healthcare, public sector, energy and utilities
- Many years of experience in digital transformation
- Expertise in topics such as artificial intelligence, cloud computing, IT security, customer experience, e-commerce and business process management
- Expertise in many strong technologies and a strong ecosystem with partners such as Amazon Web Services, Google, Microsoft and SAP
- A wide range of infrastructure services such as managed services and application management based on these services

We can also map entire value chains as part of Arvato, which is part of the Bertelsmann Group. Thanks to our strong strategic partner network with top international players such as AWS, Google, Microsoft and SAP, we are continuously strengthening our expertise and utilising state-of-the-art technology. We Empower Digital Leaders.