

Live and On Demand Video Critical for Crisis Communications

Crises arise without notice. Be ready.

Organizations must be prepared for public health emergencies, extreme weather, crime, cyber-attacks, product recalls, corporate malfeasance, reputation crises, PR incidents and more. Preparing for a potential crisis ensures that organizations can communicate the nature of crisis, response details, and necessary actions to employees and stakeholders.

Response is necessary. How and when is critical.

Organizations struggle with delivering crises communications reliably in real-time, to all audiences and securely when information is sensitive. Missteps in crises information and timing can put employees, customers, partners, shareholders, and the public at risk, especially when physical safety is concerned, such as an active shooter, plant safety, product recall, or pandemic communications. Miscues can lead to erosion of confidence and of revenue, and cause turnover.

Deliver timely, consistent, and secure video anytime, anywhere, any device.

Qumu provides the tools to create and deliver time-sensitive video enabling teams to reach stakeholders anywhere with real-time, consistent, and engaging messages as they arise. Video allows the creation and distribution of live and on-demand news in minutes globally—to any device. User analytics track consumption and level of engagement so leadership teams can understand the reach of messages.



Qumu delivers secure, scalable live and on demand video for real-time crisis communications.

Easy video creation and delivery by anyone

Reliable massive live streams

On Demand delivery for hyper distribution internally and externally

Secure Accessibility eliminates communication risks

Advanced Analytics tracks reach and engagement

[Learn more at www.qumu.com](http://www.qumu.com)