KUDO for Microsoft Teams

Microsoft Channel Partners & Field
May 2022

Topics

1. Language Barriers in the workplace

2. KUDO overview

3. Introducing KUDO for Microsoft Teams

4. Opportunities for Microsoft Channel Partners and Field

5. Contact Information & Resources

1. Language Barriers in the workplace

The Impact of Language Barriers

KUDO

Inefficient Virtual Meetings

80% of the employees surveyed stated that **"understanding different accents"** was a challenge during virtual meetings
Source: CultureWizard

"It is not just accents that are difficult: the use of regional slang terms can cause miscommunications"

Loss of Profit

25% Of employers surveyed **lost business** due to a lack of foreign language skills

Source: American Council on the Teaching of Foreign Languages

Less productive teams

43% Of the senior executives surveyed stated that miscommunications due to language were leading to **inefficiency**

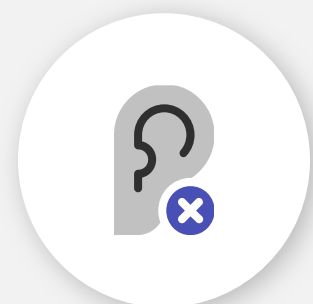**46%** Stated that **Productivity is lower** than it should be due to language barriers
Source: Rossetta Stone

Language is the last barrier to connection in video conferencing

When relying on business English, meaningful information is lost in translation

Deaf and hearing-impaired communities face particular challenges to inclusivity with video conferencing

Meeting engagement and productivity suffers if people cannot communicate in their mother tongue

2. KUDO Overview

KUDO Overview

KUDO is a multilingual meeting SaaS company built around a B2B managed marketplace powered by the largest network of professional conference interpreters.

Removing language barriers for businesses, globally!

KUDO

Removing language barriers with KUDO in Microsoft Teams

Broaden your global reach

Improve business communication

Increase accessibility & inclusion

Multiply engagement

Remote Simultaneous Interpretation
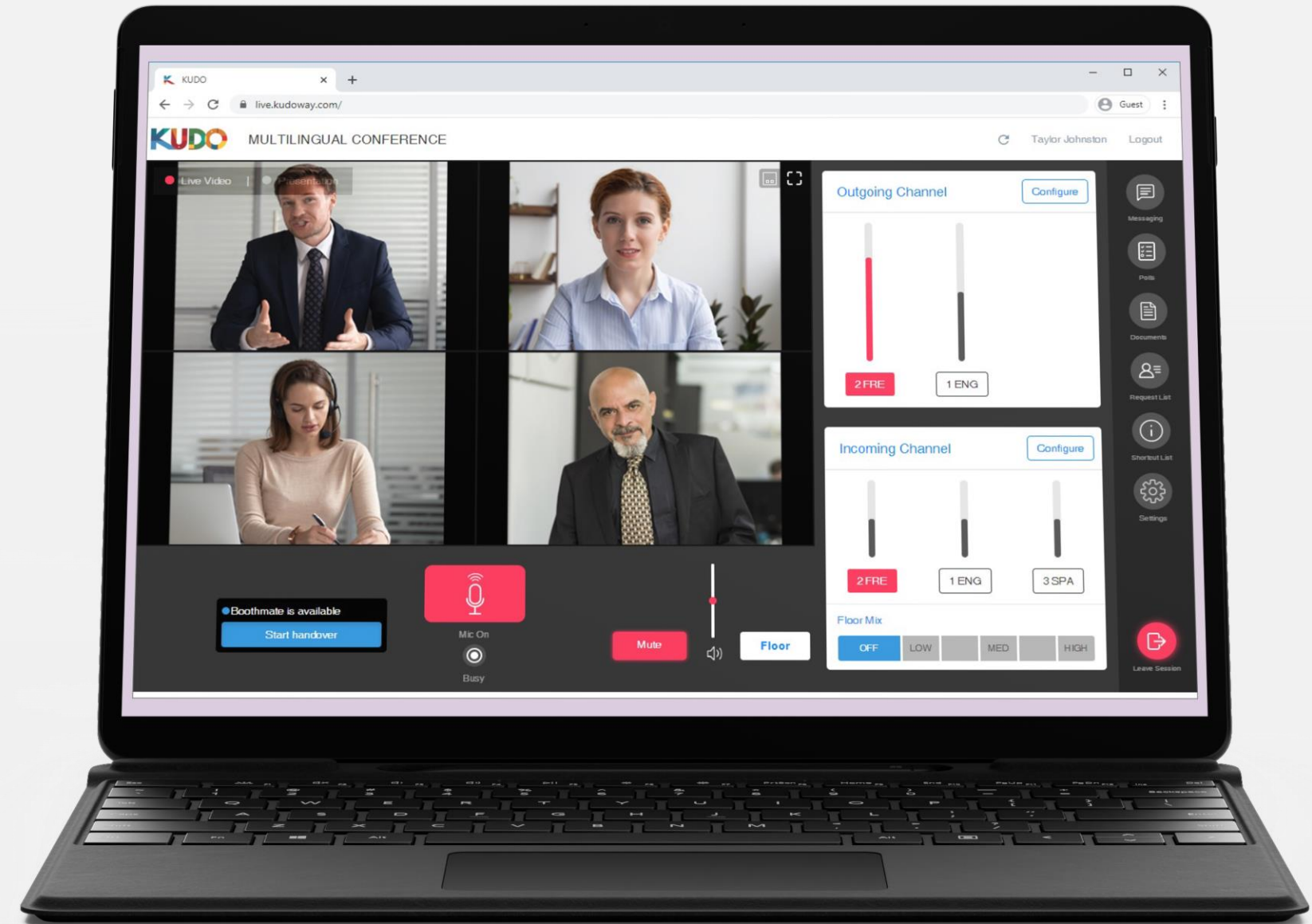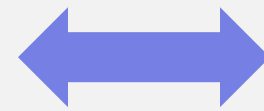
Democratizing access to UN-graded conference Interpreters via Remote Simultaneous Interpretation(RSI)

