

## USER CASE



# SAAB

Saab leverages Quickchannels service for secure, efficient and personalized video communication

# BACKGROUND

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## About Saab

Saab is a global aerospace and defense company headquartered in Sweden. With a rich history dating back to 1937, Saab has established itself as a leading player in the defense and security industry. The company specializes in the development, production, and maintenance of advanced technological solutions, including aircraft, submarines, ground combat systems, and surveillance systems. Saab's innovative and reliable products have earned them a strong reputation worldwide, serving both civilian and military customers. With a commitment to technological advancement and a focus on customer satisfaction, Saab continues to shape the future of aerospace and defense industries.

## Saab and Quickchannel

Saab has been a customer of Screen9 since 2008. The company was searching for a solution that could facilitate communication through video along with the ability to send high-resolution files securely. Initially, YouTube and Vimeo were among the platforms considered but Saab opted for Screen9 to keep assets secure and opted for an in-country provider who would offer local support. After Screen9 merged with Quickchannel in 2022 Saab choose to stay on as a customer. In this User Case we will refer to Screen9 as Quickchannel.

# Interview with Jonas Tillgren, Brand Manager at Saab

Stockholm, 2023



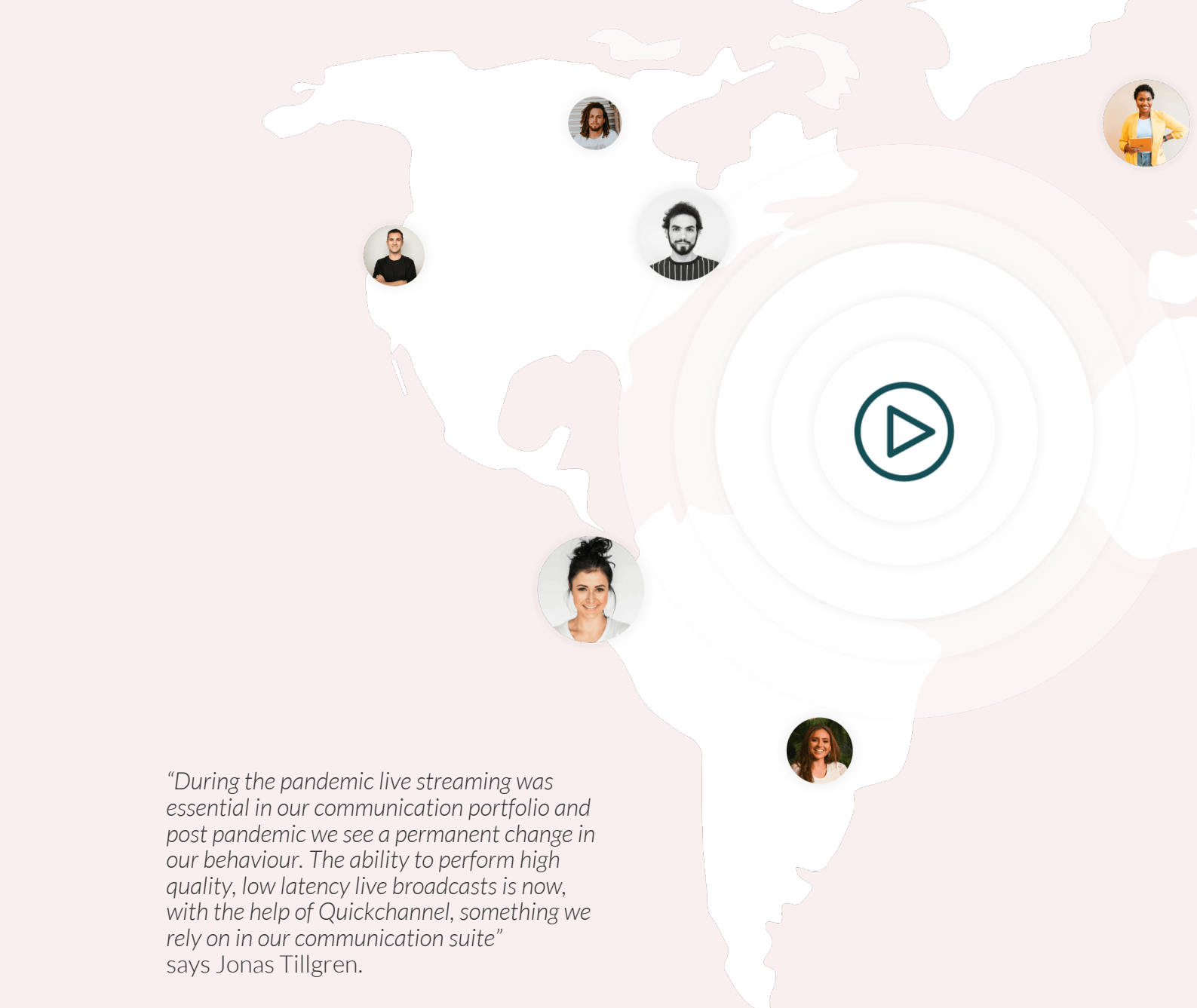
## Can you tell us why Saab chose Quickchannels services and what challenges you were facing?

