

# Enhancing executive communication with AVI-SPL VideoLink's ReadyCam® Studio

**Challenge** A failed CNBC interview with the Chairman and CEO sparked interest in an alternative to their web conferencing platform for broadcasts. In addition, they had no in-house staff readily available to support the increasing demand for executive video messaging.

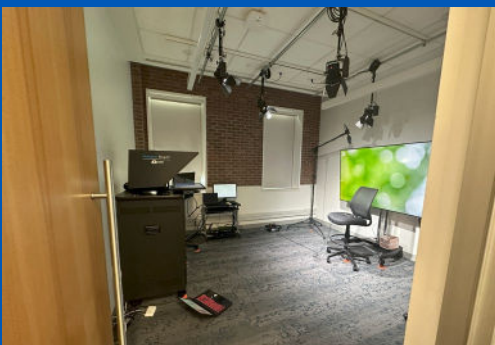
**Solution** The executive IT support team explored several options before settling on the AVI-SPL VideoLink ReadyCam Studio, installed in 2021 near the CEO's office. The compact studio incorporated professional lighting, high-quality camera, superior audio equipment, and a simplified, remote control user interface.

**Results** The studio has not only served the CEO but the entire executive staff, who love the convenience and flexibility it offers. The objective was achieved at a lower cost than any alternatives.

**Product** ReadyCam® Studio

## The Client

- Global research-intensive biopharmaceutical company
- Over \$14 billion net worth in 2022
- The organization is headquartered in northeastern United States



## Global biopharmaceutical company realizes need to enhance executive video communications

In the pursuit of strengthening executive communication, the biopharmaceutical company recognized the paramount importance of effective messaging, catering not only to its employees but also its critical stakeholders, including investors and partners.

Notably, they required a dependable, high-quality, and cost-effective method for their CEO to conduct crucial interviews with major media outlets like CNBC. Faced with these challenges, the company embarked on a search for an efficient and professional solution that would uphold their commitment to maintaining a high standard of communication.

## Decision to install ReadyCam Studio technology leads to immediate benefits

The 2021 investment in a ReadyCam Studio showcased the company's commitment to maintaining high messaging standards and improving stakeholder relationships. The studio was installed near the CEO's office but was immediately in high demand by the entire executive staff. Benefits realized include:

- **Timely Messaging:** Accessibility allowed executives to record short-notice video messages without scheduling conflicts.
- **Versatility and Efficiency:** The user-friendly studio accommodated live TV interviews, virtual presentations, and pre-recorded messages.
- **Elevated Message Delivery:** Superior camera, lighting, and audio components enhanced visual and auditory quality, making messages impactful.
- **Staffing flexibility:** The studio's easy to use internet based control portal enables the executive IT support staff to operate the studio, eliminating dependence on scarce video professional resources.
- **ROI Realization:** A year post-installation, the company's analysis showed that savings surpassed the studio's initial investment, affirming its cost-effectiveness.

## Delivering timely and impactful executive messages with a groundbreaking solution

The transformation of the company's executive communication strategy through AVISPL VideoLink's ReadyCam Studio serves as a testament to the studio's reliability, efficiency, and cost-effectiveness.

With its seamless integration, executives can confidently deliver their messages in a visually and audibly engaging manner. The realization of substantial savings within a year of installation underscores the studio's value proposition.

As the company expands its horizons, the ReadyCam Studio remains an essential tool for modern business communication, strengthening connections with employees, partners, and investors alike.