



CASE

DNB's successful integration with Quickchannel

OVERVIEW

DNB, one of the largest financial institutions in Norway, has always been at the forefront of adopting innovative solutions to enhance their operations and customer experiences. As the COVID-19 pandemic forced businesses worldwide to pivot to digital solutions, DNB was no exception. They sought a reliable and secure platform for digital events, webinars, and video content management.

We chose Quickchannel because it was easy to implement and met our compliance and security requirements perfectly ”



CASE STUDY DNB 2024



Based on an interview with Heidi Andersen, Head of DAM / BrandCentre DNB CXM

CHALLENGES

In the summer of 2020, amid the outbreak of COVID-19, DNB faced the challenge of managing numerous digital meetings and webinars efficiently. According to Heidi Andersen, the Head of Brand Center and DAM at DNB, the bank had "hundreds of events throughout the year," which necessitated a robust digital solution.

SOLUTION

DNB chose Quickchannel for several compelling reasons. "We chose Quickchannel because it was easy to implement and met our compliance and security requirements perfectly." The platform's user-friendly nature and robust security features were critical in addressing DNB's need for a reliable streaming and video content solution. Quickchannel's seamless integration capabilities with DNB's existing systems, Papirfly DAM, ensured that they could maintain compliance and data security standards without any complications.



Heidi Andersen, Head of DAM
/ BrandCentre DNB CXM

IMPLEMENTATION

The implementation process was smooth and efficient. Heidi; *"I received training and quickly became a superuser by setting up numerous broadcasts. The customer support was super effective, responding immediately to our needs."* She appreciated the ease of integrating Quickchannel with their existing systems, noting that *"it was very straight forward to customize the platform with our colors and fonts."*

INTEGRATION AND USE

DNB leveraged Quickchannel's capabilities extensively. They utilized the live module for parallel broadcasts, chat functionality during live events, and seamless integration with their DAM system. Heidi emphasized the importance of this integration, stating, *"We upload everything to Papirfly DAM, and it transfers directly to Quickchannel. This ensures that we always use the latest version of our assets and comply with our internal guidelines."*

BENEFITS

One of the significant benefits of using Quickchannel was the enhanced control over their digital content. Previously, DNB hosted their videos on YouTube, which posed challenges in controlling the user experience and data. With Quickchannel, Heidi noted, *"We own the assets ourselves and can manage them directly on dnb.no, ensuring better compliance and security."*

THE RESULTS

- Enhanced control over digital content
- Better compliance and security
- Consistent branding
- More user-friendly interface

I am very satisfied with Quickchannel and have recommended it to several other large organizations



RESULTS

The integration with Quickchannel allowed DNB to manage their digital video content more effectively, ensuring consistent branding and up-to-date information. Heidi mentioned, *"Having control over our assets and knowing we are always using the latest version is extremely important to us."*

FUTURE PLANS

Looking ahead, DNB aims to deepen their integration with Quickchannel, focusing on further simplifying their workflows and enhancing security. Heidi expressed interest in exploring more features within Quickchannel, such as video production modules and additional integrations to streamline their processes even further.

CONCLUSION

DNB's partnership with Quickchannel has been a success, enabling them to efficiently manage their digital content and events. The ease of use, robust security features, and seamless integration with their existing systems have made Quickchannel an invaluable tool for DNB.

DNB's experience with Quickchannel exemplifies how effective integration and dedicated support can transform digital video content management for large organizations, ensuring security, compliance, and efficiency.