Certainly. Saab was in search of a solution that could facilitate secure video communication and file sharing. We wanted to protect our content from piracy and ensure that our assets remained secure. Initially, platforms like YouTube and Vimeo were considered, but we opted for Screen9, an in-country provider that offered local support, to meet our specific requirements.

## Could you elaborate on the challenges you faced during that time?

One of our main challenges was protecting our content during the era of Pirate Bay and other piracy concerns. We wanted a trusted and secure solution that provided live streaming capabilities, support, and a personal touch.

Quickchannels service addressed these challenges by offering secure in-country hosting, live streaming capabilities, and reliable support.



*“During the pandemic live streaming was essential in our communication portfolio and post pandemic we see a permanent change in our behaviour. The ability to perform high quality, low latency live broadcasts is now, with the help of Quickchannel, something we rely on in our communication suite”*  
says Jonas Tillgren.

## **How has Quickchannels service helped Saab in its communication efforts?**

Saab has over 100 people working in communication, and the majority of them need to distribute videos. Quickchannel's service enables everyone in the organization to do so efficiently and securely. It provides a platform for discussing ideas and collaborating effectively to achieve our communication goals.

Quickchannel has become an essential part of our communication portfolio, especially during the pandemic, where live streaming played a vital role.

## Can you share any specific benefits or successes you've experienced through using Quickchannel's service?

Absolutely. Quickchannel's service has allowed Saab to communicate efficiently and safely while reaching audiences worldwide with a success rate as high as 98-99%. By utilizing Quickchannel's media library, we have saved time, money, and energy that would have been spent on individual file management. Additionally, their service has reduced internal network traffic, preventing any network limitations.

*"There are many who can deliver streaming, but there are not many who can deliver it to a large organization, every day of the week. We are a global company - when we sleep, someone else is awake elsewhere and with Quickchannel at our hands, we can trust that our colleagues in other countries get the best support."*

Jonas Tillgren,  
Brand Manager, Saab

## That's impressive. How has Quickchannel's support contributed to Saab's success?

Quickchannel's support has been integral to our success in using their service. The support team has been available internationally, providing assistance whenever we needed it, regardless of the time zone. They have been responsive and reliable, ensuring uptime and offering quality support. We highly recommend Quickchannel's service to other organizations with similar needs.

## **It's great to hear about the positive support experience. Has Quickchannel customized their service to meet Saab's specific needs?**

Yes, Quickchannel has been responsive to our feedback and challenges. They have adapted their service to meet our specific needs and have even supported us in adopting 360 video technology as early adopters. We appreciate their responsiveness and their willingness to develop their service based on our requirements.

## **What are Saab's future plans with Quickchannel's service?**

We plan to continue using Quickchannel's service in the future. We are exploring additional ways to leverage live streaming, such as building a producer environment. With Quickchannel at our disposal, we can trust that our colleagues in other countries receive the best support, ensuring seamless communication across our global organization.

# Interested in learning more about Quickchannel?

Book a demo with one of our video experts at [Quickchannel.com](https://www.quickchannel.com)

