

# Building a Digital Workforce

How AT&T Increased Employee Engagement and Team Collaboration with Video



## ABOUT

- 270,000+ employees
- More than 136 million wireless subscribers in the U.S.
- Locations in 6 continents

**FORBES GLOBAL 2000 RANKING**  
#12

## INDUSTRY

Telecommunications Services

## USE CASES

Town Halls  
Internal Communications  
Sales Training  
Employee Education  
Support

## Problem: How to Find a Secure, Scalable Enterprise Video Solution

As one of the world's largest telecom providers and the 12th-ranked company on the Global 2000, AT&T faced the daunting communication challenge of connecting and engaging a massive global workforce using video. With over 270,000 employees and offices scattered around the world, the global giant needed a reliable, secure, scalable and 'future proof' enterprise video platform—one that could handle a variety of use cases.

## The Qumu Solution: Qumu's Enterprise Video Platform

After a comprehensive research and vetting process, AT&T chose the Qumu Enterprise Video platform to support nine (9) separate business units—including the IT organization, AT&T Wireless Stores, AT&T Uverse, the Premier Client Group, the Signature Client Group, AT&T University and others. These business units represented dozens of video-related use cases, and four of the more notable ones are as follows:

**Executive Communications** – From town hall broadcasts by the Chairman to business strategy sessions by senior management, AT&T uses the Qumu platform to communicate with a global workforce and reinforce a single vision for success.



A single video platform for live and on demand video



Over 8 terabytes of video media content



Hundreds of thousands of unique video assets



1 million internal views per month

**AT&T University** – The new AT&T University portal leverages the Qumu enterprise video platform to educate individuals and teams on a global scale. The recently redesigned portal allows employees to take classes on their own schedule and track completion of educational goals. The portal includes recommended videos, the ability to follow and share specific channels, and the option of signing up for email alerts. Users can also create custom playlist, view popular videos and use the advanced speech search function.

**AT&T Technical Operations** – With a workforce of 7,500+ technicians performing nearly 300,000 installations and repairs annually, the AT&T Technical Operations Team uses the Qumu video portal for knowledge exchange and centralized access to critical information. By using on demand video to provide quick answers to how-to questions, the department's efficiency was improved and significant savings were realized.

**AT&T Mobility Sales** – This sales-focused team uses the Qumu enterprise video platform to communicate weekly goals, incentives and strategy to over 30,000 sales associates in AT&T stores, generating an incredible 200,000+ video on demand views each week.

## Summary

As the company's enterprise video needs continue to expand, the Qumu platform will provide AT&T with the scalability and security necessary to reach every single employee across the globe—regardless of location or device. 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](http://www.qumu.com)



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.