KUDO Security Program

SOC 2 Type 1 and Type 2 audits completed, providing assurance that controls are in place for the secure delivery of KUDO service

FedRAMP Moderate Readiness Assessment completed. FedRAMP authorization process ongoing

ISO/IEC 27001:2013 stages 1 and 2 of the Certification Audit ongoing

Any personal data is processed consistently with **GDPR** requirements while assuring of the appropriate level of security

Security built upon standards and best practices
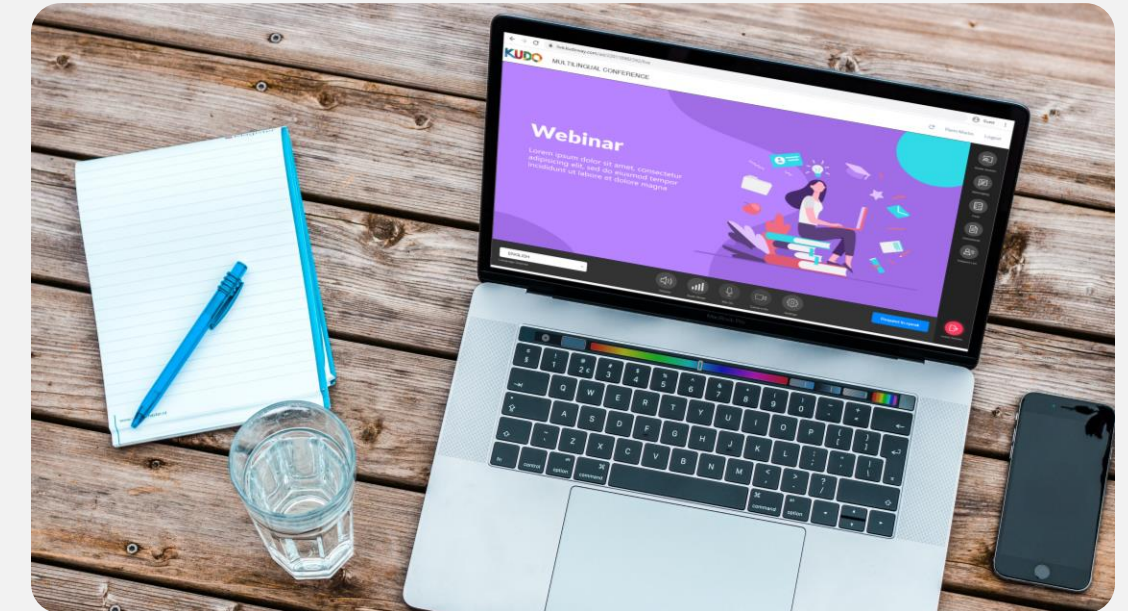
Multilingual Use Cases
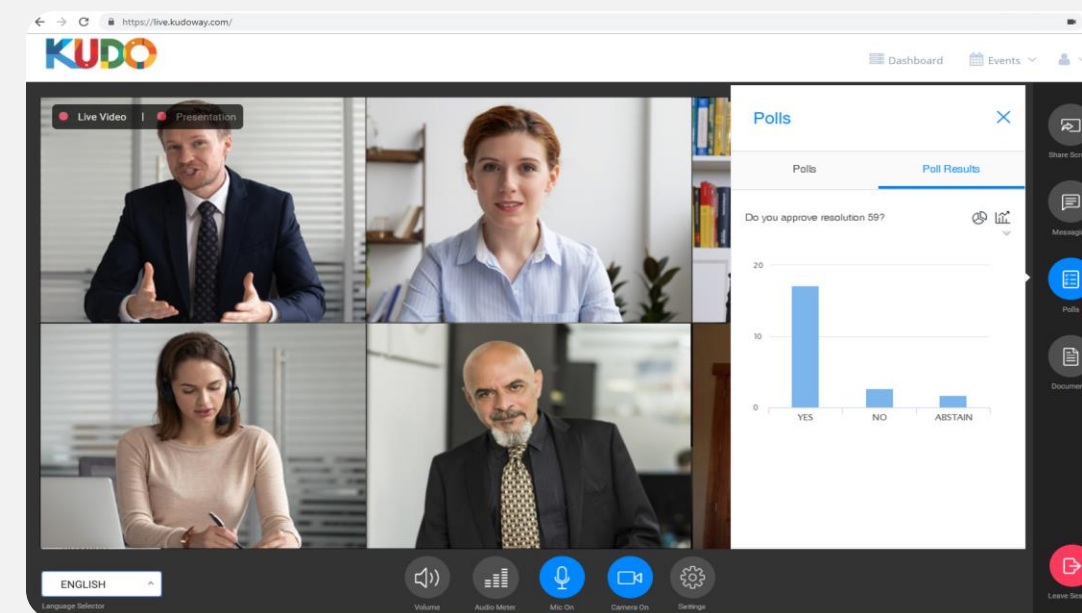
Board Meetings

