

VBrick



CARQUEST Auto Parts

Deliver clear, timely corporate communications to unify employees in over 3,400 locations spread across North America



Organization

CARQUEST Auto Parts

Industry

Corporate

VBrick Products

• VBrick's single-channel, Windows® Media encoder

Applications

Weekly corporate video broadcast

The Challenge

Deliver clear, timely corporate communications to unify employees in over 3,400 locations spread across North America

It was like the old campfire game of Telephone...

Each Monday, CARQUEST's executive committee met to discuss new products, company-wide initiatives and strategic business goals. Afterwards, its members passed key messages to their department heads, who then conveyed the information on to their lieutenants.

As the information cascaded through subsequent levels of CARQUEST's expansive organization, its intent incrementally changed, or details were simply lost. Even under the best circumstances, the message would be nearly a week old by the time it reached the people who needed it: The more than 18,000 "teammates" who operate CARQUEST's 40 distribution centers and 3,400+ auto parts stores spread across the U.S. and Canada.

"Given such a large network of management and teammates, it's no surprise that corporate level messages were not reaching the far ends of the network in a timely way," said Ray Birden, CARQUEST's Senior Vice President for Marketing.

As Birden and other corporate officers traveled on routine field visits, they often discovered that key initiatives were not consistently discussed with all teammates, or else they were communicated inaccurately.

The Solution

A VBrick EtherneTV system designed to broadcast key corporate communications directly to the desktops of CARQUEST's 18,000+ teammates in North America

CARQUEST's corporate communications team quickly gravitated toward the idea of a multimedia video broadcast that employees everywhere could tune into. The challenge was to find a cost-effective means to transmit the video without disrupting the company's regular network traffic, such as point of sale data.

It approached VBrick Systems, which offered the perfect candidate: A DVD-sized, single-channel Windows® Media encoder.

Within a week VBrick's system was in place and ready for CARQUEST's proof-of-concept: a video broadcast to the 750 employees on its corporate campus.

Notably, the system was so user-friendly that a non-IT CARQUEST employee was able to connect the camera, plug into the company's network, and configure everything for the beta test. Even more notable, the show went off without a hitch, and without making a ripple in CARQUEST's regular network operations, broadcasting at rates consistent with available viewing bandwidth.

Encouraged by this initial success, the company began interviewing spokes models, creating a broadcast format, developing graphics and producing a virtual set. Within a month, it was rebroadcasting a professional version of the inaugural show that reached an audience of 3,000 teammates.

The response? A company-wide standing ovation.

The Benefits

Inexpensive, easy-to-implement technology that provides direct communication from the CEO to every employee on the CARQUEST team

“People were just blown away,” Birden recalled of the company-wide broadcast, and he wasn’t just talking about the audience. “All of us felt we were truly communicating – from the CEO and operating committee level to every teammate in the Company – first hand, not through a filtered medium.”

VBrick’s compact solution, he added, not only performed like a plug-and-play device, it was easily less than half the price and nowhere near as complex as other solutions CARQUEST had considered.

“We found when working with VBrick, that this is all they do,” said Birden. “They really understand how to make their technology work within the available infrastructure.”

CARQUEST continues, every Thursday, to broadcast a 20-minute segment communicating sales objectives, financial results, service standards, product recommendations, best practices, new products, and other details to its employees across North America.

It’s also shared its video broadcast with partners in the auto supply business. “Each of them has commented that this really is the right way for large organizations to truly communicate with their teammates,” said Birden.

“And it’s such a cost-effective technology that any business can use it. You don’t have to be a big company.”

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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