

# CASE STUDY

## CORPORATE COMMUNICATIONS TO GLOBAL OFFICES

### Client's brief

Betfair, headquartered in London, is the world's biggest online sports betting organisation.

Betfair needed a solution which would enable senior management to engage via video with the company's 2,250 employees, who are spread across a large number of sites around the world.

### Solution

Betfair evaluated a number of potential solutions and decided that Encoded Media's Presentation Suite was not only the best solution on the market but also excellent value for money because:

- Communications staff and department heads can record, edit and publish video on the go using just a laptop or iPad
- It is easy to use - no IT involvement is required in day-to-day use
- Employees can watch videos that the management want them to see live and on demand, at their own desks
- Side-by-side playback of both video and slides means viewers experience life-like, engaging presentations

Encoded Media installed Presentation Suite, provided training for Betfair's IT and communications staff and continues to offer ongoing assistance as and when necessary.

“ This has made a big difference to how we keep in touch with staff. Our employees are spread out across a number of different countries and time zones, so it's great that we can make videos available at each person's desk both live and on demand. The system is quick and easy to use and feedback from staff has been fantastic. ”

Robin Marks, Head of Production



Find out more about Encoded Media's Presentation Suite at [encodedmedia.com](http://encodedmedia.com)

## Success!

Betfair now uses Presentation Suite to deliver corporate messages as well as training content and departmental updates to staff, both live and on demand.

Betfair's workforce, though spread across the globe, are more up to date and enjoy a greater sense of community, setting them up for better productivity.