Client Meetings

Webinars

Live Events

Global Town Halls

Real-life business applications

- Global expansion, business development
- Overseas manufacturing & distribution
- International partnerships
- Foreign and local communications
- International logistics
- International research
- Global marketing
- Town hall meetings
- Training and development
- Internal communication
- International affairs
- Diversity & inclusion representation
- ADA compliance

Customers

Government

Council of Europe / Conseil de l'Europe
European Parliament
NATO Parliamentary Assembly
NASA
United States Patent and Trademark Office, Department of Commerce
Deutscher Bundestag
SÉNAT
SUNDHEDS- OG ÆLDREMINISTERIET

United Nations
OAS — More rights for more people
WORLD BANK GROUP
ITU
IOM UN MIGRATION
European Patent Office
WFP
U.S. AIR FORCE

Associations

LIONS INTERNATIONAL
IMO — INTERNATIONAL MARITIME ORGANIZATION
Family for every child
OIV
ICCO
LOC. WORLD
PNNL

Enterprise

aws
PVH
THOMSON REUTERS
TELEBRAS
Ferrari
FUJITSU

citibank
citibanamex
Allianz Global Investors
stryker
eventmobi

Exec Education

HARVARD BUSINESS PUBLISHING
UNIVERSITÀ DI BOLOGNA
KU LEUVEN
BOĞAZİÇİ ÜNIVERSITESI 1863
Universidad de La Laguna
University of Ljubljana
ISIT Intercultural school — Talents pour le monde
emci — european masters in conference interpreting

3. Introducing KUDO for Microsoft Teams

Features

KUDO

Aあ

Multilingual

- Add as many as 32 languages per meeting

- Interpretation into 200+ spoken and sign languages.

- Access to KUDO's marketplace of 12,000+ vetted interpreters, matched by businesses category expertise.

- On-demand interpreter booking for streamlined logistics.

- Select interpretation languages and book professional interpreters directly in the Microsoft Teams interface.

- Access post-meeting recordings by language and reports.

