



## Lockheed Martin Case Study

### *Aeronautics Company Leverages Qumu for its Video Webcasting Infrastructure*

#### **Company Profile**

Lockheed Martin Aeronautics Company is known for building the finest military aircraft in the world. Its workforce has preeminent expertise in advanced aircraft design and production, modification and support, stealth technology, and systems integration.

The Lockheed Martin Aeronautics division is headquartered in Fort Worth, Texas, and leverages Qumu software to deliver video webcasting to reach more than 26,000 viewers.

#### **Video Webcasting at Lockheed Martin**

Lockheed Martin is not new to the use of video technology. More than five years ago the company invested in Qumu software as part of a complete infrastructure overhaul to ensure a video enabled network. The original driving factors were to reduce expenses related to company meetings and travel. Since then, the division has grown significantly and the need to reach people in real time through video has become even more critical to success.

Lockheed Martin needs to deliver video feeds to multiple audiences, including remote employees, employees at their desks and various external constituents for several announcements, including inaugural flights of new aircraft. When these types of video, which focus on teamwork and employee morale, can be shared, the entire team feels more connected to the company's success.

#### **Success with Qumu**

The Qumu Video Control Center is currently being used as the video webcasting application for executive communications, company all-hands meetings, and engineer collaboration. In addition, Lockheed Martin uses Qumu MediaNet in conjunction with a Blue Coat content distribution network to deliver live video across their dispersed network. Lockheed Martin's record for the most simultaneous live users viewing a broadcast at the same time is 17,000. The environment also allows large groups to view video in auditoriums making the simultaneous live viewers much higher. Live webcasts are archived and provided to employees as video on-demand through the Qumu viewer portal.

The most significant accomplishment in Lockheed Martin's video webcasting initiative with Qumu is that they now are able to deliver live video webcasts and archives for video on-demand with zero involvement from IT staff. The entire system is driven by business users leveraging a highly automated system that works consistently. "The Qumu solution works great for us, and with the level of automation we were able to achieve, we can now deliver more video webcasts with a fraction of the effort," says Sharon Reynolds, Lockheed Martin Project Manager.

## Benefits

As a result of the new streaming infrastructure, Lockheed Martin has realized a number of business benefits.

- Enhanced communications, team morale and increased productivity
- Larger audience reach – better informed employees
- Video webcasts provide more real-time access to critical information
- Standardized templates enforce consistent branching and prevent non-standard presentations from being published
- Lockheed Martin has saved a considerable amount of money through streaming remote training, presentations and meetings.

## Video Webcasting Vision at Lockheed Martin

The vision of Lockheed Martin Aeronautics Company is to provide a one-stop shop for end users to go for all video communications, including live video webcasting, video on-demand, video conferencing, web conferencing, corporate TV, and more. End users will be able to use any medium desired to communicate and collaborate on-line without worrying about or understanding what's happening in the background. Eventually this platform may extend to suppliers and partners.

For more information about Qumu:

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