

# Case Study

INDUSTRY: FINANCIAL SERVICES

VBRICK PRODUCT: VBRICK ENTERPRISE VIDEO PLATFORM

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How a Global Financial Services Provider Delivers Immersive Experiences for All Through Vbrick's Enterprise Video Platform (EVP)



## The Mission: Engaging Clients, Co-Workers, and Continual Learners Around the World

Today's technology drives commerce, collaboration, and communication at international scope and scale. And in this expanding digital economy, video presents an unprecedented opportunity for enterprises of all types and sizes to elevate and articulate the value of their brands through imagery, sounds, and words.

Video's potential is particularly high in the financial services industry, where trust resides at the core of every relationship. Whether buying products over the counter of a corner store or purchasing services across oceans through an international exchange, organizations and individuals rely on the integrity of the businesses and institutions that facilitate their transactions.

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*McKinsey & Company says "...80% of the value creation achieved by the world's most successful growth companies comes from their core business..."<sup>1</sup>*

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That's why when one of the world's largest payment services providers wanted to engage its user communities of clients, co-workers, and continual learners, the firm chose Vbrick Enterprise Video Platform (EVP). Through the comprehensive capabilities of our EVP, this global firm delivers immersive experiences to customers, employees, and partners through exciting virtual events, enlightening corporate programming, and exceptional training curricula.

With Vbrick's EVP, this leader in its field is deepening relationships with its elite cardholders, strengthening bonds between teams in its multinational organization, and accelerating learning for employees and partners throughout its operational ecosystem.

## The Challenge: Empowering Highly Functional, Highly Accessible, and Highly Secure Video on a Global Scale

Digital video became entrenched in our personal lives decades ago as a vital source of information and entertainment. And as bandwidth inexorably expanded, all types of organizations steadily incorporated video into regular operations through virtual meetings and events.

Companies bolstered internal and external communications by staging public and private webcasts, centralizing on-demand video libraries, and integrating video into workflows with functions such as ad-hoc capture, captioning, translation, and transcription.



Then, the pandemic struck, accelerating the pace of enterprise video evolution from years to months, or even weeks. This breakneck progression irreversibly heightened expectations of video's performance and impact. Now, as businesses work to put the days of distancing protocols behind them, the new standards of hybrid working models – high functionality, high accessibility, and high security – still travel with them.

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*Studies show more than a third of office workers now have hybrid schedules, a mix of time spent in the office and remote locations. Nine of 10 employees surveyed want hybrid work as an option, and more than 80% believe remote-work privileges contribute to greater mental health and individual happiness.<sup>2</sup>*

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Elevated video requirements can present daunting issues for any organization determined to grow in today's business environment, but the challenge of scale looms largest for international financial services firms. Their collaborative communities (including industry regulators) demand immediate service, impervious privacy, and full transparency as they interact in multiple languages from locations spanning the globe.

Vbrick's enterprise video platform (EVP) empowers financial services providers to confront challenges and elevate scale along three dimensions:

#### High Customization

- ◉ Stream live to 10s of 1000s of users at full functionality
- ◉ Produce, capture, and enrich video at professional grade without third-party technology
- ◉ Manage video assets in a single cloud repository with AI-enabled tagging and search

#### High Security

- ◉ Optimize network performance with robust architecture for secure 24/7 cloud availability
- ◉ Ensure privacy with encryption protection for video content "at rest" and "in transit"
- ◉ Govern access with fine-grained roles and permissions

#### High Visibility

- ◉ Refine content quality with real-time performance metrics
- ◉ Amplify message impact with insights from usage analytics
- ◉ Facilitate adherence to corporate policies and industry regulations with auditing

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*"Enterprise-grade video capabilities will only become more crucial to pinpoint trends, gauge sentiment, and harness collective insights across trillions of bytes of video data in a highly secure and controlled fashion."<sup>3</sup>*

– Paul Sparta, Chairman and CEO, Vbrick

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## The Solutions: Enriching Experiences by Immersing Users in Video

### A Transcendent Sports Experience for an Exclusive Global Clientele

When one of the world's largest payment services providers wanted to deepen relationships with its elite cardholders, the firm delivered the sights and sounds of an elite international sporting event through Vbrick's enterprise video platform (EVP).

Working with our enterprise content delivery network (eCDN) and video platform as a service (VPaaS) as complements to their EVP, this organization offered an immersive experience that rose high above typical virtual coverage of athletic events.

