

# EVP for Logistics Companies

How This Logistics Giant Uses movingimage's Enterprise Video Platform to Bolster Its End-To-End Communication Strategy:

## CHALLENGE

To increase visibility of internally and externally distributed video content

## WHY MOVINGIMAGE

- ▶ an enterprise-focused video platform
- ▶ Emphasis on usability, interactivity, and engagement
- ▶ Uninterrupted video streaming powered by out-of-the-box solutions

## RESULTS

- ▶ A bespoke CorporateTube portal
- ▶ An upsurge in monthly viewers
- ▶ Increased video adoption throughout the organization
- ▶ Smooth, uninterrupted video delivery to all employees and business associates



## OVERVIEW:

With more than 500,000 employees in hundreds of countries worldwide, plus a yearly revenue of billions of Euros, the subject of the following case study is an international logistics company which is uniquely positioned in the world's growth markets. Its services include international express shipping, e-commerce, and supply chain management services, to name just a few. Like many other companies, it has embraced video communication as part of its overall communication strategy, both internally and externally. However, before collaborating with movingimage, its videos were mostly incorporated in news articles and press releases and didn't meet their reach potential.

Luckily, the company figured out how to harness innovation to realize its objectives. In the pursuit of an innovative and robust communication solution—one that could reshape its internal and external communication as well as expedite its decision-making processes—it turned to movingimage for help.

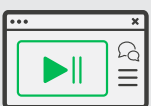
## THE SOLUTION:

The logistics firm has been using movingimage EVP since 2012 to increase its reach, improve its visibility on internal and external platforms and enhance its overall communication potential. It has extended its usage over time to the following video use cases:



### Corporate Learning:

Videos published on the company's intranet video portal are part of the firm's corporate learning strategy. Corporate learning videos can **accommodate new hires** during their onboarding period and serve as a **powerful eLearning tool** for long-term employees who wish to keep in the loop and acquire new skills. The portal's "How-To" section, for instance, is a collection of screen capture videos that exemplify how to use different features on the company website or complete work-related processes step by step. It allows all employees, from Argentina to Zimbabwe, and from all business units, to share their corporate knowledge, help one another, and explore a variety of products, systems, and processes.



### Corporate Tube:

The firm operates a multi-purpose **YouTube-like video hub** where co-workers can watch, upload, and share support videos of sorts. The portal is intuitive, easy to use, and includes features interactive features such as related videos, recommended videos, most recent videos, an SSO portal-integration, and a personal upload page. Following its launch and within six months, the portal has generated more than 100,000 views and a 20% monthly growth rate in average.



### Branding and PR:

**Branding and PR are among the firm's main video use cases.** The company has embedded environmental responsibility into its business operations and solutions offering through a special program. Videos help the brand to communicate its contribution and leave a lasting, emotional impression with its audience. These efforts seem to be paying off, with a growing number of recognitions and awards by environmental agencies and the media. Nowadays and along its business activity, it is recognized for environmental projects and green energy endeavors.



### CEO Communication:

Investors are always keen to find evidence of a company's fiscal sustainability. **Recorded video sessions** with leadership allow enterprises to motivate investors as well as employees and advocate transparent communication. For example, the logistics firm wanted to communicate an exceptional financial achievement to everyone at the company. It then shared a recorded video session that was held between a company representative and the brand's CEO. The interview encompassed the firm's strategy and business prospects and was posted on the corporate website, where not only employees but also shareholders could watch it on-demand, on every device. And indeed, leadership visibility through video has increased significantly, with some CEO videos reaching tens-of-thousands of views.

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## FINAL THOUGHTS

Videos have become a success story for the logistics firm. Since 2012, it has integrated 5,000 videos, amounting to 20,000 minutes of video content, into its intranet pages, web pages, Extranet, and other applications. Thanks to adaptive bitrate streaming, these videos can be streamed on any device and anywhere without any delivery interruptions. Many of the videos also include language-based content selection and subtitles, allowing employees to watch them on mute mode when on the go.

Following the launch of a new employee app, which incorporates video, the company is now planning to use movingimage EVP to expand its video applications suite even further by launching a self-service webcast that will support in-house live video delivery for various purposes, including support and town hall meetings.

## 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](http://www.movingimage.com)



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