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APPLICATIONS OF STREAMING MEDIA – A Case Study

Case Study – Tata Motors

Event – Analysts' Meet, Dealership Awards, Training Module

About Tata Motors

Tata Motors Limited is India's largest automobile company, with revenues of Rs. 32,426 crores (USD 7.2 billion) in 2006-07. It is the leader by far in commercial vehicles in each segment, and the second largest in the passenger vehicles market with winning products in the compact, midsize car and utility vehicle segments. The company is the world's fifth largest medium and heavy commercial vehicle manufacturer, and the world's second largest medium and heavy bus manufacturer.

What is the event about?

The event is an **Analysts' Meet** held every year to review the Company's performance and during that year. Tata Motors addresses the press, stakeholders, clients and its employees regarding their review of the financial results of that year. There are presentations that cover a corporate update, overall business highlights of that year, financial performance and some key strategic initiatives envisaged for the next 2-3 years. The presentation ends with a brief guidance and a roadmap for the future.

Tata Motors' Dealership Awards is an internal award ceremony organized to felicitate exceptional performance of their dealers.

Tata Motors has a designed **Training Module** for the purpose of educating their dealers, employees, laborers spread across the country in various branches on the operations, technological know-how, managerial skills and various other soft skills as well. Hence to educate all of them in a single attempt Tata Motors opted for Webcasting the entire training programme along with PowerPoint synchronization.

Why the use of Webcast with PowerPoint Synchronization?

Since the **Analyst meet** is usually held in Mumbai and the audience is spread across the country, there are many who can't make it on that particular day and time due to some inevitable circumstances.

The use of the technology of Webcast with PPT synchronization allows the viewers unable to attend the Meet to have access to the presentation from wherever they are.

The Dealership Awards' organized by the company is their way of encouraging outstanding performance and identifying their star performers and rewarding them. In order to highlight the importance of this activity within the organization and creating awareness among the employees Tata Motors chose to Webcast the ceremony live for all those who couldn't make it for the event.

The **Training module** designed by Tata Motors would have been a very time consuming and costly affair given the scope of training required for all the employees spread across the country. The trainers would have to travel all cross and repeat the



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same lectures which would highly time consuming and monotonous. It would be extremely expensive programme to gather all the employees at one location, arranging for the travel, lodging, and food for the trainers. Hence a very cost effective and time saving option was Live Webcasting.

Methodology and Event

1. **In case of Analysts' meet** 3-4 speakers give out a review on the financial results of that year.
2. A roadmap or guidelines for future are discussed using PowerPoint presentations.
3. The PPT is streamed live along with video of the speaker to make the whole discussion more comprehensive
4. The streaming is made possible by the use of internet connectivity – (tested in advance)
5. The presentations are followed by Q & A session. The analysts and the press members present clear their doubts and cross verify incase of any ambiguity.
6. **Incuse of Dealership Awards**, dealers are awarded by the jury members on different criteria. Other employees in different offices are intimated well in advance about the Live Webcast through mailers, who can then have access to the ceremony through Webcast from wherever they are.
7. For the **Training Programme**, the specific target audience is informed about the training schedule which is to be Webcast Live and then they accordingly login for the programme.
8. Post live the entire content is uploaded and archived, for those interested in viewing the live event but cannot, the archival version website will provide them with an opportunity to watch seminars that have already concluded.