

CASE STUDY

Reducing Complexity, Accelerating Innovation, and Transforming Video

A Global Technology and Consulting Firm Consolidates Video Operations and Accelerates Innovation With Vbrick



OVERVIEW

This leading technology and consulting firm helps government agencies and enterprises solve complex challenges in cybersecurity, AI, digital transformation, and national security.

When evaluating the future of video delivery for its public-facing website, the organization faced a familiar enterprise challenge: balancing scalability, innovation, user experience, and operational efficiency across multiple disconnected video platforms.

The organization's digital experience team had long relied on Brightcove to power public-facing video experiences on the corporate website. However, growing dissatisfaction following Brightcove's acquisition by Bending Spoons created mounting concerns around support continuity, platform innovation, customer experience, and rising costs.

At the same time, the organizations AV operations team was already successfully leveraging Vbrick for mission-critical live events, executive broadcasts, and enterprise-wide video distribution.

Recognizing an opportunity to consolidate platforms, reduce operational complexity, and accelerate innovation, the organization expanded its use of Vbrick to support both internal and external video experiences.



THE CHALLENGE

The organization needed a scalable, developer-friendly video platform capable of supporting high-visibility public-facing web experiences while preserving existing content and analytics.

The team was also seeking to address growing dissatisfaction with its incumbent platform, Brightcove, driven by concerns over long-term support, limited product innovation, and increasing costs following Brightcove's acquisition.

Key requirements included:

- Rapid and seamless migration of thousands of video assets
- Preservation of metadata, transcripts, and analytics
- Flexible embedding and customization capabilities
- Strong API and SDK support
- Enterprise-grade scalability, security, and reliability
- The ability to support highly customized web experiences

THE SOLUTION

Building on its existing successful enterprise deployment of Vbrick, the organization consolidated public-facing and internal video workflows onto a single platform.

Using Vbrick's APIs and SDKs, the team migrated approximately 2,500 video assets, including metadata, transcripts, translations, and analytics history, and quickly established a test environment for its public-facing website. The migration progressed from implementation to QA testing within days, enabling a rapid production launch.

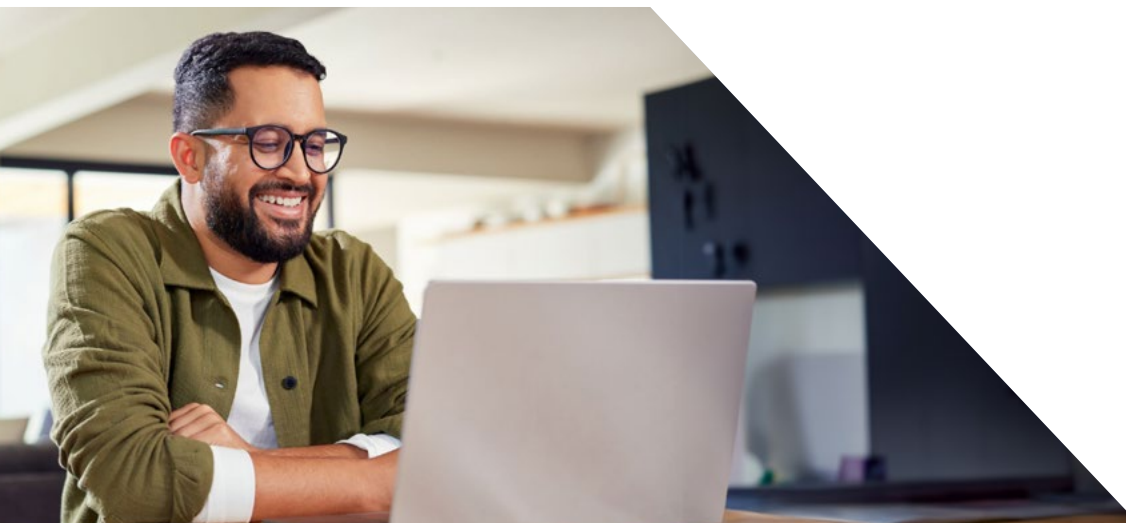
During the project, the organization also partnered with Vbrick to develop enhanced embedded video capabilities that allow organizations to remove all visible player controls and overlays, creating seamless looping video experiences that integrate naturally into modern web designs and digital signage.

THE RESULTS

By consolidating its public-facing and internal video operations on Vbrick, the organization streamlined enterprise video management, reduced operational complexity, and established a more agile foundation for future digital experiences. The organization was able to move quickly, leverage existing investments, and gain greater control over how video is delivered across its digital properties.

- **Consolidated public-facing and internal video operations onto a single platform**, creating a more unified approach to enterprise video while reducing the need to manage separate systems and vendors.
- **Migrated more than 2,500 video assets and associated metadata in a matter of days**, preserving valuable content, transcripts, translations, and historical analytics throughout the transition.
- **Reduced vendor complexity and operational overhead** by standardizing on a platform already trusted and deployed across the organization.
- **Accelerated deployment and time-to-value through robust APIs and SDKs**, enabling the team to rapidly test, validate, and launch new video experiences.
- **Gained greater flexibility and control over embedded web video experiences**, allowing developers to create more seamless, customized, and engaging user experiences across the public-facing website.

By standardizing on Vbrick, the organization transformed video from a fragmented technology stack into a unified strategic capability, enabling faster innovation, improved developer agility, and more engaging digital experiences.



LEARN MORE

Visit www.vbrick.com/demo or email: contactus@vbrick.com.



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