

How movingimage helped Volkswagen create value with video

CHALLENGE

to distribute information easily while differentiating between different data-protection levels.

WHY MOVINGIMAGE

- ▶ Uninterrupted video delivery
- ▶ Unmatched streaming quality
- ▶ Different levels of security and data protection

RESULTS

- ▶ 50% decrease in onboarding time
- ▶ Live video delivered to tens of thousands of people
- ▶ Increased video adoption throughout the organization



INDUSTRY: leading automobile manufacturers

HEADQUARTERS: Wolfsburg, Germany

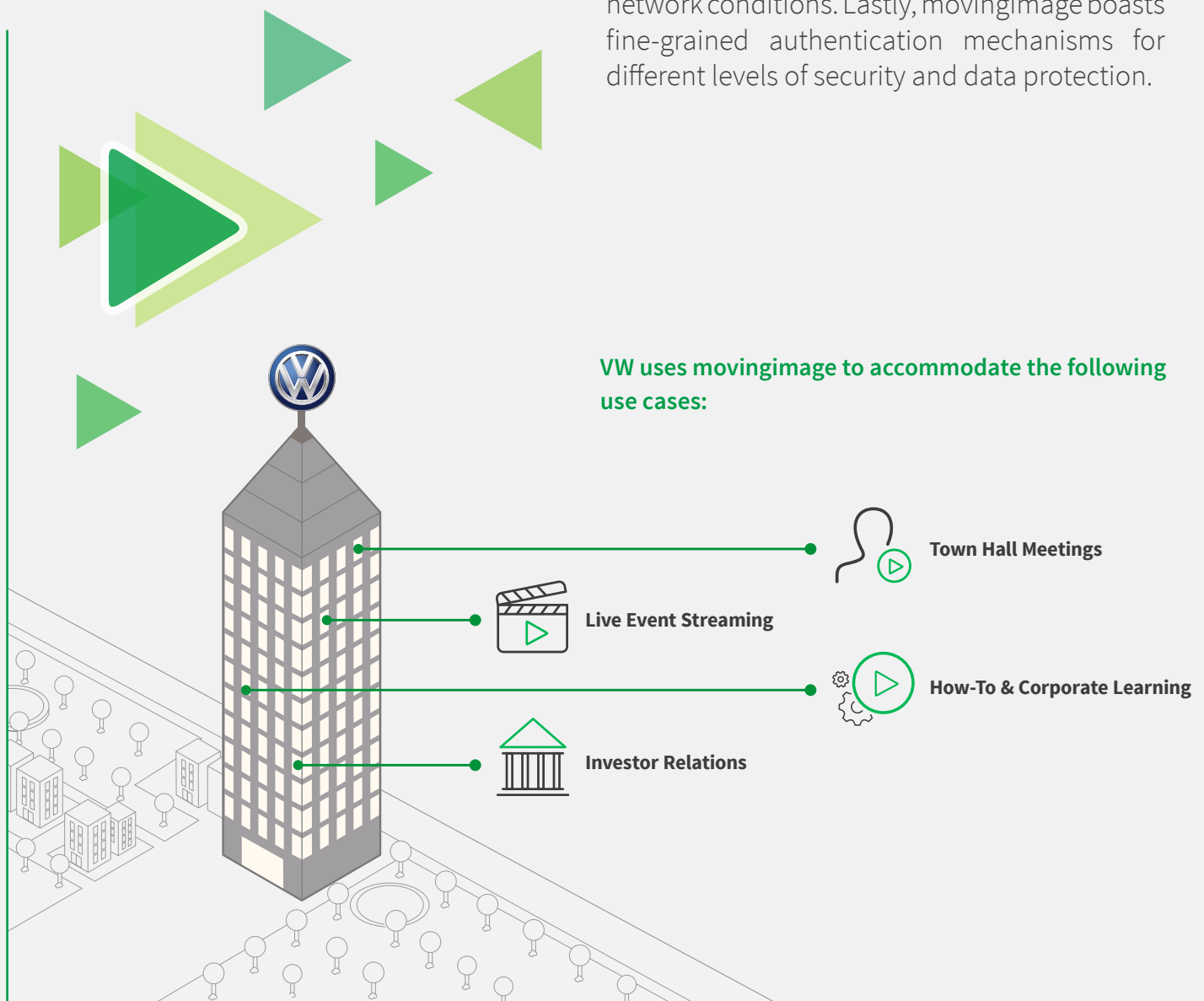
EMPLOYEES: 630,000

OVERVIEW:

With more than 500,000 employees around the world, Volkswagen is one of the world's leading automobile manufacturers and one of the largest carmakers in Europe. The Group operates more than a hundred production plants and sells its vehicles in 153 countries. Yet size can be a double-edged sword: While it has its clear advantages, it also makes communication with separate, remote departments, media, and sellers complicated. The company wanted to streamline its internal and external communication and was looking for a comprehensive solution that would support different use cases. The ideal solution had to be reliable, easy-to-use, support varying data-protection levels, robust, and scalable.

