

Rollins Corporation Takes Learning Global

Tempo Enterprise Media Platform Delivers Training to 10,000 Employees

Rollins Inc. is a premier North American consumer and commercial services company. Through its wholly owned subsidiaries, Orkin LLC, Orkin Canada, HomeTeam Pest Defense, Western Pest Services, The Industrial Fumigant Company, Waltham Services LLC, Crane Pest Control and TruTech, LLC, the company provides essential pest control services and protection against termite damage, rodents and insects to more than 2 million customers in the United States, Canada, Central America, South America, the Caribbean, the Middle East, Asia, the Mediterranean, Europe, Africa and Mexico from more than 500 locations.

Orkin's nearly 10,000 employees provide services to homeowners and numerous industries, including food and beverage processing, food-service, hospitality, healthcare, retail, warehousing, property/facilities management, schools and institutions.

Rollins University and Global Network

Rollins University is the Company's learning organization, responsible for providing training throughout the company and to its subsidiary brands. Located several miles outside of the Company's corporate headquarters in Atlanta, Rollins University is considered a strategic tool, presenting a significant competitive advantage over other pest control companies.



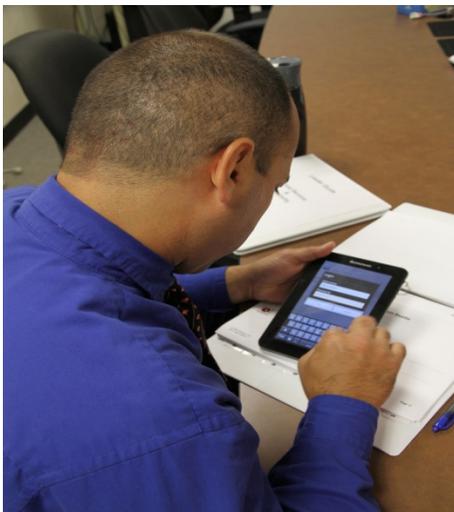
Rollins University uses a wide range of methods to train and inform employees, including instructor-led classroom training, technology-based training (CBT, virtual classroom), self-directed training, on-the-job training, and its primary learning tool—an interactive distance learning network, which had been satellite-based. Rollins University uses its training studio and satellite network to deliver about 40 hours of live product knowledge training each week to 350 branch locations. A typical live course has participants in training or break rooms at 50 to 70 locations at any given time. Corporate programs are being broadcasted to all employees on televisions at any of the Rollins Global Network sites, including the Rollins Customer Service Center (RCSC) and the corporate office.

A Network to Meet Today's Needs

In 2006, when the training network was implemented, minimal bandwidth was used to most branch, in some cases at dial-up speeds. As a result, satellite was the only viable option. By 2011, Rollins upgraded its terrestrial data network to its Orkin and Western brands, with a minimum of a T1 circuits to each of the 500 locations. However, less than 50% of each circuit was being utilized. The IT organization provided assurance that half of each circuit would be available for video-based training content.

At the same time, Rollins realized a new, more efficient system could leverage the newest technologies and would include the capability for interactive distance learning solutions and new media devices—both offering the potential for significant business benefits. Rollins' Training and Media Service organizations, in partnership with the IT department, formed a Project Team that began an in-depth process to identify the best approach and solution to meet the Company's growing training requirements.

It was a timely decision, as the Rollins' satellite network was nearing the technology's useful end of life and there was an opportunity to leverage available bandwidth on the company's terrestrial network.



Although satellite proved to be a cost effective, reliable training and communication solution for the domestic Orkin brand, the Project Team realized it was not likely a feasible approach for reaching other Rollins brands and international franchisees. It was clear that numerous viable terrestrial and hybrid satellite/terrestrial solutions were available and warranted investigation.

The Rollins' executive team agreed to invest the required resources for a next-generation learning and employee development solution. This proved invaluable as the Project Team vetted the Rollins terrestrial data network option and IT organization as a support resource throughout the solution selection process.

The Project Team extensively reviewed the Rollins terrestrial data network against satellite and other delivery options, white boarding the current system and interactive distance learning capabilities against possible next-generation features and benefits. Upgrading the Rollins terrestrial data network to be fully IP multicast enabled was a key factor in the process. It is fair to say that everyone, including the Training Organization, was concerned that a new system may not be as reliable as the satellite network.