Features

KUDO
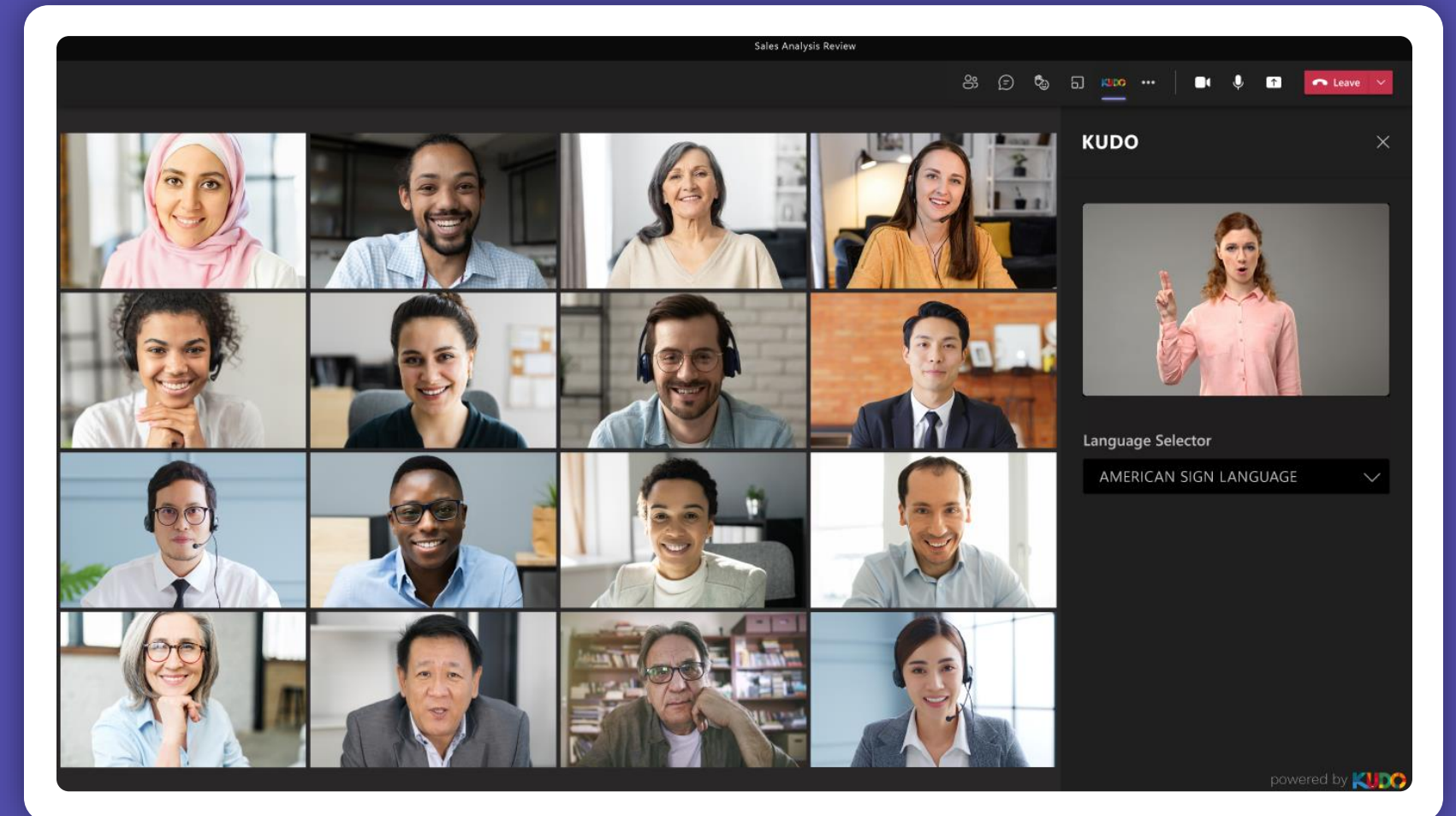
 Hybrid Meeting support

 Simultaneous Interpretation

 Advanced interpreting features

- Interpreter Relay.

- Smooth Handover – Dual listening mood.

- Auto floor.

