

Virtual Environment Role-Based Access

ROLE-BASED ACCESS

Keeping your audience engaged means delivering content and providing access to locations that best meets their level, interests, language, and more. To identify or map the best content and locations for viewers, ON24 has added the ability to assign specific roles to attendees and then deliver the content that is most applicable for the role. This "role-based access" feature allows you to:

- + Establish an role-based hierarchy (e.g., VIP, Member, Guest)
- + Offer and filter content by language preferences
- + Categorize attendees by interest and deliver content specific to their interests
- + Provide selective access to locations

The ability to deliver more targeted information to your viewers will strengthen your customer loyalty, and lead to more repeat viewers to your virtual environment.

How Does Role-Based Content Access Work?

The ON24 virtual environment platform allows content administrators to define "attendee roles" and use them to limit access to content and locations. For limiting access to content, roles are assigned to content using the "Add / Edit Content" panel. More than one role can be assigned to a specific content item (see below).

The screenshot shows the "Edit Content" dialog box with the following fields and options:

- Speaker: mer Bill Riley, Head of North American Marketing, Steta
- Duration: 01:15:00
- Launch Behavior: Open in new Browser Window
- Launch Webcast: Console
- Category: Webcasts
- Tracks: 101, Best Practices, Company/Organization Information, Lead Development / Management / Nurturing
- Keywords: Data Sheet, Documents, Indirect Sales - Channels, Presentations
- Attendee Roles: Attendee, Press

Buttons at the bottom: Save, Cancel

Content that has been assigned a role(s) is only visible to attendees that have the same role. As shown (above and below), several content items are only visible to attendees with the role "Press".

Role = Attendee
Webcasts = 5

Role = Press
Webcasts = 8

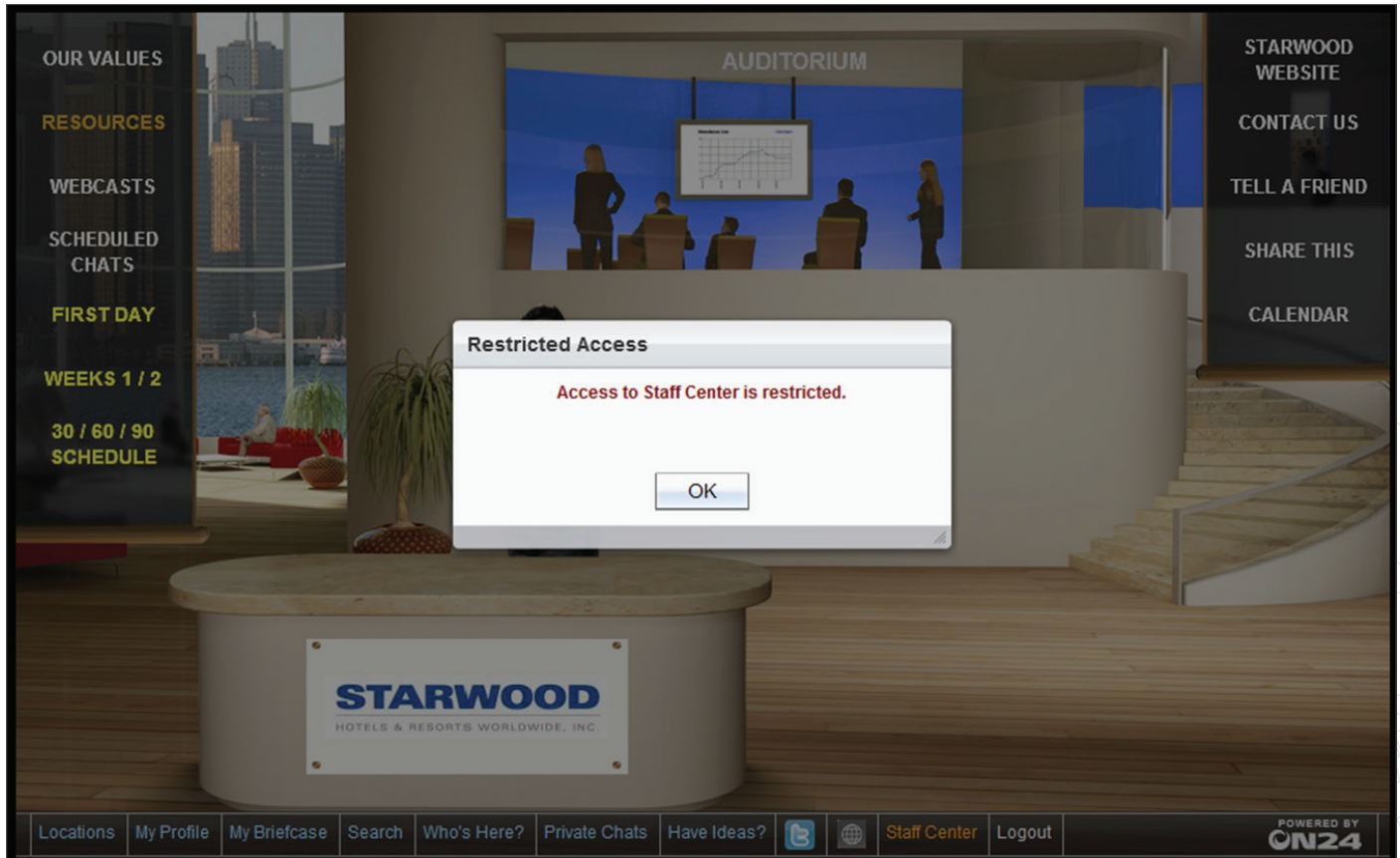
Roles can either be assigned or selected during the registration process. ON24’s role-based content access feature is a great way to identify and suggest content based on viewer interests. In this scenario, the roles are configured to represent areas of interest. Users can select an area of interest when registering or from within the virtual environment. The roles can then be used to either:

- + Only display content that matches the viewer’s selected area of interest
- + Recommend “suggested content” that matches the viewer’s selected area of interest.

The role-based content access feature allows marketers and content administrators to design unique experiences for each role (or persona).

Role-Based Location Access

Role-based location access allows you to define “restricted rooms” that can only be accessed by individuals with specific roles. For example, in a new hire onboarding application, a room for the HR staff and onboarding managers can be created; only employees with the roles of “HR Staff” and “Onboarding Manager” are granted access to the location. If a person with a different role attempts to access the restricted location, they receive an “access is restricted” message (see example below).



Using Roles to Filter Content by Language

Roles can be used to filter content by language preferences. This approach works as follows:

- + The attendees would be asked their content language preference (in the registration or within the virtual environment). Based on their selection, they would be assigned a specific role.
- + The select options for the roles would be the language preferences that you would like to offer the attendees.
- + Each content item would be assigned to one or more roles. That is, a content item can be displayed to attendees with different language preferences.

This “roles” selection would not alter the virtual environment interface or navigation in any way. It complements the ON24 features for supporting multiple languages and preferences.