Expansion, Improvement, New Media

Rollins has experienced steady growth, acquiring numerous domestic pest and termite control companies and expanding global franchise operations, while maintaining brand identities separate from Orkin Pest Control. Rapidly expanding way beyond the Company's original North American borders had pushed its satellite network beyond its capabilities. Looking to manage the growth streamline processes and improve business results, Rollins wanted to consolidate systems across all brands.

The primary objectives of the Project Team were clear: identify and implement a training solution that would exceed capabilities of the current system and provide value to the company. The next-generation solution needed to:

1. Replace the legacy platform, which was nearing the useful end of life
2. Improve, the high performance and training results attained by the current (satellite) network
3. Extend the reach of the network both domestically and globally

4. Improve the training and communication channels with customers, vendors and strategic partners
5. Support corporate communications as a secondary, but critical application
6. Control, and possibly reduce, costs through the implementation and ongoing management of a next-generation training solution.
7. Empower users to create and distribute their own content—from anywhere—with control features as appropriate

To be effective, Rollins determined that the network needed to deliver content to multiple viewing environments for live and on-demand programming: large screen televisions in the training and break rooms for group sessions; desktops; laptops and mobile devices, including tablets and smart phones.

Goals of a new interactive distance learning and communication platform ranged from financial concerns to enabling specific functionality.

- Improve interactive capabilities between instructors and their students
- Improve the overall learning experience for students
- Go mobile—deliver content to sales specialists and technicians in the field
- Accommodate global growth—expansion beyond North America
- Provide a cost-effective solution—an alternative to expanding its existing satellite network
- Enable a smooth migration to a new system with little or no down time
- Implement a highly reliable and intuitive, easy to use system

Solution Selection

The Project Team thoroughly researched and evaluated every conceivable functional, operational, and technical requirement that could contribute to achieving the company's business and training objectives. All relevant criteria, including desired as well as required functionality, was incorporated into the Request for Proposal (RFP). Rather than stipulating a specific network approach or design, the RFP encouraged vendors to propose how their solution could best meet Rollins needs.

Rollins noted that the responses led by video delivery companies (in many cases, satellite network integration companies) were well thought out solutions, addressing all aspects of a video-based interactive distance learning solution.

- Content creation
- Publishing
- Encoding and transcoding
- Content delivery
- Network management
- Display systems
- Interactive approaches and systems (including handheld devices)
- Audience tracking and measurement (analytics)

In addition, these proposals tended to more completely address Rollins' desire to acquire the solution under the auspices of Managed Video as a Service (MVaaS).

The Project Team selected a number of top-tier of providers to conduct onsite demonstrations and presentations to the entire evaluation team, which included additional representatives from the Rollins media and IT organizations, instructional designers, instructors and learning leaders from three Rollins brands. Because the Rollins terrestrial data network was still unproven, it was important to maintain the satellite option as a fail-safe.

One vendor, Globecomm, proposed its Tempo Enterprise Media Platform that supported Rollins delivery options (terrestrial or satellite), as well as provided Content Delivery Network (CDN) services over the public Internet to deliver content to audiences outside of the Rollins proprietary network with interactive distance learning and content management capabilities best suited for Rollins needs. Additional features and functions were incorporated into the Globecomm product roadmaps.



Globecomm's Tempo Enterprise Media Platform solution was determined to have the most functionality, provide the highest level of reliability, and integrate the most comprehensive suite of tools to facilitate all aspects of a streaming media platform that could be used for multiple purposes.

System Implementation

The immediate challenge for the Project Team was to beat the clock. After years of reliable service, the existing technology platform was wearing down and units were failing with increasing frequency. Globecomm and the Rollins Project Team worked through a substantial list of technical, operational and functional issues. In the spirit of partnership, Globecomm began production of the Tempo edge media devices, developed operational procedures and guidelines for a system test, and developed a system implementation plan, while final terms of the agreement were still being finalized.

One of the more critical issues was the upgrade of the Rollins MPLS data network to a fully enabled IP multicast network. Unfortunately, Rollins' terrestrial service provider was unable to conduct a successful demonstration of its multicast capabilities. With no network QOS or bandwidth management capabilities and no circuits ordered, a new terrestrial provider was needed. Adding a level of complexity, Rollins needed to implement its multicast solution prior the expiration of the existing satellite services agreement, which was only two months out. Sprint was selected and circuit contracts to individual branch offices were negotiated as they expired. Tools to track and measure the performance and effectiveness of the multicast network were developed and presented to management for approval.