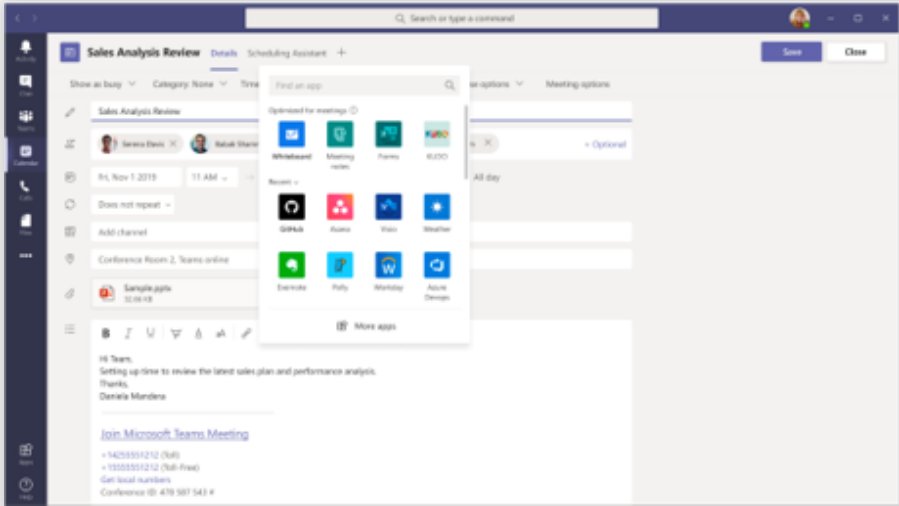 Secure platform – GDPR, FedRAMP, SOC2, ISO.
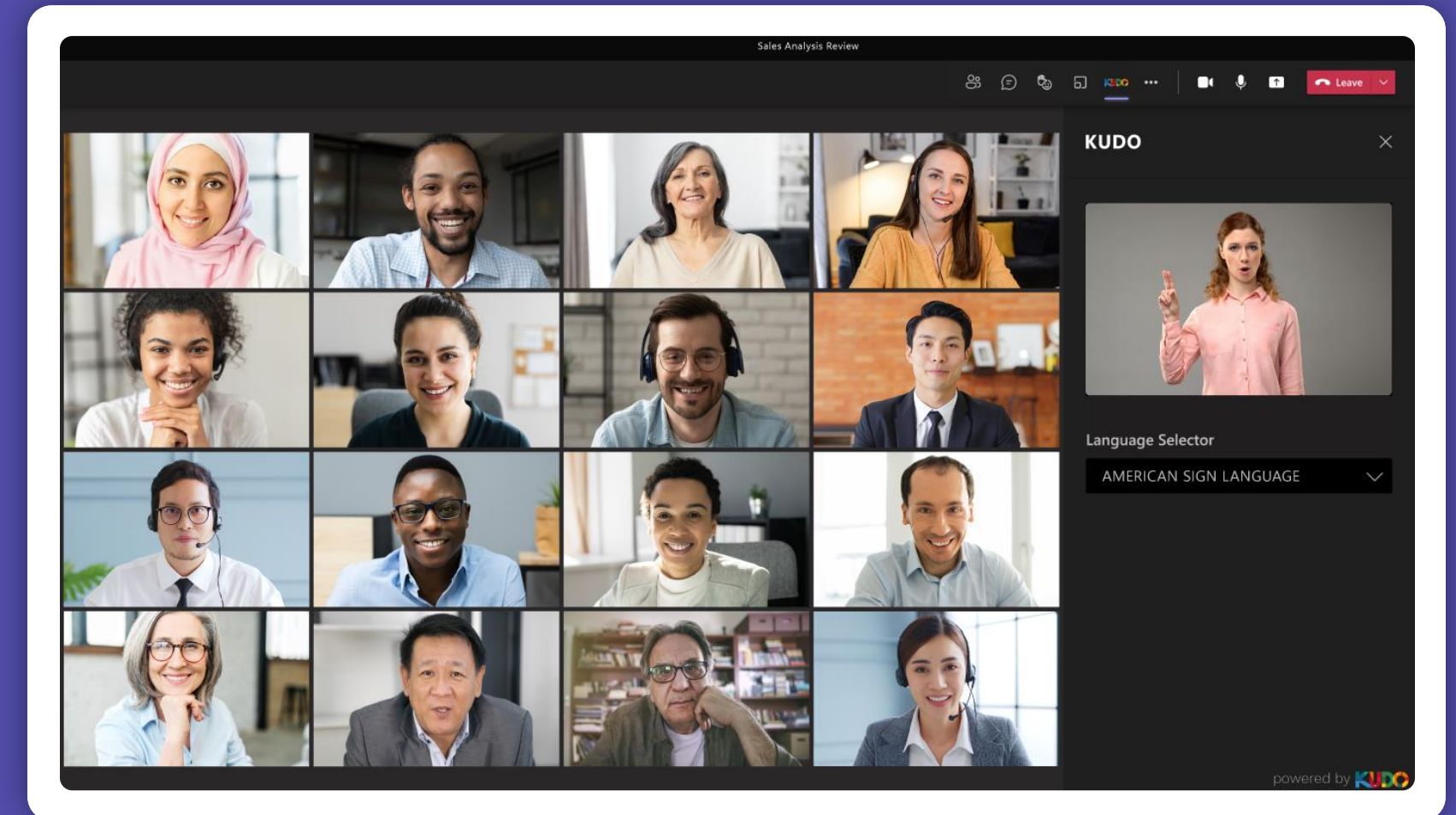
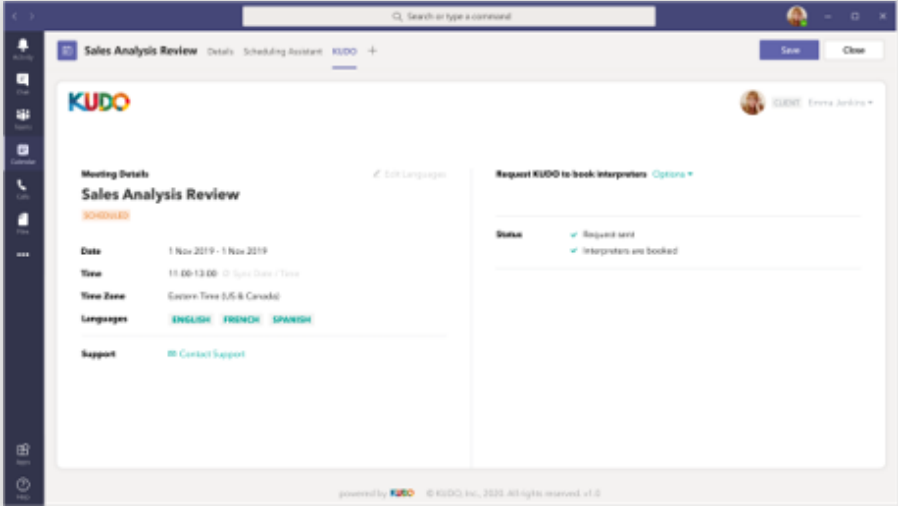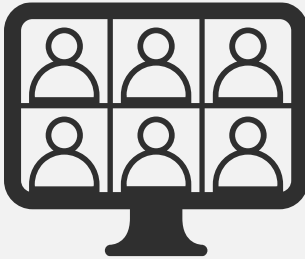# Book interpreters seamlessly directly within Microsoft Teams

