

# Customer case

## ProRail



GetyourStudio  
all-in-one video studios

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## ProRail connects and improves through an in-house video studio

ProRail is located in the Inktpot, the largest brick building in the Netherlands, built around 1920. On the fifth floor of this monumental building, ProRail set up its in-house video studio. This is where video content, such as digital meetings for employees and e-learnings, is made. At the end of 2021, event coordinator Linda Doets of ProRail concluded that an in-house video studio would save costs and be a way of connecting with employees.

### Stay in touch

Linda Doets is responsible for events and meetings within ProRail. The organization attaches great value to being in contact with the various target groups within and outside the organization. Early 2020 saw involvement, information, and connection become even more important due to Corona. It was crucial to stay connected with each other during this time. Like many other organizations, ProRail pioneered and searched for alternatives to physical meetings. Additionally, ProRail quickly switched to online meetings via Teams and webinars. It regularly moved to external studio facilities to ensure that the Board of Directors could stay in touch with the employees. AV experts also had to be hired for this.



### Lower costs and less hassle

"The costs rose enormously," says Linda. "As an organization that works with public money, this was not sustainable. A Google search for 'plug-and-play video studio' led us to GetyourStudio." With colleague Maarten Bruggeman, ProRail investigated whether the GetyourStudio system could technically fulfill its promise. "With confidence, we got started, and we were creating our first video in our studio in no time. For that first broadcast, we called in the help of the GetyourStudio team to assist us. We have now been on the road for a year and a half. I've lost track of how many videos our team has produced in this studio," says Linda.

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### Video says it all

Rinaldo Fabre, Portfolio Management Advisor at ProRail, has been responsible for the technology since the first video production. "This video studio fits perfectly with this time. It is a tool for creating videos on various topics and developments. Additionally, it makes management more visible. For the younger generation, video frequently has more meaning than writing. Today's youth use YouTube to learn almost anything. So why not share the current affairs internally quickly via video?"



### Expand use

"GetyourStudio is unique because it offers a full plug-and-play studio without a leasing agreement or additional monthly costs. This is in contrast to other providers in this market," says Linda. "Now we have our own studio where anyone may enter and start recording a video. However, with 5000 people in an organization, we have to arrange that in a manageable way. We are addressing that. The plan is to train two or three people in each department so they can work independently. From then on, only the studio time has to be reserved."

### Eye on the future

ProRail has cleared a large space in the building for the video studio. Various types of videos have been made, from talk shows to presentations to webinars and recordings in a green screen environment. "We have quickly become adept at regularly making short videos. Compared to what videos cost us in the past, this studio has already paid for itself. As more colleagues are able to make videos themselves, we will undoubtedly get even more out of this." concludes Linda with an eye to the future.

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