"Globecomm provided the Rollins IT organization guidance and engineering support with IP multicasting and went the 'extra-mile' by developing scripts and procedures for the proof of concept test." Globecomm exceeded our expectations by providing the desired signal quality at a bandwidth rate more than 100Kbps lower than the targeted 768Kbps."

- David Gahan, Director of Communication Services

In a collaborative effort, the Project Team and its newly engaged partners—Globecomm and Sprint—successfully conducted a proof-of-concept pilot of the Tempo system over the Rollins IP multicast network. The test helped Rollins identify a number of issues to address prior to the

system-wide implementation and in time for the Rollins Global Network inaugural broadcast.

Tempo: best-of-breed content platform

The Tempo Enterprise Media Platform is based on a hybrid network architecture that allows for the transmission of live events and on-demand content to be simultaneously distributed over the Rollins MPLS network and Globecomm Internet CDN (Content Delivery Network).

In the 500 Orkin and Western branch offices supported by the Rollins MPLS network, Tempo distributes the program feed for viewing on newly installed flat screen televisions in break rooms that connect to computers via the location’s local area network (LAN). Other branches and international locations can access content over the public Internet via the Tempo CDN component. Bottom line: targeted viewers can access Rollins content on all required viewing environments, including laptops and mobile devices virtually anywhere in the world.

Tempo encompasses every aspect of the end-to-end training and communications workflow - no additional vendors needed

Managed Video as a Service

By integrating the highest quality hardware, software, and delivery solutions with Globecomm’s network monitoring, help desk, and life cycle support, Tempo is “solution plus service” for a completely managed corporate communications solution.

Rollins elected to implement Tempo—incorporating reliable file transfer servers, multi-format

streaming encoders, a transcoding platform and comprehensive video asset management system – as a Managed Video as a Service (MVaaS) for a completely interactive distance learning solution with numerous benefits.

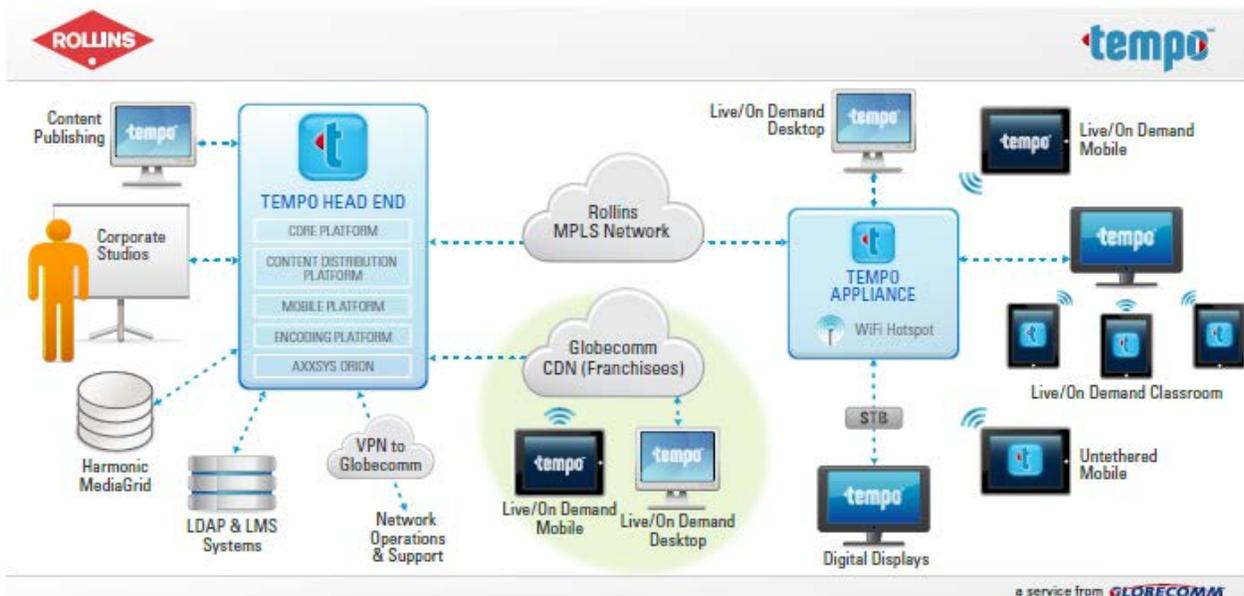
Globecomm’s Managed-Video-as-a-Service approach:

- Eliminates up-front capital costs
- Allows fixed monthly expense
- Mitigates risk of equipment obsolescence
- Globecomm maintains high-level system performance
- Upgrades are conducted automatically as required or per new release functionality

Applications and Interactivity

Tempo provides far more interactive capabilities than the previous system, featuring tablets that perform both as viewing devices and interactive keypads, and facilitating audio interaction through a built-in microphone. Wi-Fi capabilities are built into the Tempo edge device, allowing Rollins’ students to participate in classes from virtually anywhere in the branch office.