Scheduling
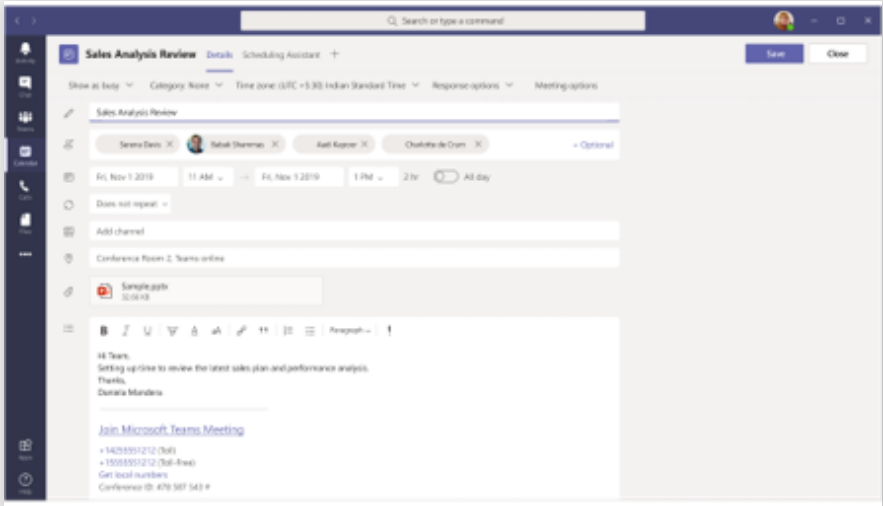
1 Schedule the Microsoft Teams meeting

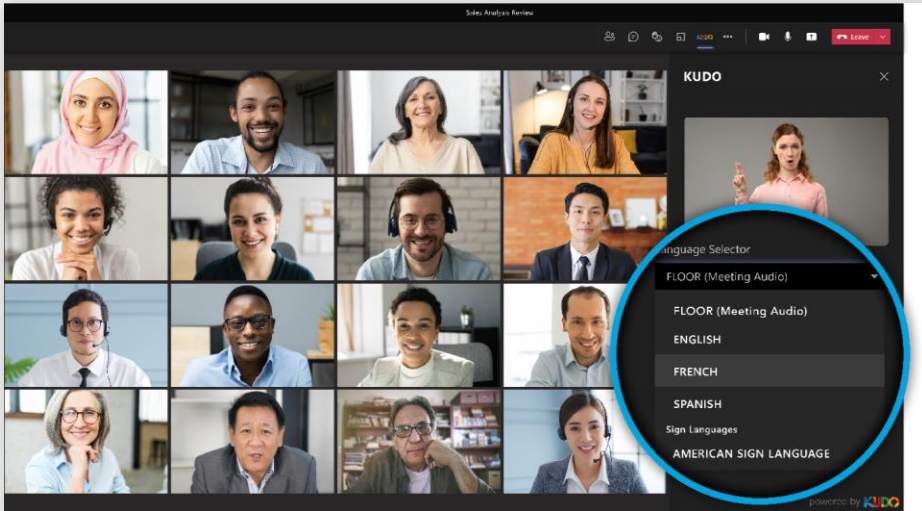**2** Add KUDO app to your Microsoft Teams meeting

