

CASE STUDY

Transforming Enterprise Video Into a Strategic Asset: How a Global Law Firm Drives Business Outcomes With Vbrick



OVERVIEW

This global law firm with offices across North America, Europe, and Asia-Pacific, serves multinational corporations, financial institutions, and government entities. The firm specializes in complex legal matters spanning litigation, regulatory compliance, and corporate law.

Operating in a highly regulated and security-sensitive environment, the firm requires precise control, auditability, and scalability across all technology systems, especially those managing sensitive content and global communications. Together with Vbrick, the firm redefined how video supports their business.



EXECUTIVE SUMMARY

A Vbrick customer for more than a decade, the law firm was an early adopter of enterprise video and has continually evolved and expanded its video strategy over time. With more than 5,000 Vbrick users, including employees, clients, and constituents, spanning 21 offices across the globe, the firm manages a library of more than 6,000 videos within the Vbrick platform that support communication, training, and business operations worldwide.

Recently, the firm engaged Vbrick to extend the capabilities of its platform beyond standard out-of-the-box functionality. Leveraging Vbrick's flexible, highly customizable architecture, together with the expertise of Vbrick's Professional Services team, the firm implemented a series of tailored solutions designed to meet its specific operational and compliance requirements.

With video centralized in the Vbrick platform, the firm was able to customize a solution around its existing business processes, embedding video more deeply into the firm's day-to-day operations rather than adapting workflows to fit rigid technology.

These solutions enabled:

- Precise, automated control over video access
- Seamless learning management system (LMS) and digital signage integrations
- New operational workflows, including internal billing and invoicing

As a result, Vbrick has become a deeply embedded, workflow-driven platform that delivers measurable business value. Vbrick's flexible architecture and APIs, combined with its professional services, has enabled the firm to evolve video into a fully integrated part of the business.

From Video Platform to Business Platform

How a Global Law Firm Extended the Vbrick EVP Beyond the Box



PRECISION CONTENT CONTROL ACROSS TIME ZONES

The Challenge

As a global law firm operating across multiple time zones, the firm needed precise control over when video content becomes accessible and when it is restricted. Manual processes were insufficient, especially for sensitive legal content that required strict timing and compliance, even outside normal business hours.

The Solution

Using Vbrick's extensible architecture, a custom service connector workflow was developed to:

- **Schedule exact publish and expiration times**, setting content to go live and be retired exactly when intended, reducing risk of outdated or premature information being seen and eliminating manual oversight.
- **Manage workflows via a centralized UI with time zone awareness**, enabling global teams to coordinate seamlessly, avoiding timing errors and inconsistent execution regardless of geography.
- **Automatically apply viewing permission templates**, guaranteeing the right audiences have access from the start, minimizing security gaps and saving time otherwise spent configuring permissions per asset.
- **Fully automate activation and deactivation of content**, removing manual steps from content lifecycle management, improving efficiency while ensuring compliance with governance and retention policies.

The Results

- Hour-level precision for content access control
- Reduced administrative overhead and human error
- Stronger compliance and governance across regions

"As a global law firm, we operate across multiple time zones and handle highly sensitive content. These factors require us to control video access with precision, often down to the hour, even when that falls outside our administrators' local business hours. This level of control enables us to meet our access and security requirements efficiently."

– **Senior Enterprise Multimedia Manager**

SEAMLESS LMS INTEGRATION

The Challenge

The firm needed a way to integrate video into its LMS while maintaining compliance tracking, avoiding duplicate content, and preserving a high-quality user experience.

The Solution

Vbrick delivered a custom SCORM solution that allows Vbrick-hosted videos to be published into learning systems without re-uploading the content or managing the same video across multiple systems. This provided enhanced capabilities, including:

- **Configurable completion thresholds** that ensure viewers engage with a defined or required portion of content before it's marked complete, driving accountability for training, compliance, and knowledge retention.
- **Controlled seeking to prevent skipping ahead**, keeps users from skipping critical sections while still providing an optimal learning experience and allowing reasonable navigation.
- **Playback restrictions** to protect sensitive or regulated content by enforcing where, how, and by whom videos can be accessed, reducing risk and non-compliance.
- **Chapter navigation with CSV import support**, making long-form content easier to consume and manage at scale by enabling quick access to key moments while also simplifying bulk chapter creation and updates.

