



CASE STUDY

Fortune 500 Mass Media Conglomerate Transforms Employee Experience with Vbrick Video and ServiceNow

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OVERVIEW

This Fortune 500 global media and entertainment company creates and distributes the world's most differentiated and complete portfolio of content and brands across television, film, and streaming.

THE CHALLENGE

Working with ServiceNow, the media conglomerate launched the ONE Portal Project. The project's goal was to consolidate their intranets and provide a single destination within ServiceNow Employee Center Pro (EC Pro) where the organization's nearly 60,000 global employees and contractors could access company information and service delivery.

The media conglomerate relies on video for important internal communications such as town halls and company-wide meetings, and providing all employees and contractors with easy access to on-demand video content within ServiceNow was crucial to the success of the ONE Portal Project. The conglomerate's existing legacy video tools presented significant integration challenges with ServiceNow; the potential workarounds were not sustainable to manage internally and did not align with the conglomerate's strategic goals. With the ONE Portal Project well underway, the conglomerate needed a proven video solution to seamlessly deliver native video in EC Pro for easy end-user access at launch.



THE SOLUTION

The media conglomerate turned to Vbrick to deliver a seamless video experience natively within ServiceNow. Working closely with the customer and ServiceNow teams, Vbrick was able to deploy the solution within a matter of weeks – meeting the project deadline.

Vbrick's native video integration enables secure, live and on-demand video embedded in virtually any ServiceNow page or portal, including EC Pro. With Vbrick, the conglomerate can now easily curate video experiences within ServiceNow, customizing layouts, incorporating playlists, and highlighting key video assets that align with end user journeys.

As the only cloud-based enterprise video platform with a certified integration to ServiceNow, Vbrick provides the conglomerate with simple, secure user authentication, including configurable roles for viewing permissions that ensure the right video content is available only to the right users. For the media conglomerate, Vbrick's ability to integrate with Okta Single Sign On simplifies user provisioning, streamlining the process for adding new users while applying the same security settings that are already configured within its ServiceNow instance. With this initial phase complete, the media conglomerate is set up to embed video anywhere within ServiceNow.

“Trying to integrate with video tools we had was very difficult and challenging. **Vbrick's integration with ServiceNow made my life so much easier.**”



THE RESULTS

For the media conglomerate, combining Vbrick with ServiceNow ensured that its most valuable video content is accessible in the heart of the company's new information hub in EC Pro.

- ⦿ **Streamlined digital employee experience:** the conglomerate's employees and contractors no longer need to visit multiple destinations to find vital information. Critical video assets, like company-wide meeting recordings, are now accessible within the EC Pro environment at launch, enhancing user experience, saving time, and boosting productivity.
- ⦿ **Secure access:** Vbrick's integration with ServiceNow guarantees secure access for all of the conglomerate's users. Employees are authenticated into ServiceNow, user permissions are maintained, and no additional credentials are required to access Vbrick-hosted video content embedded in EC Pro.
- ⦿ **Simplified admin workflows:** the conglomerate's admins can easily add Vbrick-hosted video content to EC Pro. User provisioning is streamlined through Vbrick's Okta integration, eliminating the need to manage permissions across multiple systems.
- ⦿ **Fast deployment:** Vbrick's out-of-the-box integration with ServiceNow provided a turnkey solution. Rapid deployment within the conglomerate's ServiceNow environment kept the ONE Portal Project on schedule, with several videos available in EC Pro at launch.

"We appreciate Vbrick's efforts in putting this project together at pace. We came to them at the 11th hour with the need for a rapid rollout, and **their product was so seamless and able to plug in at the right moment**, which was fantastic."

Video hosted in Vbrick can be seamlessly embedded in virtually any ServiceNow page or portal, enhancing knowledge sharing, improving processes, accelerating growth, and delivering a unified experience. To learn more about Vbrick's integration with ServiceNow, [watch this video](#) or visit [Vbrick.com/ServiceNow](https://www.vbrick.com/ServiceNow).

LEARN MORE

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