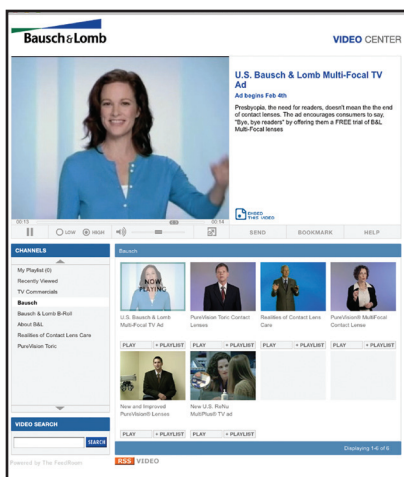


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– Mike McDougall, Vice President of Corporate Communications and Public Affairs



One could say that Bausch & Lomb has been keeping an eye on online video for years. The global maker of eye-care products with headquarters in Rochester, NY first started deploying online video events as far back as 2002. At first, the company’s line-up of online video events represented what was standard fare for business Webcasting: Video cameras would be used to record quarterly business updates from executives at various Bausch & Lomb divisions focusing on specific portions of the eye-care market, such as contact lenses, lens care supplies, pharmaceuticals and surgical equipment. The videos would then be made available to workers on an on-demand basis.

With more than 10,000 employees in over 40 countries, Bausch & Lomb found that the on-demand Webcasts “provided a new way to keep employees informed about the company’s strategies and long-term business goals,” said Mike McDougall, the company’s Vice President of Corporate Communications and Public Affairs. Justifying the cost of creating and distributing the online videos was a snap, according to McDougall. “If you can keep from flying two or three executives around to make the same presentation at several different facilities, you pay for the production costs right there,” he said.

Since its first foray into Web video seven years ago, Bausch & Lomb has significantly expanded the ways it capitalizes on the technology. Starting in the second half of 2007, the company made a concerted effort to use online video more frequently and for a greater array of business communications. Since the start of their video communications initiatives, they have been successfully utilizing an online video platform from The FeedRoom.

Capitalizing on this end-to-end, hosted solution, the company began experimenting with applications of the technology that built upon the company’s initial experiences in Web video. One early application, for instance, came from posting the company’s U.S. television commercials online so that workers in the company’s factories in Europe, the U.S. and Asia could see how Bausch & Lomb was promoting itself in key markets.

By giving workers access to company videos from around the world, the company aspires to increase employee awareness of Bausch & Lomb business objectives and foster a better understanding of how the company is positioning itself to customers worldwide. “We want to make the employees fully aware of what is happening in the company,” said Clinton Lewis, Senior Communications Specialist for Bausch & Lomb. “It gives them a sense of pride in the place where they work and helps them understand how their individual role correlates with the larger organization.”

CHALLENGE

Bausch & Lomb needed a cost-effective way to improve communications with more than 10,000 employees in over 40 countries, enabling them to be more productive and stay informed on the company’s strategies and long-term business goals.

SOLUTION

FeedRoom 4.0 Enterprise Video Platform™ allows Bausch & Lomb to host live executive Webcasts, and provides support for employee-generated content and video on demand, delivered to employees worldwide in five languages.

RESULTS

Today the company uses online video for a large variety of global business communications, including executive briefings, employee training and sharing the company’s TV commercials with employees in other geographies. Executives feel these initiatives not only promote a sense of pride in the place where they work, but also help employees to grasp company messages and understand their individual roles within the context of the larger organization.

Bausch & Lomb launched its latest effort in decentralizing the implementation of Web video communications in late 2008 when it rolled out an option on the FeedRoom platform that allows employees to upload and post their own videos. Since that time, company workers have even come up with many of their applications for the technology. Some have captured video taken at company trade shows, posting it online to show how the company is marketing itself at industry gatherings around the world. Employees in the company's information technology department have taken to filming "fireside chats," offering tips and instructions on how to address specific technical problems.

