

# Changing Culture Through Video

In 2017 Panasonic Corporation formed the Connected Solutions Company and appointed Yasuyuki Higuchi CEO. He saw a need to realign the business units and change the culture of the company. His vision was to restructure from a conventional product-oriented business, to one aligned with industries, and focus on providing innovative solutions. In order to be successful, he needed his executive leadership to share their vision for the future with all employees around the world and he began by hosting and recording all-hands meetings.

Unfortunately, the load on the corporate network from video was too great. The network failed and many employees, especially those in distant offices, could not participate. Collective provided a solution for leadership to deliver their messages through video and begin the company's transformation.

## THE BUSINESS CHALLENGE CHANGING THE CULTURE OF THE COMPANY

The CEO of Panasonic's Connected Solutions Company brought a new mindset and wanted to change the company culture to encourage communication and the sharing of ideas. In order to be successful, he needed to convince all employees of his vision for the future. Live video offered the personalized communication and the connection he needed to gain buy-in and change for the future. Unfortunately, their enterprise network was not up for the task.

- Enterprise network couldn't handle the load of video
- Upgrading the network was very costly and slow to implement
- Current all-hands meetings had limited reach and participation
- Management was unable to share ideas effectively or communicate their vision to the global workforce

## THE SOLUTION COMMUNICATE TO THE GLOBAL WORKFORCE

Collective's video solution enables the Connected Solutions Company to distribute video at scale without changing or burdening the existing network. Video enables employees around the world to participate in critical all-hands meetings.

- All employees can receive video broadcasts, regardless of their location
- Content is secure and saves up to 99% of the bandwidth previously consumed by video
- Ensures a high-quality user experience across the entire organization
- Provides insights on network performance, content delivery and user engagement

**Company:**  
Connected Solutions

**HQ:**  
Tokyo, Japan

**CEO:**  
Yasuyuki Higuchi

**Employees:**  
27,000+



***"It was estimated that network expansion would cost billions of Yen Annually"***

- Kazushige Matsui  
Manager of IT department

# ***“Being able to communicate through video was a major factor that accelerated change”***

- Kazushige Matsui, Manager of IT department

## **THE IMPACT**

### **CHANGING CULTURE THROUGH OPEN COMMUNICATION**

By leveraging Kollektive’s platform, the CEO of Panasonic’s Connected Solutions Company, Yasuyuki Higuchi, was able to utilize the power of video to communicate his vision for the company and successfully engage employees around the world.

#### **Organizational Impact:**

- Hosted many successful all-hands meetings while engaging the global workforce.
- Changed the company culture to be open and transparent, with core values based on the sharing of ideas and collaboration to create a competitive advantage.
- Leveraged video to influence and change the organization from a product-centric organization to one focused on industry verticals and innovative solutions.
- Employees became more engaged and provided feedback, which helped accelerate the culture and changed the mindset across the organization.
- Employees became more proactive, which led to a positive impact on work efficiency and productivity.
- Utilization of video grew rapidly across various departments in the organization; Business Units conduct their own all-hands, Human Resources uses video for training and compliance; as well as General Affairs, Accounting and Public Relations.
- Today there are 24 video channels with over 200 videos available to employees.

#### **Technical Impact:**

- Eliminated strain on the network without costly increases in bandwidth.
- Fast and easy implementation, avoiding lengthy hardware installations.
- Gained real-time analytics and insights on the performance of the network, content and user engagement.
- Maintained high security standards in a very competitive market through SAML integration and authentication.

# ***“If you’re considering moving to video, I’d tell you that Kollektive will significantly reduce the cost of accelerating your network”***

- Kazushige Matsui, Manager of IT department



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