

# SUCCESS STORY

Digitising conferences with video and improving employee efficiency

The World Customs Organization’s challenge: evolving from written reports to building a video heritage.



WORLD CUSTOMS ORGANIZATION  
ORGANISATION MONDIALE DES DOUANES



**81h**  
of recording



## Key Monthly Figures



**34**  
live sessions



**50**  
videos created

## THE CONTEXT

Before UbiCast was deployed at the World Customs Organization (WCO), the official committee had to produce a written report after each conference and meeting. These reports were written and provided with audio recording only. There were three major disadvantages to this method:

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- It was very difficult to match a particular presentation with a speaker.
- It was very time consuming to find the right slide every time the presenter made reference to the presentation.
- In the absence of video, there was no face associated with the speech. Employees who were not at the meetings did not know who to refer to if they had a question or comment. In addition, some indicated a feeling of isolation.



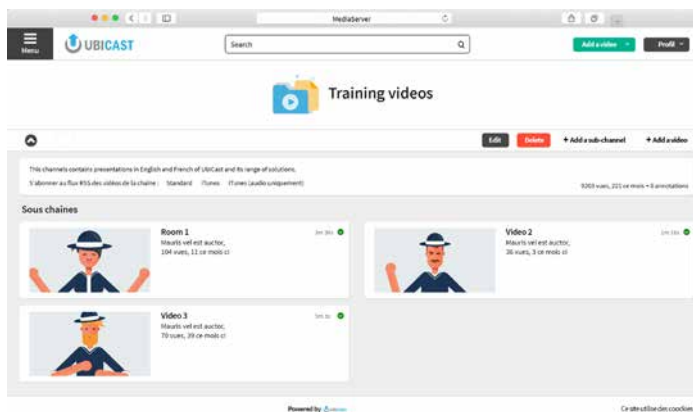
# THE STAKES

Integrate video to improve employee effectiveness:

- 1 Ease of use:** presenter only needs to start / stop recording.
- 2 Centralization and organization of all conference and meeting recordings** on the same video platform for easy access.
- 3 Enable comments moderation** by WCO staff based on their role in the organisation.
- 4 Securing data** against illegitimate access and downloads: the content contains highly sensitive information.

# THE SOLUTION

Every day, 3 equipped conference rooms record each session.



With the MediaServer video platform provided by UbiCast, every WCO employee who registers has his own private channel containing his/her recordings.

The videos are then available to the 170 employees, each one of them owns viewing rights on specific channels.

The Secretary General and the Assistant Secretary-General can access all channels and broadcast live at any time, always with optimal security. General or Deputy Secretary-General can access all channels and live streaming.



« We used to record audio the same way we did 10 years ago. With the UbiCast solution we modernized the way we work and how we are seen by all our colleagues but also by delegates from all around the world. »

Nicolas Pirotte, senior technician at WCO