Case Studies For Video Solutions

Banking & Financial Services
A ‘Top Three’ US Financial Institution

The Company
A ‘Top 25’ US corporation by revenue, this multinational banking and financial services organization employs 250,000 people in more than 5,000 banking centers worldwide.

The Challenge
The bank’s existing in-house video solutions were decentralized, out of date, and delivered a sub-optimal experience to users. The bank wanted to move to a centralized video strategy that would: remove the IT inefficiencies associated with managing and maintaining multiple video silos; simplify video creation and sharing; improve governance and control; and boost communications and knowledge sharing.

The Solution
The bank chose Kaltura’s video portal because it met all of its multimedia, usability, and security requirements. The bank was able to quickly and easily create and deploy its own internal, company-branded ‘CorporateTube’: a centralized social video and rich media repository with an intuitive interface, where its 250,000 employees now go to upload, record, edit, share, search, and view video content. The portal has made it much easier for users to repurpose video content for use with a wide variety of third-party software including: SharePoint, Documentum, IBM Connections, and the bank’s intranet sites and Learning Management System. Kaltura’s powerful yet intuitive content authoring tools have encouraged the bank’s employees to create, edit and share more videos, including webcam recordings, screencasting (recording your computer screen), and video captured on a mobile device. This has significantly boosted video adoption across the organization. The portal’s deep search and discovery capabilities are also highly valued by the bank because they extend the shelf life of each video by making it easier for employees to discover relevant content, and reduce in-video search time. The bank opted to deploy the solution on a secure cloud, which is integrated with existing authentication/authorization systems.

The Results
By moving to a centralized, rich media repository with strong user management and control functionality, the bank has removed the IT inefficiencies associated with managing and maintaining multiple video silos and has also significantly improved governance and data privacy. Since the deployment, video engagement has doubled year on year, reaching over 100,000 video plays and 700 newly contributed videos per month, on average. The bank has also found that the video portal has been instrumental in improving employee communications, collaboration, knowledge transfer, training, and new employee onboarding, leading to enhanced employee satisfaction across the organization.
Why Kaltura?
A key factor in the decision was Kaltura’s powerful controls and enterprise-grade reliability and scalability, which met the bank’s strict requirements on security and governance. Kaltura’s support for creating, editing and sharing video on desktops and mobile devices, as well as the unrivalled user experience provided, were also important. Finally, the bank was impressed by Kaltura’s innovative roadmap, which will ensure that the bank’s current and future communications, collaboration and IT needs are met.

A British Multinational Banking and Financial Services Company

The Company  This blue-chip, British-headquartered corporation operates more than 1,700 branches and outlets in over 70 countries and employs approximately 87,000 people in the UK, Asia, Africa and the Middle East.

The Challenge  The corporate communications team needed to scale its video management and publishing capabilities because the corporate video library was expanding fast, while the marketing team required an efficient, approval-based workflow solution that would let them publish marketing videos externally across various sites quickly. At the same time, the bank was experiencing growing demand from employees for a way to share recordings of meetings and other work-related videos with global teams, with support for multiple languages. A solution that met the bank’s strict security and governance requirements was also crucial.

The Solution  Kaltura deployed its market-leading enterprise-grade video solution to meet the bank’s internal and external video requirements. The centralized solution has simplified workflows and streamlined the discovery and publishing of rich media content, leading to content being published much faster than before. The company’s public site now includes a curated, regularly updated gallery of videos that are easily discoverable, enhance corporate announcements, and promote the bank more effectively to its target audiences: existing and potential investors, customers and partners. The bank has also standardized on Kaltura’s solution for internal use: employees can now, for example, manage and publish video and audio recordings with multi-lingual closed captions, which greatly improves collaboration between globally dispersed team members. Internal video content is published on fully searchable employee intranets and includes recordings of team meetings, townhalls, financial news updates from global markets, corporate announcements, and other events. Video is also used for employee onboarding and training, with a comprehensive library of tutorials on banking procedures, how-to screencasts, HR benefits, payroll information etc.
The Results

The organization has realized substantial cost savings by standardizing on Kaltura’s solution, benefiting from a centralized repository, and simplified video creation and publishing workflows. The bank has also enhanced its company marketing and brand awareness initiatives by adding easily discoverable video to its external communications mix. From an internal perspective, the bank has found that using Kaltura’s video solution has improved internal communications, boosted collaboration and knowledge transfer, and enhanced employee and partner training programs.

Why Kaltura?

The Kaltura platform’s flexibility and scalability, combined with its ability to support both internal and external video use cases, were key factors in the decision. Security was also an important consideration: Kaltura’s solution was chosen after it passed strict security and penetration tests undertaken by the bank’s security experts.

A Dutch Multinational Banking and Financial Services Corporation

The Company

Headquartered in Amsterdam and with 85,000 employees worldwide, this organization is involved in retail banking, direct banking, commercial banking, investment banking, asset management, and insurance services.

The Challenge

The IT and Marketing teams needed a video solution that offered scalability, better management and control over video content, and an optimal playback experience. While YouTube would continue to be used for some video marketing activities, the bank wanted to supplement this with a robust video management and control system and a centralized video repository that adhered to the company’s strict policy of not hosting internal content on public sites.

The Solution

The bank is using Kaltura’s solution, in conjunction with YouTube, for video marketing activities. All video content is now stored centrally within the Kaltura Management Console, allowing administrators to manage all rich media content more effectively and to embed and distribute engaging video content across a variety of public web pages and sites - including the company’s YouTube channel.
The organization has greatly benefited from the enhanced video marketing and workflow capabilities inherent in the Kaltura solution to create and then publish video content quickly and easily across a wide variety of sites and channels. Kaltura's advanced video analytics and reporting functionality has allowed the IT and marketing teams to better measure the effectiveness of the company’s video marketing activities. The result has been a significant uplift in website traffic and improved brand awareness. There have also been cost savings arising from Kaltura's improved workflows for content creation and publishing, because staff now take far less time to do these tasks.

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Getting Started
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