

# W&H Dentalwerk

The movingimage Secure Enterprise Video Platform (EVP) guarantees the ideal customer approach.

“The video channel that we managed to realize with the movingimage Secure EVP provides existing and prospective customers with true added value and makes us a pioneer within the dental sector.”

Dr. Corinna Dunst, e-Marketing,  
W&H Dentalwerk Bürmoos GmbH

## PROJECT HIGHLIGHTS

- ▶ Effective international marketing channel
- ▶ Worldwide streaming performance through the Akamai CDN
- ▶ Best possible video quality on all devices
- ▶ Individual front-end with integration into Imperia CMS
- ▶ Automated embedding of new videos
- ▶ Easy administration and integrated analysis
- ▶ Scalable cloud-based storage resources from Microsoft Azure
- ▶ Hosting in accordance with European Data Protection Directive
- ▶ Comprehensive security features to protect videos



**SECTOR:** Dental instruments and devices  
**HEADQUARTERS:** Bürmoos in Salzburg, Austria  
**EMPLOYEES:** over 1,000 worldwide

## THE CHALLENGE:

### TO UTILIZE THE FULL POTENTIAL OF VIDEO WITHIN CONTENT MARKETING

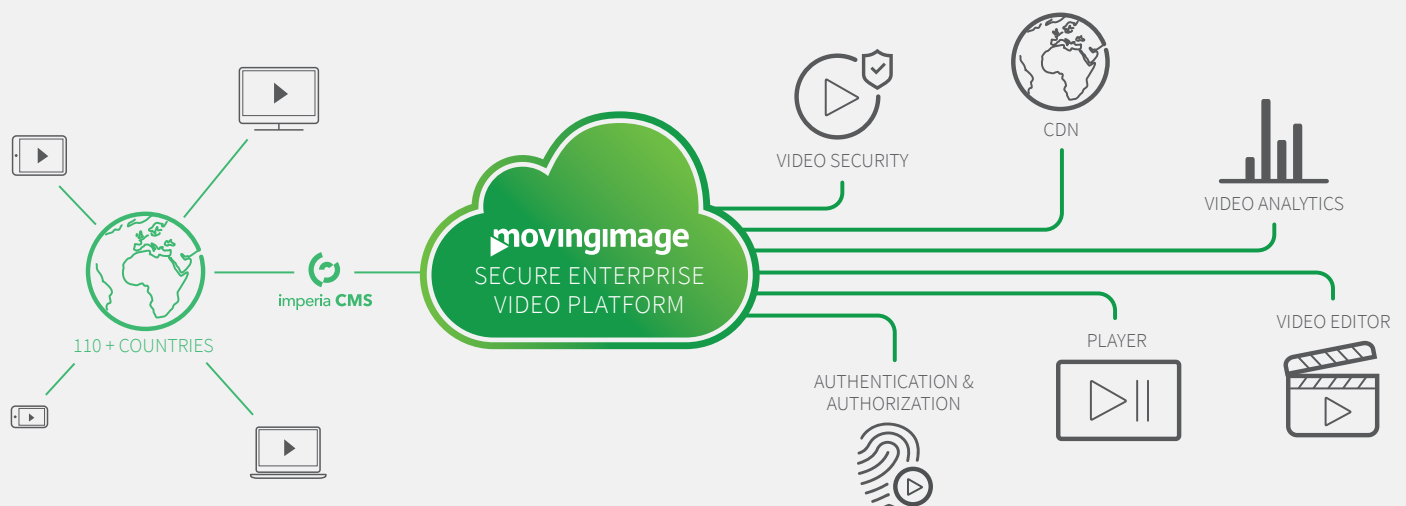
Videos play a central role in W&H Dentalwerk's content marketing approach for both existing and prospective customers. As the leading provider of dental instruments and devices, they often have to deliver complex content, which can most effectively and accurately be communicated through video. The company had previously used YouTube as their platform, which brought with it a host of constraints. One example being that W&H were unable to adapt their corporate design to suit their needs. With a wide international client base, they were unable to reach all of their customers or interested parties around the globe - a prime example of this

being that YouTube is disabled in China. Another issue lay in the usage rights of uploaded videos being automatically designated to YouTube. This was unacceptable, especially with regards to videos containing insider know-how. W&H resulted to placing them on their website as a download, however, these videos were unable to be streamed, noticeably impairing their user-friendliness. It also resulted in an immense administrative burden along with large storage requirements that put a strain on the W&H systems.



