

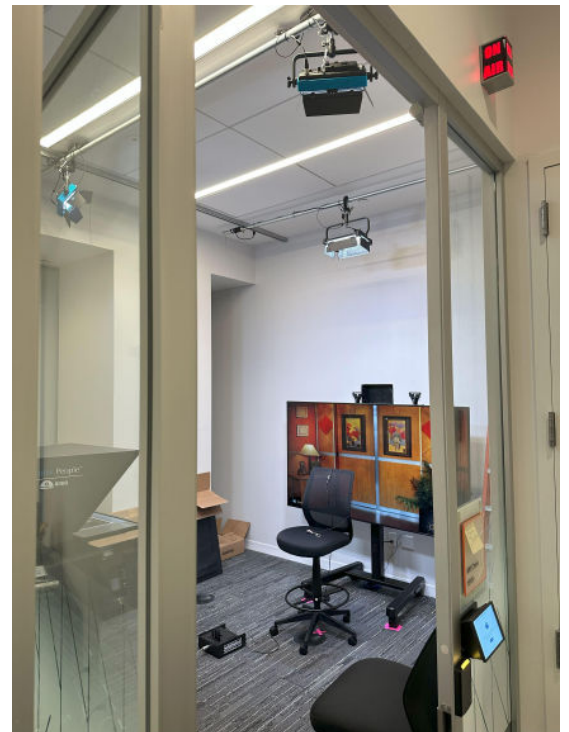
# Accelerating leadership visibility with ReadyCam® Studio

**Challenge** With their trusted video producer working remotely, a leading IT services provider faced challenges in meeting the rising demand for executive video communications. Hiring video crews was costly and scheduling was difficult. As a result, C-suite executives were reluctant to participate.

**Solution** The company implemented a ReadyCam® Studio in their NYC headquarters. The customized setup enabled remote production capabilities so executives could walk in anytime and record videos efficiently.

**Results** The ReadyCam Studio provided executives a video sanctuary - a private, distraction-free environment to record videos on their own busy schedules. Removing production barriers encouraged frequent executive video communication.

**Product** ReadyCam® Studio



## The Client

- Global service provider for IT infrastructure
- Fortune 500 company
- Tens of thousands of global employees, with a presence in over 60 countries

## Production inefficiencies hindered executive video communications

In the past, the company's video producer would either have to fly to the NYC headquarters to record with the C-suite or hire a third-party production crew. This was costly, disruptive, and difficult to coordinate.

It resulted in an overwhelming pressure for executives to complete the videos on the crew's terms - their timeline, their preferred location, and their eyes on and with a lot of unfamiliar people gathered around. As a result, most C-suite executives were reluctant to engage in video content creation.

## Seamless remote recording sessions became a reality

A ReadyCam Studio was installed in the familiar comforts of the NYC corporate office in June of 2023. Once an underutilized co-working space, the private broadcast studio now boasts a lighting grid, 4k camera, and 85" backdrop.

Thanks to the studio's web-based controls, the company's off-site video producer can do all the necessary set up and testing before the executives walk down the hall to the studio.

## Streamlined production workflow fast-tracks return on investment

The ReadyCam Studio created a video sanctuary - a private, distraction-free environment for the C-suite to record videos on their own schedules.

Because it is both easy to use and access, the studio has enabled the global technology company to:

- **Improve leadership visibility.** Removing production barriers encouraged frequent executive video communication.
- **Create more video content.** The turnaround time for a complete, edited video has drastically decreased without the need for travel or shipping hard drives.
- **Achieve a fast ROI.** Within 12 months the studio had generated enough cost savings from production efficiencies to surpass the original equipment and installation costs.