THE SOLUTION:

Volkswagen decided to use the movingimage platform to accommodate its different video applications. movingimage offers a platform that runs on Microsoft Azure and can support various enterprise use cases to the greatest extent. Firstly, its backend meets impeccable usability, workflow, and design standards. Secondly, it can deliver uninterrupted live and on-demand video, both within and outside of the corporate network thanks to Content Delivery Network (CDN) providers (e.g., Akamai or Level 3). Thirdly, its streaming technology, both for live and on-demand uses, draws on Adaptive Bitrate Streaming which enables an automatic adaptation of videos' quality and resolution to the viewer's device and prevailing network conditions. Lastly, movingimage boasts fine-grained authentication mechanisms for different levels of security and data protection.



TOWNHALL MEETINGS

Communication and Competence Development:
To deliver a video webcast to 80.000 viewers in 57 locations around the world. The company's largest webcast incorporated a live Q&A session and streamed live and buffer-free video to tens of thousands of people simultaneously.



HOW-TO & CORPORATE LEARNING

The company operates two services for different purposes: One is dedicated to external video communication while the other to internal video communication.

The external service targets 20,000 buyers and 500,000 suppliers. It includes video tutorials to procuring and supply processes.

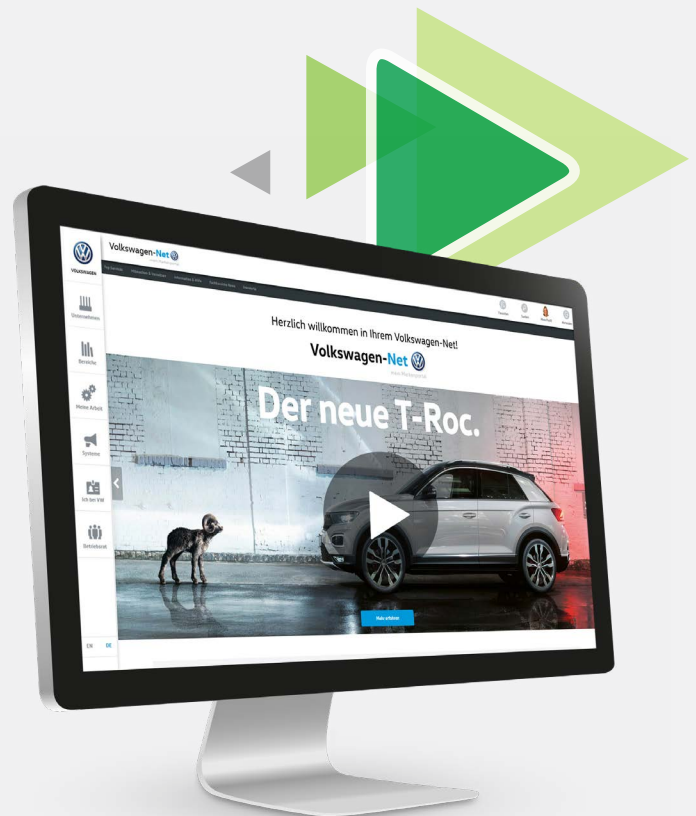
The internal service targets the company's employees across all departments and divisions. It provides eLearning videos which can accommodate the onboarding process or be used by long-term employees who wish to acquire new competencies. All videos are divided into channels and categories for enhanced usability.

LIVE EVENT STREAMING

Press Conferences: To live stream the annual corporate press conference to 1500 viewers from 21 countries and communicate the firm's achievements to the press and media.

INVESTOR RELATIONS

To illustrate and explain financial reports to Volkswagen's existing and potential investors. The company operates a business division which is dedicated to its financial services and uses video to complement its reports, analysis, and tables.



THE RESULTS

Due to the massive success of video—demonstrated by a dramatic decrease of 50% in onboarding time, uninterrupted video delivery to tens of thousands of people, and an overall surge in viewers' engagement—Volkswagen has decided to incorporate more videos into its online strategy. The firm now plans to establish a Corporate Tube portal for two of its leading brands in two locations in Europe and a media database in a third location.

ABOUT MOVINGIMAGE

movingimage empowers companies to create value through video.

From creation to hosting and distribution, movingimage offers a one-stop-shop for all video applications, live and on-demand. Its centralized cloud-based solution enables companies to manage all types of video content centrally and efficiently and stream it in superior quality on any end device, creating a unique video experience for their audience.

The platform can be seamlessly integrated into existing IT environments for content, digital asset, and product information management and meets the most stringent security standards.

The Berlin specialist's GDPR-compliant solution has been trusted by the largest companies in the DACH region for over 15 years.

www.movingimage.com



Contact our video experts to learn more about the benefits of enterprise video:

hallo@movingimage.com • www.movingimage.com