How movingimage helped Volkswagen realize its videos’ potential.

**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
CASE STUDY

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.

VW uses movingimage to accommodate the following use cases:
- Town Hall Meetings
- Live Event Streaming
- How-To & Corporate Learning
- Investor Relations
CASE STUDY

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.

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.

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.
CASE STUDY

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 is the leading provider of secure enterprise video platforms for international enterprises. movingimage is based in Berlin and has locations in Tokyo, New York, and San Francisco. The movingimage cloud-based solution empowers companies to manage their videos centrally and stream them in the highest quality available and on any device. The platform merges seamlessly with existing IT landscapes—including systems for content, digital asset, and product information management—while safeguarding impeccable security standards. More than 500 companies have already put their trust in movingimage, among which are 20 DAX-listed corporations such as Volkswagen, Allianz, and Bayer.

www.movingimage.com