

Q.U.M.U

Major manufacturer of **marine electronics**

Company overview

Leader in high performance marine electronics

250 employees

4,000 dealers and distributors globally

Why Qumu?

Creative and engaging

Easy and efficient to use

Expertise

Challenges

Difficulty distributing digital content

Need to build better dealer relationships

Struggle to communicate complex information

Results

200% audience increase

13 difference websites

Brand identity

Increased customer satisfaction

Enhanced product support

CASE STUDIES