3 Select interpretation languages and book the interpreters. You can also enable multilingual recording

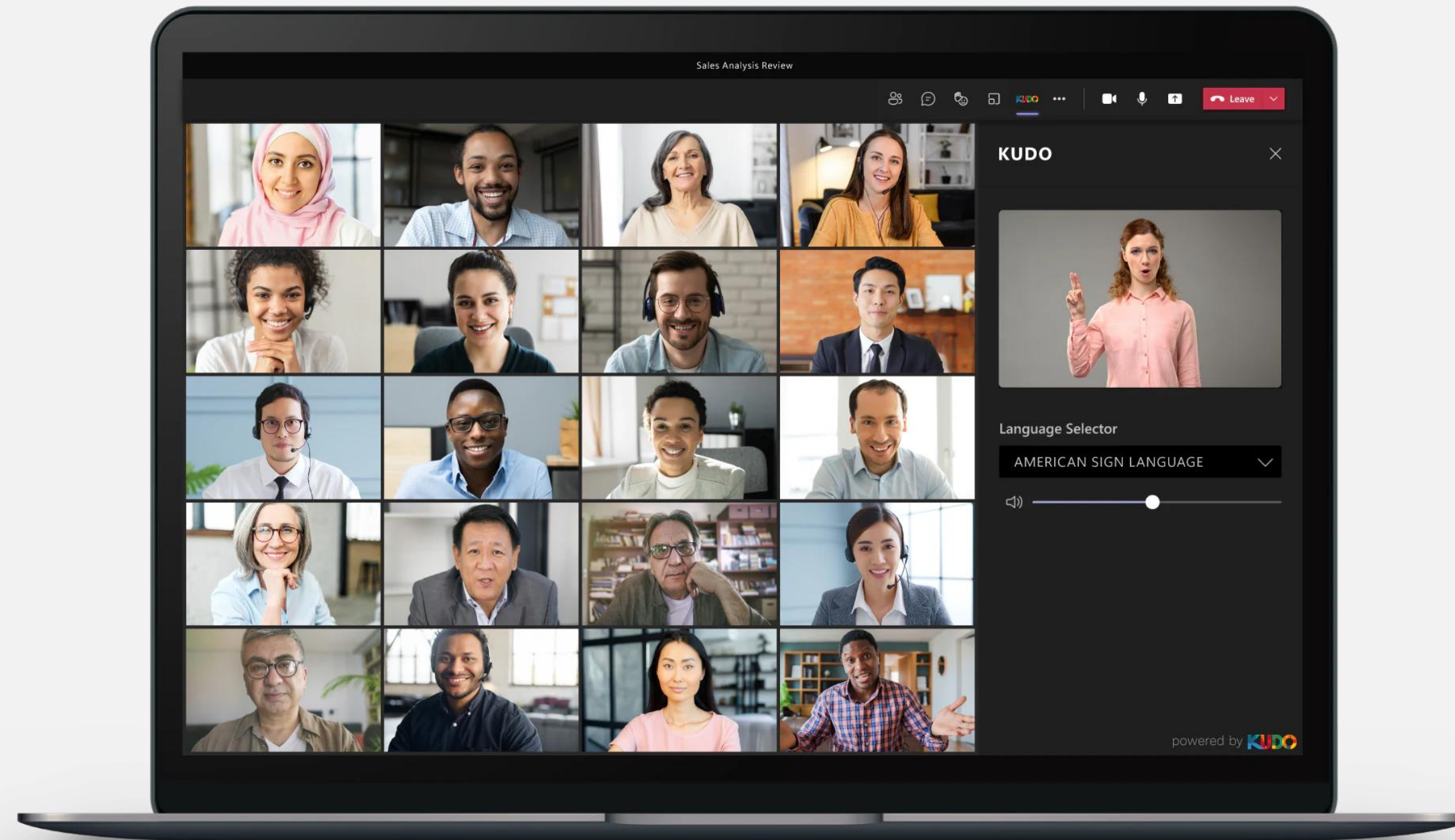**Meeting Participants**

1 Join MS Teams meeting and click KUDO icon bar to view the language selector

2 Select your preferred language!

Enjoy the Multilingual Meeting

See KUDO for Microsoft Teams in action here!

4. Opportunities for Microsoft Channel Partners and Field

KUDO products

The channel partners will be selling to their customer the following components:

- KUDO Core platform access- sold as an annual subscription
- Interpretation support sold in bundles of interpreter hours
- Recording- optional

For large meetings and webinars, the following services may be needed to ensure a smooth experience:

