

# Streamlining Investor Relations with Enterprise Video Management Solution



This Investment Management is a leading global investment firm that specializes in providing tailored investment solutions to institutional and individual investors. With a diverse client base spread across different regions, they have faced challenges in effectively communicating and collaborating with their clients and internal teams. They needed a solution that could streamline their investor relations efforts and enhance their overall communication strategy.

## The Background

To combat Geographical Distances, our client struggled to maintain a consistent and engaging communication channel with their international clients due to geographical barriers and time zone differences.

Information Dissemination of market insights, investment reports, and portfolio performance updates to clients which was time-consuming and lacked a centralized platform for easy access.

The investment teams were across multiple offices, making it challenging to collaborate efficiently and share knowledge and best practices.

## Solution

Our client implemented our enterprise video management solution to address their investor relations challenges and improve internal collaboration. Here is how we helped -

With Virtual Investor Meetings, we enabled the client to host virtual investor meetings with high-quality video conferences. The client could participate in real-time, engaging discussions regardless of their location, strengthening the client relationship and improving transparency.

With on-demand video, the Library Qumu's platform allowed our customer to create a centralized on-demand video library. They could now easily upload and distribute market insights, investment reports, and portfolio updates, providing clients with on-demand access to valuable information at their convenience.

Video-based due diligence by recording and archiving video-based investment pitches and presentations and simplify due diligence processes for potential investors. Investors could revisit key insights, ask questions, and make informed decisions, reducing time and travel costs associated with in-person meetings.

Global Collaboration facilitated real-time knowledge sharing and collaboration among the investment teams located in different offices. The teams could conduct video conferences, share research findings, and discuss investment strategies, ensuring alignment and boosting efficiency.



## Results

Implementing Qumu's enterprise video management solution brought significant benefits to our client. Virtual investor meetings strengthened investor relations by enhancing client engagement and transparency, resulting in stronger relationships and increased client satisfaction. The centralized on-demand video library streamlined communication by allowing clients to access market insights and reports at their convenience, saving time for both clients and management of Investment Management.

Additionally, the video-based investment pitches and presentations accelerated due diligence for potential investors, leading to faster decision-making and reduced costs associated with travel and in-person meetings.

Qumu's platform also improved internal collaboration by enabling seamless knowledge sharing and collaboration among investment teams located in different offices, ensuring a unified investment approach.

### Transform your insurance sales team with Qumu's enterprise video solutions.

Contact us today to learn more about our solutions and how we can help you achieve your business goals.

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## Statistics:

↗ 35%

### Client satisfaction increased by 35%

Enhanced engagement through virtual investor meetings

↘ 25%

### Time savings of 25%

More efficient information dissemination through the on-demand video library

↘ 40%

### Decision-making timelines reduced by 40%

Faster investment decisions through video-based due diligence

↗ 30%

### Internal collaboration and knowledge sharing improved by 30%

More unified investment approach with improved collaboration and knowledge sharing among teams

These benefits display the positive impact of video management solutions on investor relations, communication, due diligence processes, and internal collaboration within investment companies. By leveraging Qumu's platform our clients experience strengthened relationships with their customers, improved efficiency in information dissemination, faster decision-making, and enhanced collaboration across their investment teams.



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.