

Customer: Bradesco
Industry: Financial Services

Customer Profile

Bradesco is the third largest bank in Brazil, with \$210B in assets. The bank has more than 80,000 employees and nearly 3,500 branches distributed globally.

Business Situation

Bradesco continually encountered difficulty imparting knowledge, training materials and corporate information to their employees. The bank historically relied upon physical media such as VHS tapes and DVDs to deliver training, causing a host of problems.

Solution

Bradesco built its corporate TV infrastructure atop LabOne's Media-iBox platform. LabOne Professional Services then customized the system to meet Bradesco's specifications and objectives, thereby solving many challenges the bank faced with content delivery.

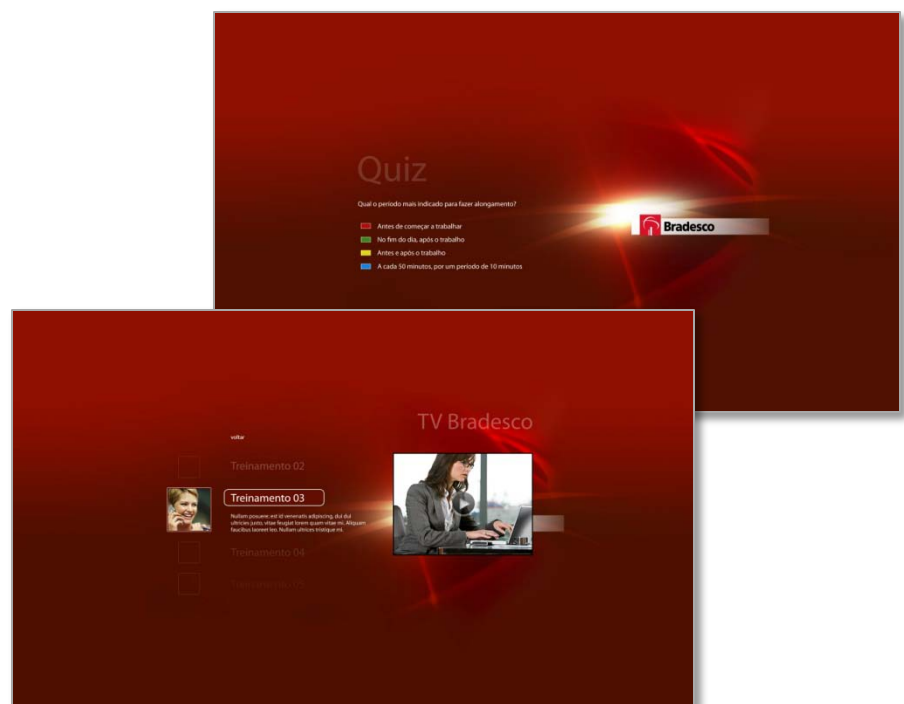
Corporate TV at Bradesco

Delivering knowledge to 80,000 employees

Bradesco is the third largest bank in Brazil, with \$210B in assets. The bank has more than 80,000 employees and nearly 3,500 branches distributed globally. Bradesco also has 9 overseas subsidiaries located within major financial centers.

BUSINESS SITUATION

Bradesco continually encountered difficulty imparting knowledge, training materials and corporate information to their employees. The bank historically relied upon physical media such as VHS tapes and DVDs to deliver training, causing a host of problems. Logistics for distribution were complex and expensive, given the size and vast distribution of Bradesco's branch network. Additionally, Bradesco had no mechanism in place to monitor actual usage and effectiveness of the materials sent, except for some large training courses that demanded written tests, many times submitted on paper.



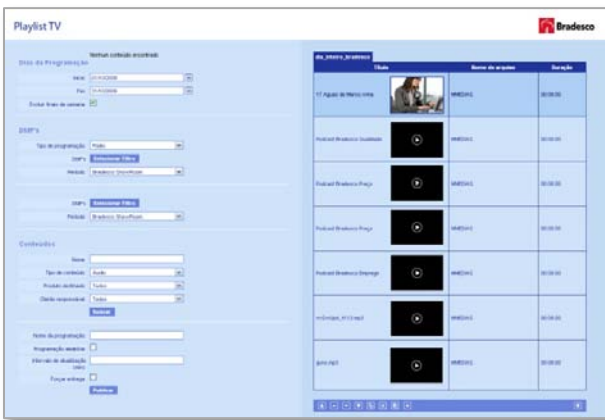
Set-top box screens showing video selection and interactive quiz functionalities

SOLUTION

Bradesco built its corporate TV infrastructure atop LabOne's Media-iBox platform. LabOne Professional Services then customized the system to meet Bradesco's specifications and objectives, thereby solving many challenges the bank faced with content delivery, including the lack of broadband communications to most branches. LabOne's solution uses an asynchronous distribution system, delivering video to thousands of set-top boxes outside of branch operation hours, leveraging existing data networks.

Managers at Bradesco's headquarters use Media-iBox to create programming, combining videos captured from several sources into playlists. The system also enables Bradesco's training group to set dates for publishing and expiration of content, and schedule time windows during which content would be delivered to each branch. Other advanced features within the platform provide branch managers information about the best time for content viewing, as well as the recommended audience.

These functions are integrated with the bank's intranet applications. Managers creating training materials can also use functionality built on Media-iBox to create interactive questionnaires and feedback forms to be associated with individual videos. These can be deployed either directly at the set-top boxes, or from Bradesco's intranet. Set-top boxes can save, organize and deliver completed forms back to the central system for evaluation.



Web-based content management console

The system's web-based management console:

- Enables operators to monitor system health
- Provides visibility into which set-top boxes are operational
- Includes details regarding content delivery, retrieval and forwarding
- Controls the removal of expired content, thereby allowing administrators to manage disk space on each set-top box, either manually or by using pre-defined parameters
- Allows visibility into a variety of other metrics such as usage by employee ID.

The set-top boxes support high-definition video, advanced navigation and interactivity. Content can be viewed regardless of connectivity to the network, and data from interactions and form filling can be cached for later delivery to the central system. This allows for optimal usage even at remote branches with very limited data networks.

The overall user experience was notably improved through the development of simpler navigation and a sleek interface resembling popular consumer set-top boxes, such as TiVo and Windows Media Center.

Costs were quickly recovered by Bradesco, both directly as a result in the dramatic reduction in training material shipping costs, and indirectly through improved employee knowledge and communications.

FOR FURTHER INFORMATION:

<http://www.labone.net/success/bradesco>

