Transforming Meeting Rooms with Self-Service Webcasting

How One Telecommunications Leader Stream-Enabled Over 4,000 Corporate Meeting Rooms with the Qumu Enterprise Video Solution

vodafone

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

Problem: How to Improve Video Conferencing Infrastructure

With 110,000 global employees in a rapidly changing and highly competitive telecommunications industry, Vodafone is continually looking for ways to foster agility and empower employees to move more quickly. At the center of the Vodafone culture is a self-service mentality—a mentality that extends to the company's video and collaboration technologies, its 100,000 Skype for Business licenses, and its more than 4,000 video meeting rooms.

But even with Vodafone's video-ready environment, the existing video conferencing infrastructure was limiting both the size and reach of live video sessions, often requiring employees to enlist the help of an IT resource to conduct a video meeting larger than a handful of attendees. So today Vodafone is taking video conferencing to the next level, and has transformed all 4,000 meeting rooms into broadcast rooms—allowing end users to quickly and easily turn any video meeting into a self-service webcast using existing tools.

"We chose Qumu UCG because it has a good integration with our Pexip video conferencing infrastructure. We have 4,000-plus virtual meeting rooms within Pexip and it was a natural fit because we were able to connect our virtual meeting rooms into broadcast sessions from the Qumu platform."

Andy Marczak, Vodafone, Senior Webcasting Specialist

4000+ Virtual Meeting Rooms

20+ Global Markets

10 to 15 Events Per Week

110,000+ Employees

1 Goal: Self-Service Webcasting

The Qumu Solution: Qumu's Unified Communications Gateway

After researching available solutions, Vodafone chose Qumu's Unified Communications Gateway (UCG) due to its ability to seamlessly integrate with Vodafone's Pexip video conferencing infrastructure. UCG enables the company's thousands of virtual meeting rooms to stream live broadcasts across the globe using the Qumu enterprise video platform. And offering large-scale, self-service broadcasting and streaming across the employee base hasn't had a negative impact on the network, thanks to the distributed computing architecture of the Qumu solution. Video traffic is managed locally through more than 90 Qumu VideoNet Edge nodes strategically placed in each of the company's 20+ global markets, which means little or no network impact.

Vodafone's self-service video broadcasting capability serves a variety of use cases, and the more notable ones are as follows:

Team Collaboration: Technology project teams are typically geographically dispersed and need to conduct collaborative sessions and visual presentations on a regular basis. Vodafone's 5G project team conducts weekly meetings with co-presenters in the UK and Italy, and trains staff members on various aspects of 5G.

Executive Webcasting: Vodafone's self-service culture extends to senior managers as well. And while certain events may require white glove service and high-end equipment, most leaders no longer need studio-level production support. Executives can now conduct professional-level broadcasts to globally distributed teams—or the entire company—from any desktop or video meeting room.

Compliance: When new policies or procedures must be communicated quickly, the Vodafone legal team can reach a very large audience immediately. Recently, Vodafone legal staff was able to roll out a new Code of Conduct to 80% of the affected employees in a single video broadcast—including a live demonstration of how to use new online information resources.

Summary

Qumu is helping Vodafone extend its video capability and maximize its investment in video meeting rooms and video conferencing software, while increasing the quality of the end-user experience. 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

Qumu

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.