Applications provide specialized learning opportunities. A Live Classroom allows a group of students to watch on a single television monitor and interact using Android “keypad” technology. The platform also integrates with existing enterprise software applications, including Active



Globecomm’s Tempo Platform provides a complete streaming media platform, with integrated interactive distance learning components.

Directory and Learning Management Systems.



“With Tempo, we can create video training assets for delivery over multiple media channels and conduct interactive live and interactive on-demand courses to meet our students’ specific learning schedules.”

- Craig Goodwin, Rollins Director of Training

Content Conversion and Delivery

Based on its experience converting content for the satellite network, the Training organization invested significant effort into the design, conversion and creation of blended content solution for delivery over the Tempo platform. Globecomm was strategically involved in this process, limiting the time and effort of Rollins’ resources.

Media Asset Management and Storage

Any successful streaming media content platform must include advanced content management and storage capabilities. The Tempo Enterprise Media Platform includes a media asset management system located at the Rollins University studio, providing a smooth workflow process and user-friendly access to and management of all training and communication content. Tempo integration with the Media Asset Management system makes accessing and manipulating content easy and intuitive and a seamless part of the MVaaS provided.



“Globecomm’s content conversion engagement and support was very similar to their investment of time and effort even prior to the RFP, where they listened to our needs and desires and incorporated them into the proposed Tempo solution.”

- Craig Goodwin, Rollins Director of Training

Metrics

Like its parent company, Rollins University places great value on both individual and business metrics. The Tempo system provides extensive tools and measurement functionality, which allows Rollins to incorporate more interactivity and engagement into its training content and ability to measure student participation and learning.

Nearly real-time metrics are delivered to the instructor so changes can be made on the fly, or enabling the instructor to ask questions and engage in real-time to assess understanding. These metrics can also be leveraged to assess results and inform future training processes.

Enhancements and upgrades to Rollins Global Network are addressed on a regular basis as Rollins and its partner vendors optimize the performance of the system. Any issues and challenges identified along the way can be handled proactively.



“Tempo is a unique platform, which provides us the ability to grow and expand the reach of our training and communications. We like the fact that Tempo is a flexible software-based solution that can be modified and upgraded seamlessly and that the business relationship encourages Globecomm to continually improve the system capabilities.”

- Ramiro Banderas, Rollins Director of Media Services

Compelling Results

With the implementation of Tempo, Rollins achieved its distance learning goals through a complete content delivery platform, while also setting the stage for substantial long-term benefits.

- Nearly real-time metrics improves training effectiveness and procedures
- Extended network reach and effectiveness
- Improved training and communication with customers, vendors and strategic partners
- Content creation and sharing from anywhere
- Cost and resource savings through a flexible, scalable system
- High value system—multi-functionality enables sales applications and corporate communications
- More efficient use of bandwidth
- Proactive, timely training for new services and products
- An intuitive, easy-to-operate system

There are a number of ways Rollins expects Tempo to help drive company revenues and increase profits. For example, new or unique pest infestation situations that threaten specific or widespread geographic areas can be quickly addressed by training field technicians on appropriate treatments. As Rollins opens new offices or brings on new franchisees, employees can be trained quickly and efficiently in the field generating revenue in a timelier manner.

Running non-business applications over the network—(Pandora, Netflix, on-line shopping, etc.) was very costly in terms of dollars as well as time. While employees reacted emotionally when informed of the actions to limit access, they were very supportive when they understood that it saved the company \$120,000 each month.

Rollins and Globecomm worked through other issues such as network security and viewer authentication, as well the unique challenge of branch offices with multiple branch operations that caused a higher impact on the available capacity.