"We're actively encouraging our employees to post their own videos to the Bausch & Lomb television network," says McDougall. "IT is essentially using video to explain some less than enthralling technology concepts if you were to see them in print. Our one 'star' is using a camcorder and a basic editing system on his PC to put these together. It's sort of campy, which works. We're not trying to be CNN here."

The company's goal is to foster a broader range of employee-to-employee dialogue. By putting multimedia publishing and distribution technologies in the hands of workers across the globe, Bausch & Lomb's communications department is providing the tools that help employees interact more effectively. "We try to use this technology to drive interpersonal communications," says Lewis. "Resources like FeedRoom's Really Simple Upload (RSU) interface provide employees the freedom and opportunity to communicate internally on their own terms."

CREATING AN ON-DEMAND COMMUNICATIONS ENVIRONMENT

During a time when businesses are more challenged than ever to communicate with global audiences, "online video offers a new communications pathway," says McDougall. With disrupted workforces, budgets under attack, smaller communications staffs and fewer agency resources, corporate communicators must find new and improved ways to broaden their global reach, expanding into markets where they do not necessarily have a communications infrastructure in place.

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At the same time, these professionals are experiencing what McDougall calls "the Twitter effect" – the compression of the 24-hour news cycle into a 24-second "Tweet cycle," requiring communicators to react or stay proactive in shorter timeframes. McDougall predicts that within a few short months, there will be even greater demand for mobile video. "It's something, honestly, that's difficult for most corporate communicators to envision, but mobile is already happening. The assumption is that corporate communications teams will be delivering video to iPhones, Blackberries and other mobile devices."

In addition to the user generated, on-demand aspects of corporate video, Bausch & Lomb embraces more formal uses of the platform, producing segments that employees can watch as they wish. Says McDougall, "How many conference calls do we have with leadership, how many employee meetings do we have using video conferencing systems that really should be fed into an IP-based video system and simulcast throughout the company?"

One example of how Bausch & Lomb uses video internally is for the rebroadcast of the company's quarterly, state-of-the-business updates. "We are able to have this video up on our internal Websites within hours for on-demand viewing. With such a large, global organization, it's important for employees to hear from our chief executive directly, and in this case, in as close to real-time as possible.

Bausch & Lomb effectively employs this strategy for highlighting their executive teams in less formal settings, too. "If our CEO is giving a presentation in our Montpellier plant in France, only the Montpellier employees would see it and that would be the extent of it. We're now encouraging our communications teams and entire employee base to record these for our internal Bausch & Lomb television network."

In support of this strategy, the company has recently undertaken an initiative to enhance their global, online video communications with captioned players, offering translations of executive presentations into German, French, Spanish and Italian.

The reasons McDougall gives for this approach is two-fold. First, it enables employees in a certain location who can't attend an event to be able to watch it. More importantly, it helps internally with message consistency. "We're hearing people comment, 'This executive's saying the same thing in France that I heard him say back in the U.S. the week before.'" For dispersed organizations like Bausch & Lomb, online video can be an effective way to ensure that your management team is echoing the same messages site to site.

With a global or segregated workforce, keeping everybody informed in a cost-effective manner is critical. From a communications standpoint, urgency can be paramount, especially in today's business environment. By addressing workforce concerns head-on, it can provide the basis for a highly effective and engaging messaging strategy. Employing an enterprise video platform delivered on a secure, hosted basis, is the fastest way that organizations such as Bausch & Lomb have found to create a comprehensive, on-demand communications environment – whether you are delivering a real-time address from the CEO, or an IT training video.

ABOUT THE FEEDROOM

The FeedRoom is a pioneer in online video communications, and a market leader in live streaming video and digital asset management. With an unparalleled commitment to customer service, The FeedRoom provides flexible online solutions that optimize business and marketing communications for the enterprise, government and media. Industry-leading organizations, such as Autodesk, Barnes & Noble, Boeing, Bristol-Myers Squibb, Hewlett-Packard and The Pentagon rely on The FeedRoom's expertise to help engage audiences, build brands, monetize content and manage rich media assets more efficiently.