

Putnam Investments

Replacing Satellite Broadcasts



Organization

Putnam Investments

Industry

Corporate

VBrick Products

- MPEG-2 Encoding Appliances
- MPEG-2 Decoding Appliances

Applications

Enterprise-wide video communications

Using VBrick, Putnam saves nearly \$20,000 per meeting on product and transmission costs by leveraging its existing television studio and network infrastructure to broadcast all of its company-wide communications

The Challenge

Streamline video communications while maintaining broadcast quality

Once a quarter, Putnam Investments held a company-wide meeting known as a General Assembly which connected all three of Putnam's office locations in Massachusetts via live video. These meetings were extremely expensive to execute, time consuming to set up, and stressful for the people behind the scenes due to the complex video satellite distribution.

Between 15-20 Putnam staff and freelancers collectively spent 16 hours supporting each meeting's audio/video satellite transmission requirements. Putnam had to rent three satellite trucks and a production truck for each meeting with costs approaching \$25,000.

Putnam management challenged the Corporate Communications department to identify and implement a more economical and flexible solution that would retain the broadcast quality standard they had already established for their General Assemblies.

The Solution

Eliminate satellite transmissions costs and complexities by digitizing and transmitting the meeting video across its existing IP network

VBrick designed a portable rack which replaces the need for a production truck. The rack, called a flypack, travels to any Putnam office and plugs into its existing network. Using the flypack, Putnam employees record and distribute the meetings in minutes rather than hours. The flypack includes three VBrick encoder/decoder appliances for each of the three cameras they bring on location.

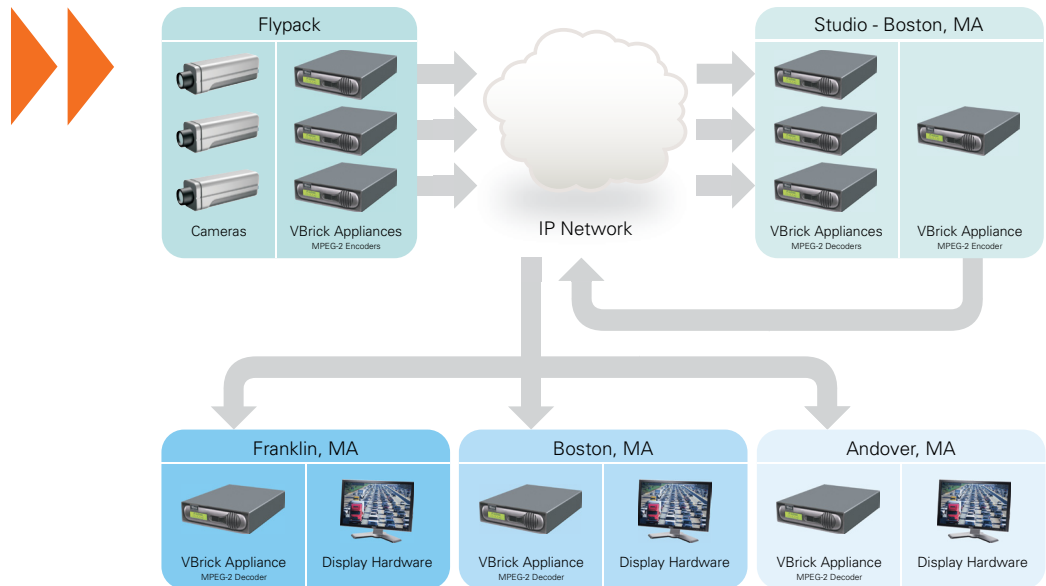
The Benefits

With the help of VBrick, Putnam was able to save \$75,000 annually, and increase the frequency and spontaneity of their executive communications

Using VBrick, Putnam saves nearly \$20,000 per meeting on production and transmission costs by leveraging its existing television studio and network infrastructure to broadcast all of its company-wide communications. The VBrick-enabled IP video distribution capabilities also reduced staffing requirements for each General Assembly by 12, requiring only a quarter of the previous staff.

Moving forward, Putnam is implementing an internal television channel, which they dubbed "Putnam TV," to broadcast timely programming to all three buildings.

System Integration



About VBrick Systems, Inc.

VBrick is the leader in Enterprise IP Video solutions, with over 9,000 corporate, education and government customers and 60,000 installations worldwide. VBrick solutions work over standard IP networks and the Internet to deliver rich media communications that connect people everywhere – from employees and customers, to partners and shareholders. Our comprehensive product suite and end-to-end solutions are used in a wide range of live and on-demand applications including meeting and event broadcasts, distance learning, digital signage, TV distribution, video surveillance, and Web-based marketing campaigns. Headquartered in Wallingford, CT, VBrick's products and services are available through industry-leading value-added resellers.

For more information, visit www.vbrick.com



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