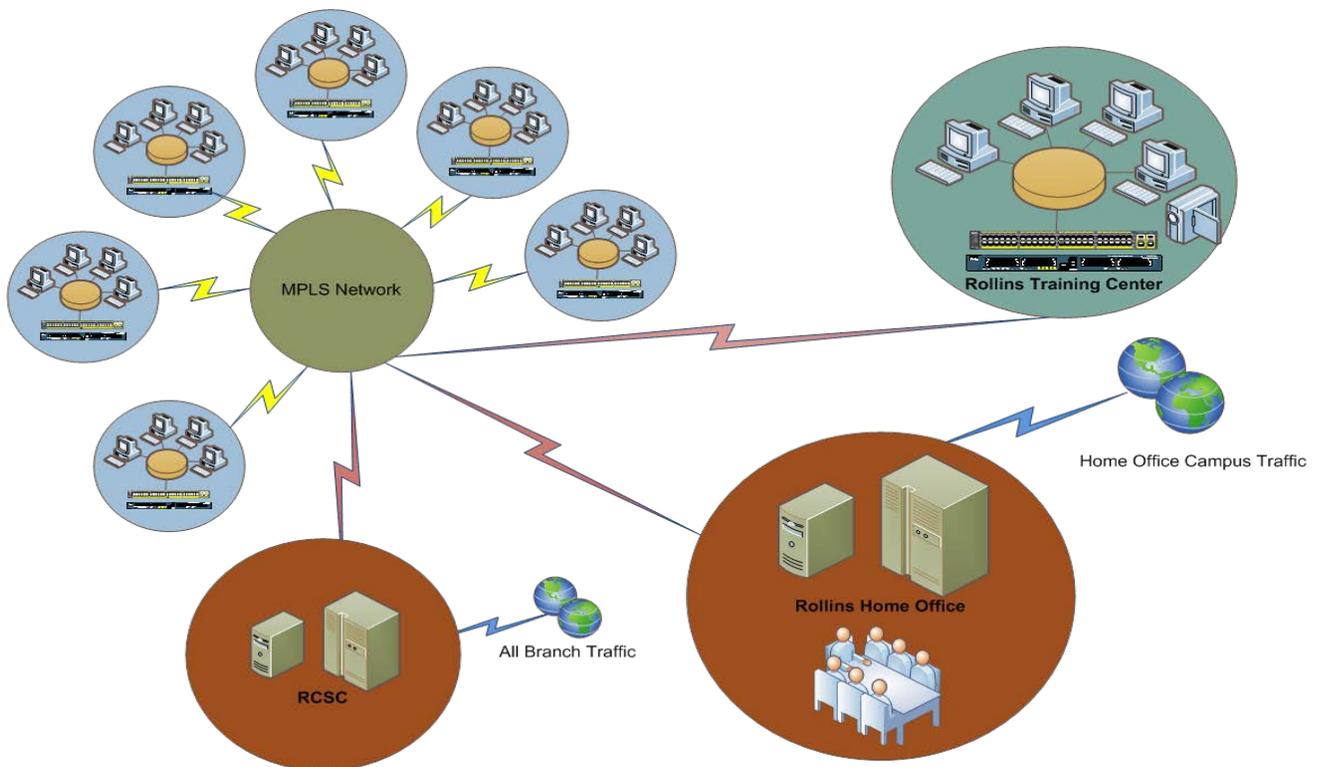
“Rollins now has a platform to reach entire Rollins population, where the company can leverage economies of scale, and improve uniformity and consistency of learning throughout the organization. We can also provide corporate communications and other information in an efficient and timely manner...both live and on-demand.”

- Craig Goodwin, Rollins Director of Training

Overall, Rollins calculates that improved processes and IT operations will save the company about 17% of bandwidth to the branches. And, by leveraging existing bandwidth to support the Rollins Global Network, the company gains a significant cost-offset against other delivery options.

Future Uses

The opportunities for a highly flexible streaming media platform such as Tempo are truly limitless. The network may be used to facilitate social



Overview of the Rollins network

media functions, which are growing in significance for nearly all companies and organizations, increasingly becoming part of everyday business. The platform may be used to communicate directly with customers. With the proper business rules in place, the sky is the limit.

"Tempo solves an integral problem that has faced corporations until now," said Ed Behan, Vice President for Enterprise Services at Globecomm. "In the past, corporate training required different vendors to address different parts of the process. Smart leveraging of the newest technology brings all of these processes together in one integrated platform, saving costs and better utilizing resources."



45 Oser Avenue
Hauppauge, NY 11788
+1 631-231-9800
info@globecommsystems.com
www.globecommsystems.com