Financial Services Leader Empowers Over 115K Users With 100 Monthly Webcasts, Setting a New Standard for Video Engagement

vbrick

Our client stands as a formidable presence in the finance world, operating as a multinational investment bank and financial services company. Renowned for its unwavering commitment to confidentiality and adherence to the strictest international data privacy regulations, the institution has secured its position as a trusted entity in all major financial centers worldwide. With substantial subsidiaries firmly established in the Americas, EMEA, and APAC markets, the client's reach spans across continents, offering a comprehensive suite of services to a diverse array of clients.

CHALLENGES: FROM LARGE-SCALE EVENTS TO REGULATORY REQUIREMENTS

With evolving needs and a legacy on-premises Vbrick solution outdated by several years, the multinational investment bank faced a critical juncture. With news of the impending acquisition of a global investment bank adding another layer of urgency, the client found themselves at a crossroads, and needed to swiftly scale their operations. Not only did they require a solution capable of handling this rapid expansion, but they also needed to seamlessly integrate for effective collaboration across the now-widened organizational landscape.

To maintain a reputation for being one of the strictest enterprises in terms of compliance, they had to navigate a delicate balance between meeting stringent security measures and empowering their teams with professional video production tools.

THE SOLUTION

Together with Vbrick, the client embarked on a migration journey — transitioning from a legacy on-premises system to a cutting-edge, cloud-based enterprise video platform (EVP) and Enterprise Content Delivery Network (eCDN) within a single month. This shift also encompassed the reassignment of all eCDN distribution nodes.

Speedy Deployment and Responsive Support: The decision to partner with Vbrick was rooted in the need for rapid deployment. Having already completed preparatory work such as Proof of Concept and InfoSec evaluations, the client soon discovered Vbrick's steadfast commitment to promptness, ensuring that challenges were met with swift solutions.

Integration With Microsoft Teams and Elevated Event Experiences: Vbrick's past transformation from a content management integrator to a certified content distribution partner provided the client with a boon — the ability to consolidate solutions. Previously faced with the potential complexity of managing separate eCDNs, they now found solace in a unified system.

Support for Recent Functionality: The transition was fortuitously timed with Microsoft's shift from Teams Events to Microsoft Town Hall, a change that Vbrick seamlessly supported. This not only streamlined operations but also elevated the client's capacity to host large-scale events, all within a familiar and robust user interface.

Meeting Regulatory Demands: Designed with a security-first approach, Vbrick's platform required no customization to meet the client's exacting safety standards. This inherent adaptability allowed the client to focus on refining their regulatory processes and rest assured that their video content remained secure and compliant.

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THE IMPACT

The client witnessed a transformative wave across its operations, redefining efficiency, security, and engagement.

User Engagement: Currently, the client's platform boasts an impressive user base of 115,000 individuals.

Professional Production Schedule: The more reliable cloud infrastructure now facilitates approximately 100 webcasts monthly, with the largest one having served 14,255 users.

Content Affecting Enterprise Culture: Since the client embraced a professionalized model with Vbrick's platform at its core, customers and employees now browse content as if on a live TV station.

Enhanced Security Measures: Automated reporting on sensitive video content, access permissions, and user activities fortify the client's defense-in-depth posture against advanced threats.

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WHAT'S NEXT FOR THE CLIENT AND FINANCIAL SERVICES IN GENERAL?

The client's partnership with Vbrick has already ignited a culture of innovation driven by a user-centric approach. This collaboration has inspired Vbrick to consider additional UI features based on direct user feedback, ensuring an immersive and dynamic user experience.

Vbrick is incredibly proud of its transformative impact on the client's digital infrastructure and financial services customers. Looking ahead, the exploration of Vbrick's AI functionality stands as a promising avenue for further enhancing the client's video ecosystem, propelling their operations into the forefront of technological advancement.

ABOUT VBRICK

Who We Are

Vbrick is a visionary technology company that designs, develops, and deploys intelligent enterprise video streaming solutions for organizations leading their fields. Our clients pursue growth by expanding their presence in new and existing markets, diversifying and deepening their relationships with new and current customers, and innovating their products, policies, and practices.

What We Create

Vbrick enables clients to engage communities of customers, co-workers, and collaborating partners with cloud-native video solutions. Our technology removes operational, performance, security, and integration barriers for enterprises, creating immersive, integrated video experiences that entertain, enlighten, and educate users.

How You Benefit

Working with Vbrick empowers your organization to fortify its brand reputation, best competitors, and share company culture with employees, partners, and customers, unlocking the true power of video to foster innovation, lead markets, and grow business for mutual success.

LEARN MORE

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