- Event management
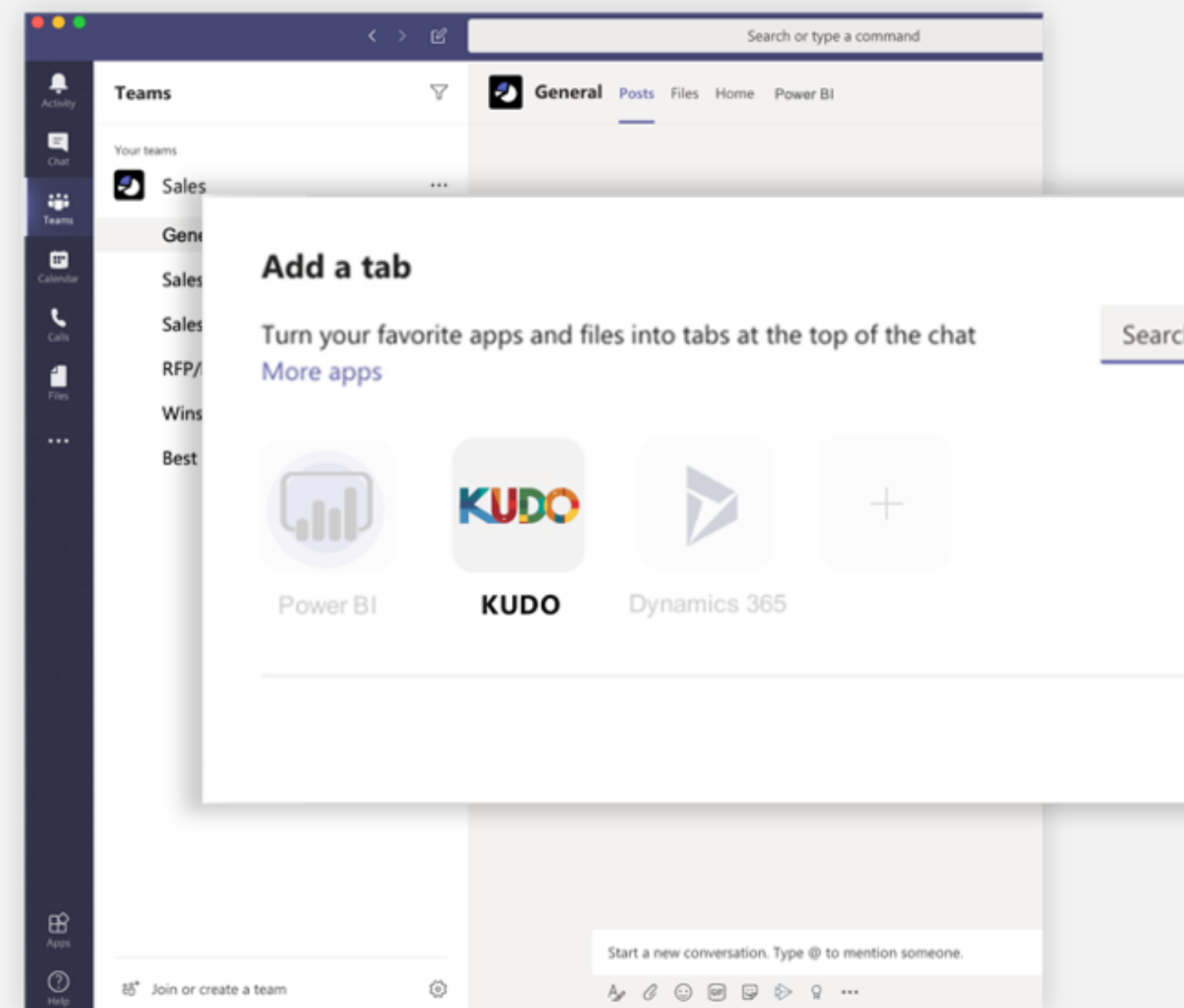- Meeting/event operator
- Digital Stage Manager

Expand use of Microsoft products

The KUDO app requires Microsoft Office 365 Licensing:

- Increase in Microsoft Teams MAU revenue

- Sell to new Microsoft Teams customers

- Global expansion within existing Microsoft Teams customers

Expand customer's Azure Storage needs, for multilingual meetings' recordings

KUDO achieved Co-sell Ready Status with Microsoft

- **Co-sell ready status** enables collaboration between KUDO and Microsoft's global sales team and channel partners to rapidly grow the sales and usage of KUDO for Microsoft Teams.

- Co-selling gives Microsoft visibility into traction of deals and can simplify legal and procurement processes.

- Available in Microsoft Commercial Marketplace, KUDO is a complete SaaS offering that unlocks a Microsoft Teams add-in.

KUDO for Microsoft Teams- At a Glance

What is KUDO?
KUDO is a multilingual meeting SaaS company powered by the largest network of professional interpreters

What is KUDO for Microsoft Teams?
Native Integration into Microsoft Teams enabling on-demand simultaneous language interpretation and other advanced language features

Key Use cases?
Client meetings, Board meetings, Live Events, Webinars, Global Townhall

Key customers
Nato, UN, Microsoft

Customer Span
APAC, EMEA, LATAM and NA

Notable Verticals
Federal, Government, FinServ, Tech, Healthcare, Non-profits, Global multinational

What is in it for customer
More inclusive, accessible, productive and engaging meetings

What is in it for Microsoft

Native Integration into Microsoft Teams enabling significant feature enhancement that furthers the competitive position of the Teams offering

How to engage
Microsoft field and partner identify customer need and connect with the KUDO team for demo and quoting. Contact can be through commercial marketplace or directly by e-mail.

sales@kudoway.com

5. Contact Information & Resources

Contact Information

KUDO Sales Contact:
https://kudoway.com/contact/

KUDO Support:
https://support.kudoway.com/hc/en-us

KUDO Partnership VP:
michal@kudoway.com

Microsoft Teams Integration Lead:
eyal.sharfertz@microsoft.com
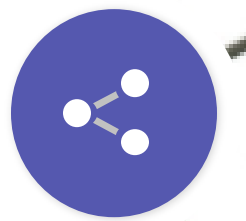
Resources

FAQ document

In the news:
Ignite 2020

A brief history of interpretation

KUDO Interpretation for Business Meetings

Press Release

KUDO demonstration for Microsoft*
Contact Sales

* The Demo account should be used only to review integration. For live customer demos with interpreters please involve KUDO Sales

Get the app now

Visit **AppSource** to get started with KUDO for Microsoft Teams