



Keeping Traders Informed with Synchronized Enterprise-Wide High-Quality IP Video

The Background:

Citigroup, Inc. is a leading financial services company with more than 275,000 employees serving 200 million customers around the world. They wanted to provide their retail brokerage offices with real-time access to news and other programming.

The Challenge:

Ensure the quality, reliability, and manageability of streaming broadcast news and internally produced content in high-quality TV-like videos over their existing enterprise IP networks to every trader within Citigroup's retail brokerage division.

The InfoValue Solution:

Powered by InfoValue QuickVideo™ Player technology, Citigroup has a special video player for worldwide deployment that has many unique and advanced features, such as audio/video synchronization across all desktop PC's and automatic handling of varying combinations of compression and transport formats.

Additionally with InfoValue BizTV™ solution at its heart, Citigroup deploys a dynamic and robust digital signage system throughout their retail brokerage offices using remotely tunable and controllable IP set-top-boxes.

InfoValue BizTV™ features InfoValue QuickVideo™ servers, InfoValue's award winning and performance leading streaming platform, and a comprehensive set of seamlessly integrated and customizable business workflow and control functions.

The Epilogue:

Citigroup has been able to use the compelling high-quality, real-time video streaming to increase and/or maintain their operational advantages in their highly competitive and challenging environments.