



## Unum

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**In partnership with**  
PGI

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## Industry

Insurance

## Challenges

- Reaching large, geographically dispersed audiences with critical information
- Enhancing collaboration among Unum employees
- Improving access to training and continuing education materials

## Solution

- Adobe Connect for Webinars
- Adobe Connect for Web Meetings
- Adobe Connect for eLearning

Unum is using Adobe Connect across the enterprise to enable employees to create and distribute important product, service, and market trending information to global audiences; hold interactive meetings online; and access live and on-demand training materials.

## Results

- Standardized online collaboration platform for more efficient and cost-effective meetings
- Reduced IT support of online meetings
- Enabled thousands of people to attend webinars simultaneously
- Leveraged existing LMS to create a complete eLearning solution
- Stabilized communications environment to protect against outages and server failures
- Reduced the cost of producing large-scale webinars
- Offset tens of thousands of dollars in license expenses

# Unum

Leading global workplace benefits provider standardizes on Adobe® Connect™ to deliver critical information about benefits programs to customers and workforce worldwide

## Delivering better benefits at work

Thousands of businesses worldwide count on Unum to help build attractive benefits packages, provide absence management services, and stay informed about emerging trends in employee benefits. The Fortune 500 company is a global leader in disability, long-term care, life, and voluntary insurance products.

To support its rapid growth and continue to deliver top-flight service, the Unum information technology team knew that updating the company's communications architecture was imperative. "We needed a stable global business platform to allow us to reliably communicate and collaborate with more than 10,000 employees worldwide," says Randy Chapman, vice president at Unum. "After evaluating some of the other solutions available, we selected the Adobe Connect on-premise solution as the only one that could provide the flexibility, scalability, and features at the right cost."

With employees, partners, and customers dispersed globally, getting timely, important information about products, services, and new rules and regulations can be challenging for a company with a footprint as expansive as Unum's. In the past, Unum had relied on several disparate or outdated legacy systems to conduct employee training, create eLearning curricula, hold online meetings, and host webinars for employees and customers.

## Instant meeting access for all

On a daily, sometimes hourly, basis, Unum employees—including the approximately 800 that work from home—work closely sharing information and ideas or holding meetings to discuss a variety of topics. From HR and marketing, to tech support and training, connectivity and collaboration is essential.

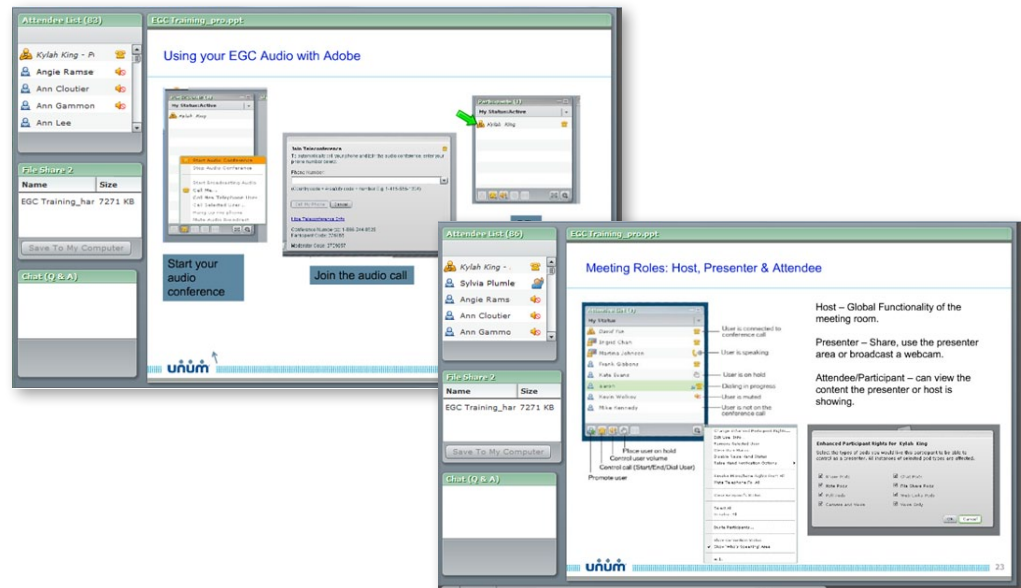
"Our workforce is spread out, so it's important that every employee have immediate access to the resources they need to do their jobs and not feel isolated," says Todd Crawford, manager of the Advanced Services Team at Unum. Unlike other solutions that require users to download additional software, Adobe Connect provides more than 10,000 Unum employees in virtually any location with simple, reliable access to dynamic online meetings.

"One of the things we kept experiencing with previous solutions was that we had to spend so much time just managing client downloads and software updates, even for smaller meetings," says Crawford. "Because Adobe Connect uses the Adobe Flash® Player and doesn't need additional software to run, we don't have to worry about dedicating so many resources to supporting meetings and our employees enjoy seamless, reliable access to meetings on demand."