Thousands of cardholders could catch the competition as it happened or anytime later from anywhere worldwide. They could learn about players, coaches, and teams from interviews and analysis before, during, and after games. They could even participate in the action through interactive media such as taking "selfies" with pictures of trophies.

Here are some special features of the experience, enabled by Vbrick:

- Comprehensive searchable event schedule with recording capabilities
- Live streaming and video on demand from matches – plus pre-game and post-game shows
- Translation, captioning, and transcription for all programming in eight languages
- 360-degree video tours of stadiums, fields, and locker rooms
- Interactive interviews with high-profile players that included chat, Q&A, and polling

After the champions were crowned and the cheers faded, our highly functional, highly accessible, highly secure video solutions had empowered this financial services client to elevate and articulate the lasting value of its brand for 5,000 elite customers, fortifying its reputation as one of the world's most trusted payment services providers.



## An Enlightening “Corporate TV” Channel for Cohesive Collaboration

This same financial services firm fosters a sense of community among co-workers and business partners with Vbrick’s EVP supported by our eCDN and VPaaS solutions.

Together, these solutions create a sense of inclusive teamwork that reaches around the world through the organization’s “corporate TV” channel.

Here are some highlights of the channel:

- ◉ Comprehensive searchable content catalog with scheduling and recording capabilities
- ◉ Live streaming and video on demand of events, announcements, and other digital content at global, regional, and local scale across departments and functions
- ◉ Interactive tools such as chat, Q&A, and polling between employees and guests
- ◉ Translation, captioning, and transcription for all programming in eight languages
- ◉ Capture, production, and enrichment capabilities for contributing and distributing user-generated video

Every day from any place in this multinational organization, our highly functional, highly accessible, highly secure video solutions empower this financial services client to share its policies, practices, and values with everyone involved in its business ecosystem, sustaining its culture as one of the world’s most trusted payment services providers.

## A “Virtual University” for Accelerating Learning and Aggregating Knowledge

This financial services client also plans to launch a “virtual university” to bring exceptional training curricula to its community of consumers, co-workers, and business partners around the globe.

The combination of Vbrick’s EVP, eCDN, and VPaaS solutions will create a globally accessible digital environment for continual learning for the firm’s employees and its entire industry.

Among features of the university will be:

- ◉ Technical training for payment systems
- ◉ Leadership training for financial services operations and management
- ◉ Certificate programs in payment policies, practices, and technology for qualifying students
- ◉ Robust searchable library of proprietary content for users inside and outside the company
- ◉ Interactive tools such as chats, Q&As, and polling between instructors and students

At a rapid pace, our end-to-end, secure, and intuitive video platform is enabling this financial services client to more than double the availability of its immersive educational experiences. Our visionary technology helps this client accelerate training and aggregate knowledge for 10s of 1000s of continual learners.

Moreover, Vbrick’s solutions empower this firm to apply its position as one of the world’s most trusted payment services providers as leverage for monetizing its proprietary instructional materials, potentially generating new revenues in the 10s of millions of dollars.

## The Numbers: Producing High-Impact Experiences From a High-Usage Platform

- ◉ **More than 17,500 unique users** logging into the EVP every month
- ◉ **More than 85 events** on the EVP each month reaching 1000s of unique users
- ◉ **More than 27,600 streaming hours** of live events in a single month
- ◉ **Nearly 10,000 streaming hours** of video library assets monthly
- ◉ **On-demand video library approaching 20,000 assets** with a 27% growth rate as users upload more than 260 new videos monthly

*"A unified and pervasive approach to managing video content includes delivery, enrichment, analytics, integration, and security... with a defined video strategy, scalable distribution model, and centralized clearinghouse in place."*<sup>3</sup>

– Paul Sparta, Chairman and CEO, Vbrick

## About Vbrick

### Who We Are

Vbrick is a visionary technology company that designs, develops, and deploys 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.

1. "Experience-led growth: A new way to create value" McKinsey & Company, March 23, 2023

2. "Hybrid Work, Heightened User Expectations, and the Need for Enterprise Video Distribution with Infinite Scale" Vbrick, 2023

3. "Inadequate Video Infrastructure Can Hinder Digital Innovation" Bloomberg, 2023

LEARN MORE

visit: [www.vbrick.com/demo](http://www.vbrick.com/demo)  
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