

Transforming Financial Communication



Executive Summary

The Covid-19 pandemic was a catalyst for the digital transformation of organizations, making it clear that continuous adaptation, hand in hand with technology, is imperative to scale and compete in a changing market. Organizations like Banorte knew how to anticipate this acceleration to incorporate key solutions for internal communication and towards their clients. Grupo Financiero Banorte opted for the integration of an online video platform (OVP) with two channels under the name BanorteTV+ and BanortTV2, to boost the bank's internal and external communication, with the help of Vívoro Digital and AWS.

About Grupo Financiero Banorte

Grupo Financiero Banorte is a leading financial institution in México, the second largest financial group in the country. GFNorte provides services to more than 21 million customers through an extensive network that includes more than 1,000 branches, over 7,000 ATM's, more than 26,000 correspondents and over 160,000 point of sale terminals. Their subsidiaries' main activity is the realization of financial operations such as providing banking, brokerage and warehousing services, leasing, and factoring operations. They offer insurance and annuity services, as well as the management of retirement savings contributions. They also operate the international money transfer companies Motran Uniteller, which mainly serve the remittance market.

The Challenge of Promoting Corporate Communications Safely, and Reducing Transmission Costs

Grupo Financiero Banorte used a satellite reception system that covered its content transmission needs in video format for training and internal communication. However, the platform's functionalities were limited, and the operation required many resources, making it unprofitable.

Grupo Financiero Banorte needed to implement a solution that was flexible to increase brand awareness, generate internal engagement and promote business growth. Being an institution that handles sensitive information, it was necessary for cybersecurity levels to be optimal and for the platform to be cost effective.

Why AWS

Vívoro Digital's Online Video Platform works with Amazon CloudFront as its content delivery network (CDN), this service guarantees high performance and security in the delivery of dynamic content, live streaming and on demand video. AWS services integrated to Vívoro Digital's OVP such as S3, provide the client with the opportunity to grow at any scale, at their own pace and cost effectively. Elemental Media Convert transcodes file-based content into live stream assets quickly and reliably to prepare on-demand content for distribution or archiving on a pay-as-you-go pricing.

About Banorte



Grupo Financiero Banorte (GFNorte: BMV: GFNORTEO; OTCQX: GBOOY; LATIBEX: XNOR) is a leading financial institution in Mexico, the second largest financial group in the country and the one with the broadest business diversification in the market.



Great Service and Dynamic Content Go a Long Way

Vívaro Digital implemented a hybrid distribution solution to optimize bandwidth, locally, delivering content in Monterrey and Mexico City with less than a 5 second delay. To ensure the protection of sensitive data, the platform's implementation also focused on security compliance standards required to financial entities. Grupo Financiero Banorte has been Viváro Digital's customer since 2019. The platform has evolved along with their needs. Cost effectiveness is achieved by adding a cache solution for frequently used data to maximize resources and lower total cost of ownership.

Grupo Financiero Banorte took advantage of the following features of the OVP powered by Viváro Digital:

- White label, fully customizable
- Based on micro-services such as Amazon Cloudfront, Media Convert, S3, among others
- Multiple access levels and roles
- Full control over data and content
- Caché
- Interaction analytics
- Encryption in communication channels
- Upload and play on demand videos and live streams
- 24/7 remote Spanish support (Service response less than 10 minutes)

Cloudfront distributes content with low latency and high data transfer speeds. Along with API Gateway, our OVP meets the security and compliance objectives of Grupo Financiero Banorte. Alejandro Badillo, Corporate Communications Director, qualifies Viváro Digital's OVP as a highly reliable tool with a great customer service.

Transforming Financial Communication

Currently, Grupo Financiero Banorte, has 132 branches nationwide, active with the platform; they have a 5TB storage for audiovisual content, growing 1TB annually. Resource optimization was crucial to maximize delivery efficiency to its 31,000 employees supporting up to 16,000 concurrent users, thus achieving the desired profitability. Grupo Financiero Banorte continues to use the platform on a common basis with great results.

About Viváro Digital

We are a Digital Transformation Consultancy based in Mexico City. We specialize in comprehensive cloud service solutions, process digitalization and/or digital document archiving, cybersecurity and IT monitoring. We are your ally in internet video management and distribution, connectivity and on-premises infrastructure.