The Adobe solution also provides a level of interactivity that other solutions cannot. With Adobe Connect, attendees can be instantly promoted to a host or presenter role, meaning that more people can participate and share content on the fly. In addition, the feature-rich solution offers intuitive drag-and-drop operability and an engaging user interface for smooth, efficient meetings.

"Our previous platform provided just basic functionality such as document sharing," says Joe Aube, an administrative engineer who supports Crawford's Advanced Services Team. "Adobe Connect offers more advanced capabilities like screen-sharing, the ability to upload and share large files, and live chat pods for ongoing dialogue. Add to that the ability to set up a web camera for direct interactions and the solution is a complete end-to-end platform for dynamic online meetings."

Unum can accommodate up to 1,000 webinar participants simultaneously with Adobe Connect. Using the Adobe solution, the company and its partners can broadcast streaming video, audio, and engaging presentations about important topics to employees, partners, and customers worldwide without expensive licensing or software costs.



*“Adobe Connect offers more advanced capabilities like screen-sharing, the ability to upload and share large files, and live chat pods for ongoing dialogue. Add to that the ability to set up a web camera for direct interactions and the solution is a complete end-to-end platform for dynamic online meetings.”*

Joe Aube  
Administrative engineer, Unum

### Spreading the word

Adobe Connect provides Unum with a powerful platform for delivering education and sales programs to industry constituents, including partners, prospects, and customers worldwide.

With evolving rules, regulations, and laws concerning family leave-of-absence, disability claims, and other non-standard insurance issues, Unum and its partners leverage interactive webinars to extend the reach of important messaging.

For example, organizations like the Disability Management Employer Coalition (DMEC) can use Unum's platform to produce webinars covering complex topics like the Family and Medical Leave Act (FMLA) and others for 1,000 participants at a time. Using Adobe Connect, the company can create persistent meeting rooms for hosting webinars that vary in size—200, 400, or 1,000 concurrent participants in this case—and presenters can pre-load presentations and other content ahead of the event, saving set up time and helping to ensure that events go smoothly and start up without a hitch.

“In the past, webinars cost thousands of dollars to produce and took hours to set up,” says Crawford. “With the scalability of Adobe Connect and the ability to integrate with audio provider PGI to broadcast in Adobe Connect, events are ready to go when people arrive and the cost of delivering content is negligible. It’s a fantastic solution to a complex problem.”

### A better way to learn

Adobe Connect has helped Unum better utilize its existing learning management system (LMS) and deliver a comprehensive eLearning solution for its staff.

Integrating with Saba Learning Suite, Unum's LMS, the Adobe solution enables Unum training staff to deliver live and on-demand eLearning sessions covering an array of topics to dispersed employees. Live instructor-led sessions, such as those for sales and marketing personnel or the annual HIPAA compliance training, feature rich interactivity like polling and real-time chat, helping to create an in-person-style learning experience from any location. Sessions are recorded and archived, creating a vast library of reference materials for employees who have missed sessions or simply want to refresh their knowledge.

“The ability to record live training sessions and reuse them later helps us meet the ongoing training and development needs of all of our staff more effectively and efficiently,” says Crawford. “More importantly, the reporting features in both the LMS and Adobe Connect give trainers a clear-cut understanding of functional areas and topics that still need to be addressed, helping to make sure everyone in the organization gets the training they need.”

Integrating with the Saba Learning Suite, Adobe Connect helps Unum deliver efficient and effective training and learning content to employees worldwide. The live and on-demand eLearning sessions feature an array of interactive, dynamic elements, helping to create an in-person experience on a desktop from virtually any location.



## An immediate impact

With the adoption of Adobe Connect, the effects on Unum's operations have been immediate and dramatic. According to Crawford, the cost-effective Adobe solution has helped offset tens of thousands of dollars that would have been spent on hosting and licenses, allowing the company to instead focus on upgrading other areas of its technology environment and consolidate communications platforms.

Crawford says that the Adobe solution has also brought a level of stability and security to the company's systems that alleviated concerns about potential downtime and the toll it could take on productivity. "Running a cluster of Adobe Connect servers delivers the reliability that our company can count on," he says. "In the past, had our server gone down, everything would have gone with it. There's no way to assign a value to the peace of mind we get from knowing that the systems will be in great working order."

Looking ahead, Crawford and Aube are enthusiastic about how others in the organization will receive the new platform. "As we work to incorporate Universal Voice, mobile integration, and other advanced features of Adobe Connect, I think people will get even more excited about using it," Crawford says.

**For more information**  
[www.adobe.com/products/adobeconnect](http://www.adobe.com/products/adobeconnect)



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