The Results

- Eliminated duplicate content workflows
- Accelerated training delivery
- Enabled reliable compliance tracking and reporting
- Improved user experience

"The service connector enables rapid conversion of Vbrick-hosted videos into SCORM packages that are seamlessly deployed to the firm's LMS (Cornerstone), eliminating duplicate content and significantly improving operational efficiency. It accelerates content delivery to lawyers and business professionals while providing reliable completion tracking to measure engagement and compliance."

– **Senior Enterprise Multimedia Manager**

EXTENDING VIDEO TO DIGITAL SIGNAGE

The Challenge

The firm needed a secure, scalable way to distribute video content consistently across its global offices via digital signage. They needed to maintain centralized control and governance of its content while also meeting the needs of its multilingual audiences.

The Solution

The firm was using Appspace for digital signage but needed a solution tailored to their specific requirements. Vbrick built a custom Appspace integration from scratch, enabling:

- **URL-driven configuration for videos, playlists, or channels** to simplify deployment and management, allowing content behavior and presentation to be dynamically controlled without rebuilding applications or displays.
- **Secure, token-based access control** that protects sensitive content by ensuring only authenticated and authorized users can access video experiences, reducing security and compliance risks.
- **Centralized content management through Vbrick EVP**, providing a single source of truth for managing enterprise video content, improving governance, consistency, and operational efficiency across the organization.
- **Automated rendering for digital signage displays** delivering dynamic, always-updated content experiences without manual intervention, keeping them timely, relevant, and easy to manage at scale.

The Results

- Consistent global communication experiences delivered in nearly 20 languages
- Simplified deployment and updates across offices
- Maintained strict governance over displayed content

“This integration allows us to seamlessly distribute video content across our offices, ensuring a consistent experience. These centralized workflows allow us to quickly deploy updates and maintain control over what is displayed, enhancing operational efficiency and security.”

– **Senior Enterprise Multimedia Manager**

TURNING VIDEO INTO A MEASURABLE, BILLABLE SERVICE

The Challenge

The firm needed to track and allocate video-related costs internally but lacked a system to measure usage and generate invoices tied to business activities (e.g., matter-based billing). This limited scalability and created inefficiencies.

The Solution

Vbrick developed a custom invoicing service that:

- **Aggregates usage metrics such as viewing hours, storage, and AI utilization**, providing a clear, consolidated view of consumption to enable accurate cost tracking, optimization, and data-driven decision making.
- **Connects videos with billing identifiers such as matter numbers** to align video usage directly to business activities or clients, simplifying chargebacks and improving financial transparency.
- **Generates invoices in CSV and PDF formats** to streamline billing operations with flexible, ready-to-use formats that integrate easily into financial systems and workflows.
- **Enables reporting, archiving, and email distribution** that ensures stakeholders receive the right insights at the right time while maintaining organized records for auditing and long-term analysis.

The Results

- Accurate cost attribution and billing transparency
- Reduced process gaps and lost revenue opportunities
- Ability to scale video across more use cases
- Positioned video as a billable, measurable service

“Implementing an invoicing solution ensures we capture all billing opportunities by discouraging stakeholders from bypassing established processes when hosting videos on our platform. It also enables us to scale our volume, as we can now support opportunities we previously had to decline due to the lack of an effective billing mechanism.”

– **Senior Enterprise Multimedia Manager**

KEY TAKEAWAY

The law firm's engagement highlights what is possible when video resources are centralized within a secure, flexible enterprise video platform and extended through custom services that align to real business workflows.

With Vbrick, the firm is able to:

- Embed video into mission-critical operations
- Strengthen compliance, governance, and security
- Streamline global communication and training workflows
- Unlock entirely new operational capabilities

Bottom Line

Vbrick is not just an enterprise video platform; it's a strategic, extensible foundation that, when paired with professional services, transforms video into a core driver of enterprise value.



LEARN MORE

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



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