Video for Corporate Communications

Because recording CEO messages for live events and controlling the message with videos in one place is critical to your image, your brand and your investors.

Communication tools and expectations are quickly changing, especially in business. With the ever-growing popularity of YouTube, Vimeo, widespread reliance on mobile and the expectation of immediacy, employees have high demands when it comes to learning and collaborating through video. People now expect to digest information through video.

Video is now transforming the workplace since employees need a single solution to record, live stream, manage and share videos internally and externally. As a matter of fact, 85% of enterprises are using video for internal communications for company updates and executive communication. These videos, however, are created throughout the organization and posted and shared everywhere.

This presents challenges to the communications professional who is responsible for:

- Managing the brand
- Ensuring compliance and governance
- Building trust and transparency
- Maintaining employee happiness
- Ensuring investor satisfaction
- Ensuring customer and buyers are getting a single view of the company

63% of consumers say companies that use video know how to reach their customers.

87% of executives believe that video has a significant and positive impact on an organization.

Forrester estimates that if a business does not invest in video technology, a company can lose more than $1,000,000 annually in lost productivity.
Manage Image and Brand
Internal departments are creating videos and posting them on YouTube and Vimeo. Are you aware of the ads that are being placed on these videos or alongside of them?

Engage All Employees with Any Network Size
Employees who work in a small office or work from home don't always have the bandwidth to watch live streaming or videos on demand. Why exclude them when your CEO is speaking?

Find Content with Ease
When video is stored in public free places, on someone's laptop or on SharePoint, it is impossible to locate the one nugget that people are seeking. Vbrick provides one single platform to manage your videos securely and has search tools that allow you to quickly find the exact location within a video of important content.

You Need Videos to Communicate in Today’s World
Vbrick Has You Covered

- **Record Videos** — easily create videos through Vbrick’s platform
- **Store Videos** — keep all your company’s videos in one place securely
- **Share Videos** — due to integration with all existing tools, you can disseminate videos easily
- **Find Content** — using facial recognition technology, you can find a speaker within any video.
- **Understand Engagement** — with the analytics tools, you can see if the videos were of interest so that you can measure, refine and improve.

MANAGE YOUR BRAND INTERNALLY AND EXTERNALLY.

Vbrick enables organizations to leverage the power of video to engage, empower and transform. Our industry leading Rev enterprise video platform is a complete solution for businesses to capture, manage and securely distribute live and on-demand video globally at scale to any device. The world’s most widely recognized brands adopt Vbrick solutions to overcome network complexity and risk to meet critical live video needs from CEO all hands meetings to team broadcasts and to support innovative uses of on-demand recorded videos for sales, marketing, training, compliance, security, and user generated content. Vbrick solutions integrate with and complement unified communications systems and provide the analytics and intelligence to maximize return on video investments.

Learn more at Vbrick.com