CASE STUDY

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How a Global Automotive Manufacturer Modernized Enterprise Video and Unlocked Video Intelligence with Vbrick



Overview

A leading global automotive manufacturer relies on video to connect its workforce, share critical information, and support operations across corporate offices, production facilities, regional teams, and nearly 9,000 dealerships worldwide.

With more than 150,000 employees and a growing library of approximately 74,000 videos, the organization needed more than a reliable streaming solution. It needed a centralized, secure enterprise video platform that could support large-scale communications, simplify content management, and make valuable video knowledge easier to access and use.

By adopting Vbrick's enterprise video platform (EVP), the manufacturer has modernized its video infrastructure, expanded access to live and on-demand content, and established a foundation for AI-powered video intelligence across the enterprise.



The Challenge: Managing Video at Global Scale

For a global manufacturer, delivering video to thousands of employees across geographically dispersed locations presents significant technical and operational challenges.

The organization hosts monthly executive town halls that regularly attract more than 30,000 concurrent viewers. To support these large-scale events, the organization sought to evolve its video delivery strategy by transitioning from multicast to peer-to-peer (P2P) distribution, simplifying network management while maintaining reliable, efficient video delivery.

Beyond live streaming, the company faced the challenge of managing an extensive on-demand video library containing approximately 85 TB of content. Recordings of leadership meetings, product demonstrations, training sessions, and company events held valuable institutional knowledge, but finding relevant information within thousands of videos was difficult without comprehensive indexing and search capabilities.

The organization also needed to make video more accessible within employees' everyday workflows, empower business teams to produce their own live events without relying on dedicated production resources, and deliver consistent product education and sales training across its global dealership network.

Throughout these initiatives, maintaining centralized governance, secure access, and administrative control remained essential.

The Solution: One Platform for Secure Video Delivery, Management, and Intelligence

The manufacturer uses Vbrick EVP as a centralized platform for managing, securing, distributing, and accessing enterprise video. The solution supports several interconnected use cases, from executive communications and employee engagement to knowledge discovery and sales enablement.

Modernizing Global Live Communications

To support its monthly executive town halls, the manufacturer uses Vbrick's enterprise content delivery network (eCDN), transitioning from legacy multicast distribution to peer-to-peer (P2P) networking. With reported P2P efficiency exceeding 92% during live streaming, the organization significantly reduces redundant network traffic and bandwidth demands while reliably delivering high-quality video to more than 30,000 concurrent viewers.

Vbrick also supports the company's professional production workflows through Secure Reliable Transport (SRT), enabling integration with high-end encoders, video switchers, and mixing equipment.

To make global communications more accessible and engaging, the organization leverages AI-assisted transcription, translated captions, and closed captioning. Live streams are also distributed through Appspace digital signage to more than 5,000 displays across headquarters' facilities. A customized mobile experience allows in-person attendees to access captions, submit questions, and participate in polls.

Embedding Video into the Employee Experience

Rather than requiring employees to visit a separate video portal, the manufacturer embeds Vbrick-hosted content directly into its internal homepage, which serves as the default browser landing page.

Hundreds of videos covering leadership announcements, company initiatives, employee communications, and new vehicle programs are available where employees already begin their workday.

Embedded players, iframes, and JSON Web Token (JWT) authentication provide streamlined access to video content while maintaining a consistent user experience across browsers and devices.

Turning Video Content into Searchable Enterprise Knowledge

With approximately 74,000 video assets, the manufacturer is using Vbrick's AI-powered capabilities to make its extensive content library more discoverable and useful.

AI-generated transcripts and captions make spoken content searchable, while enriched titles, descriptions, tags, and chapters provide additional context to help employees locate relevant information within recordings.

Through Vbrick APIs, the company also integrates video discovery into SharePoint, allowing employees to find video content within familiar enterprise applications.

Building on this foundation, the manufacturer plans to connect Vbrick with Microsoft Copilot through Vbrick's Model Context Protocol (MCP) server in Q1 2027. This planned integration would allow employees to discover video knowledge through conversational AI, making it easier to retrieve information from historical recordings without searching multiple applications.

Enabling Secure, Self-Service Video Creation

Vbrick also enables employees and business teams to create and distribute live events without requiring a dedicated production crew.

Teams can host department updates, training sessions, and internal broadcasts, including events sourced from Microsoft Teams, while leveraging Vbrick eCDN for efficient enterprise-wide delivery.

Role-based access controls (RBAC) allow IT and communications administrators to manage content creation, publishing permissions, and audience access, giving employees greater flexibility without sacrificing centralized governance.

Supporting a Global Dealership Network

Beyond corporate communications, the manufacturer uses Vbrick to deliver consistent sales training and product education across nearly 9,000 dealerships worldwide.

On-demand video provides dealership personnel with access to vehicle launch information, product demonstrations, sales guidance, and other training materials, regardless of location or schedule.

This approach helps the organization distribute timely information, reinforce consistent messaging, and reduce reliance on travel and repeated instructor-led training.

The Results: Greater Efficiency, Accessibility, and Value from Enterprise Video

By consolidating its video operations on Vbrick EVP, the manufacturer has established a scalable foundation for enterprise communications, content management, and video intelligence.

Key results and business benefits include:

- **92%+ P2P efficiency:** Reported efficiency exceeding 92% during live streaming, reducing redundant network traffic and bandwidth demands.
- **30,000+ concurrent viewers:** Reliable delivery of monthly executive town halls to large, geographically distributed audiences.
- **5,000+ digital displays:** Expanded reach of leadership communications through integration with Appspace digital signage.
- **74,000 video assets managed:** Centralized management of approximately 85 TB of enterprise video, supported by AI-powered metadata and search capabilities.
- **Improved content discovery:** Integration with SharePoint and AI-enriched metadata, with plans to integrate with Copilot, makes recorded knowledge easier to find and reuse.
- **Greater employee autonomy:** Self-service streaming capabilities enable business teams to produce and distribute events while maintaining centralized security and governance.
- **Nearly 9,000 dealerships supported:** Scalable delivery of product education and sales enablement content across the manufacturer's global dealer network.



Building the Foundation for Enterprise Video Intelligence

What began as a need to deliver video reliably at scale has evolved into a broader enterprise video strategy.

With Vbrick, the manufacturer is moving beyond traditional video hosting and broadcasting to make video a more accessible, searchable, and valuable source of business knowledge. By combining secure content management, efficient delivery, AI-powered discovery, and integrations with everyday enterprise applications, the organization is extending the value of video across its global workforce.

Its planned Microsoft Copilot integration represents the next step in that evolution, creating the potential to bring decades of recorded expertise directly into AI-powered workflows.



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