The movingimage Secure EVP enables us to deliver strong worldwide streaming. Thanks to its great integration capability, it was easy to incorporate into our Imperia CMS. We have the guarantee that our data is hosted in accordance with European Data Protection Directives. The easy administration and analysis options the platform offers were also deciding factors.

Dr. Corinna Dunst, e-Marketing, W&H Dentalwerk Bürmoos GmbH



Employment of the movingimage Secure Enterprise Video Platform at W&H Dentalwerk..

## THE SOLUTION: BUILDING A CUSTOMIZED CORPORATE VIDEO PORTAL

Deciding to create their own company video portal, W&H's e-marketing team discussed their requirements together with their IT and a digital agency. They came to the conclusion that the project could only truly be realized with the use of a professional solution. After an extensive selection process, W&H finally decided on the movingimage Secure Enterprise Video Platform (EVP).

## THE RESULT: HIGH-PERFORMANCE AND ADAPTIVE STREAMING WORLDWIDE



In May 2017, the W&H corporate video channel went live. Potential and existing customers are now able to view professional high-resolution videos on dentistry and dental surgery as well as interviews with experts with useful tips. They can also choose exclusive access, where they can view additional high-quality video studies, surgical films, and treatment footage. This affords customers valuable ongoing day-to-day support and also furnishes W&H with an effective marketing channel. Through the use of the Akamai Content Delivery Network (CDN) every video can be integrated, while the movingimage Secure EVP ensures that videos can be streamed on any device such as smartphones and tablets. Video quality is continuously adjusted to the internet bandwidth during playback, ensuring that the best possible quality is always streamed. W&H's video channel currently includes around 400 videos in German, English and Spanish, with Chinese, French and Polish to follow soon..

## INTEGRATION INTO THE IMPERIA CONTENT MANAGEMENT SYSTEM

The movingimage Secure EVP interface is integrated into the Imperia content management system, depicting the W&H video portal front-end. This integration empowers the company to customize their portal in their own corporate design and add video content directly from the EVP. W&H editors are able to upload videos onto the platform and include metadata such as title or descriptions. They can release the video, which is then transmitted to Imperia and embedded into a front-end video channel category. Automated allocation is also possible, as the structure of the video storage in the EVP mirrors the Imperia front-end. In addition, the movingimage Secure EVP analytics tool continually measures video retrieval figures and automatically categorizes the most clicked videos into the „Most Popular Videos“ category.

## VIDEOS ARE COMPLETELY SAFEGUARDED

As the EVP operates in the Cloud on Microsoft Azure, W&H no longer needs to worry about their video storage resources. Through strict standards and specifications, movingimage makes sure that all data is only hosted in European data centers that follow European Data Protection Directives. Comprehensive security features have also been made available so W&H can protect their video assets thoroughly. The platform is protected with a login that provides holistic rights management and secure data transfer via SSL encryption. W&H is able to define in which countries a video can and cannot be streamed by means of the Secure EVP Geo Protection feature.





## SUMMARY

W&H verfügt mit seinem Videoportal über einen neuen, effektiven Marketingkanal. Durch die Integration der movingimage Secure EVP in das CMS Imperia kann das Unternehmen das Frontend des Portals individuell abbilden und es automatisiert, sicher und datenschutzkonform mit Videos befüllen. Den weltweiten Interessenten und Kunden von W&H werden die Videos in der bestmöglichen Qualität performant auf ihre unterschiedlichen Endgeräte gestreamt.



## W&H DENTALWERK

W&H Dentalwerk Bürmoos GmbH, ein Familienunternehmen mit Sitz in Österreich, zählt weltweit zu den führenden Herstellern zahnmedizinischer Übertragungsinstrumente und Geräte. Innovative Produkt- und Service-Lösungen, ein starker Fokus auf Forschung und Entwicklung, Vision und soziale Verantwortung machen W&H zu einem lokal und global erfolgreichen Player.

[wh.com](http://wh.com)

[video.wh.com](http://video.wh.com)

## ABOUT MOVINGIMAGE

movingimage, with their head office in Berlin and locations in Tokyo, New York and San Francisco, is the foremost provider of Secure Enterprise Video Platforms for the world's leading companies. The movingimage cloud-based solution enables businesses to centrally manage and effectively stream all types of video content in the best possible quality on any device to employees, customers, and partners. The platform integrates seamlessly into existing IT landscapes from content and digital asset management to product Information management systems, guaranteeing the highest security standards. The movingimage customer portfolio includes over 500 companies, as well as 20 DAX enterprises such as Volkswagen, Allianz and Bayer.

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



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



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