

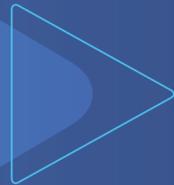


**HOW ENTERPRISES  
ARE USING VBRICK'S  
DEVELOPER PLATFORM**  
to create real business value



## CONTENTS

- 3 Introduction
- 4 **Customer use case:** Dealer connections portal for optimized video content management
- 5 **Customer use case:** Public gallery of testimonials for stronger customer engagement
- 6 **Customer use case:** Running massive virtual events with highly-scalable video delivery
- 7 Future applications of Vbrick's APIs and SDKs
- 8 Conclusion



## INTRODUCTION

The increasing reliance on video communications in enterprise and consumer settings has put pressure on organizations to deliver high-quality, seamless video experiences for both internal and external audiences. Vbrick's enterprise-grade video platform as a service (VPaaS) capabilities provide a robust suite of APIs and SDKs that enable developers to integrate video into their existing products and applications to create more engaging user experiences that both customers and employees want.

Developers have utilized Vbrick's video tools to build numerous applications that have elevated their brand experience and transformed the way users engage with live and on-demand video. In particular, Vbrick enables **search functionality, seamless content delivery, translation and transcription services, video content management, video analytics, live webcasts, on-demand streaming, and enterprise content delivery networks (eCDN)**, all to enhance video content and create more value for users and customers alike.

Vbrick customer have used our suite of APIs and SDKs to build powerful applications that **optimize video content management, enhance customer engagement, and create more secure live event experiences.**



## DEALER CONNECTIONS PORTAL FOR OPTIMIZED VIDEO CONTENT MANAGEMENT



### CHALLENGE:

Business leaders at one of the world's largest auto manufacturers needed a centralized, secure solution to communicate with its vast network of dealerships while keeping all of their product information secure.

### SOLUTION

Developers used Vbrick's tools **to build an online dealer connections portal** that enables users within its network of car dealerships to log in and access live and on-demand videos providing useful information on new car models, parts, maintenance, training, promotional activities, and other important topics.

The auto manufacturer struggled to handle complex user authentication issues, which was compounded by the fact that no single source of truth existed to store, clean, and validate data. A critical component of the portal's back-end infrastructure uses Vbrick's SAML SSO login to give system admins better control over access privileges. (Clients can now use Vbrick's JWT (JSON web token) login to complete the same back-end functions.) **Workflow automation tools enable admins to automatically add users to a group once they've joined the company, remove them after they've left, and track video content consumption to ensure users are actually watching the videos assigned to them.**



The portal uses APIs to integrate videos that are stored in Vbrick's platform. Complete with full search functionality, **users can easily browse the content library to find the exact video they're looking for** – fast.



## PUBLIC GALLERY OF TESTIMONIALS FOR STRONGER CUSTOMER ENGAGEMENT

### CHALLENGE:



A leading national bank based in the northeast was undergoing an extensive corporate restructure that caused serious uncertainty among both customers and employees. It wanted to enhance its website by creating a public-facing gallery of video testimonials to reassure customers about the future.

### SOLUTION

Developers utilized Vbrick's suite of APIs and SDKs to embed videos directly into its website.

**Using Vbrick to power the back-end infrastructure ensured an extremely reliable user experience, with infinite scalability.**

While the use of Vbrick's tools made it **incredibly easy for developers to embed videos into the bank's public site**, it also allowed them to bypass third-party video providers like YouTube (and the ads that typically come with them) giving the bank greater control of the content being served and providing users with a more seamless experience.



The bank was able to **showcase positive customer stories and experiences** highlighting the value of a relationship with the bank.



## CUSTOMER USE CASE

# RUNNING MASSIVE VIRTUAL EVENTS WITH HIGHLY-SCALABLE VIDEO DELIVERY



### CHALLENGE:

A leading event management software provider struggled to provide temporary access to live streaming virtual conferences. The customer needed an application that would allow it to invite only select individuals to use event links without letting them share the links across their social networks.

### SOLUTION

Vbrick offered them the tools to do just that – **giving only one person access to a login key at a particular time**. The software provider's team of developers built a portal that created individualized permissions so users had access to a personalized link that would take them straight to the event.

**Beyond enhancing event security, Vbrick's tools also helped the event management software company improve the overall experiences.** Video analytics allowed admins to track usage and attendance in real time to gauge user engagement during events, while also vastly improving streaming quality for a smoother and more seamless experience.



## FUTURE APPLICATIONS OF VBRICK'S APIS AND SDKS



### CHALLENGE:

With the increasing use of video across enterprises, enterprises need turnkey solutions for weaving rich video content effectively throughout business applications, while maintaining security and scalability and allowing for customization.

### SOLUTION

Enterprises can use Vbrick's APIs to elevate their existing video applications. One financial services company recently deployed our APIs to add a playback video feature to its existing mobile app, creating a more user-friendly and convenient video experience.

**The successful deployment of Vbrick's APIs to solve existing enterprise video challenges has encouraged innovative ideas to solve other emerging problems. As video becomes more critical for communications, training, support, and marketing, organizations need a way to ensure it is secure and scalable.**

For example, developers might begin using JWTs to create one-time links to give users access to videos on a temporary basis, adding a layer of privacy and security to video communications. This would be especially relevant in more sensitive environments where confidentiality is paramount.

These types of applications might find traction in the healthcare industry. Patients might use a link to watch a video or access a follow-up video with their provider after an appointment. Once the video has concluded, the link would expire, **creating tighter security for both the provider and the user and blocking access to the same link from external parties.**

## CONCLUSION

The need for high-quality video communication tools has only grown in recent years, and developers are hard-pressed to design media delivery architecture that meets enterprise requirements without draining significant IT resources.

**Vbrick provides enterprises with a robust set of tools their developers can use to build powerful applications with video.** Our VPaaS solution enables enterprises to:

-  Deploy new applications fast with our turnkey video solutions.
-  Accelerate time to value with SaaS economics.
-  Eliminate infrastructure management competencies.
-  Scale fast and easy as needs evolve with usage-based pricing.
-  Maximize existing hardware and software investments.
-  White label all of our VPaaS offerings for a fully branded experience.

At the end of the day, **Vbrick's tools empower enterprises** to vastly enhance both internal business applications and customer-facing products with fewer resources spent, freeing teams to focus on other high-value, innovative initiatives.

**Contact the team at Vbrick** to learn more about our video APIs, SDKs, and other developer tools.



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