

The Gift Given Via Live Stream

How Aberdeen Asset Management Used the Qumu Platform to Deliver a Live Golf Masterclass from Colin Montgomerie to Clients and Employees



ABOUT

- 2nd Largest Telecom in the World
- 110,000+ Employees
- 150 Locations

FORBES GLOBAL 2000 RANKING

#454

INDUSTRY

Telecommunications

USE CASES

Self-Service Webcasting
Employee Collaboration
Compliance Training
Employee Onboarding

With tightening legislation around customer and employee gifting, financial institutions are finding new and inventive ways to execute marketing initiatives. And for innovative companies like Aberdeen Asset Management, live video is becoming an increasingly effective way of delivering value.

Problem: How to Create a Live Golf Webcast for Global Clients

Sponsors of the men's and ladies' Scottish Opens as well as numerous high profile golf professionals, Aberdeen Asset Management recently hosted a Live Golf Masterclass with 8-time European Order of Merit winner, Colin 'Monty' Montgomerie OBE.

Presented by BBC Golf Correspondent Iain Carter, the session was broadcast live via Qumu Cloud from the highly exclusive Wisley Golf Club in Surrey. Undeterred by the windy conditions Monty was able to share his extensive expertise on driving, chipping and putting, not to mention the importance of having "soft hands at address", with

"As a financial company we are increasingly having to utilize some of the assets we acquire through sponsorships in different ways. To be able to offer a live golf experience to our clients and staff without them having to move away from their desk or mobile device is just one of the ways we are trying to do that."

Robin Spring, Senior Sponsorship & Communications Executive, Aberdeen Asset Management



16 locations worldwide
viewed the event



400 views per event



One video platform for live
and on demand video



Better engagement with
clients and employees

Aberdeen Asset Management's clients and employees streamed to over 16 locations worldwide with as many as 400 live viewers.

The Qumu Solution: Flawless Live Video Delivery to a Distributed Audience

The Qumu Video Engagement Platform can provide flawless delivery to a hyper distributed audience, use advanced analytics to help measure success, increase engagement and expand your communication's reach. Speak to an expert, find more information and our Contact Us form at www.qumu.com



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Qumu empowers hyper-distributed organizations to leverage the full power of video to move forward faster. Only Qumu's Video Engagement platform helps businesses build connectedness and shape a culture that is more engaged, motivated, aligned – and human – to drive impact in a work from wherever, whenever world.

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