PRIMERICA TURNS TO LIMELIGHT FOR FAST AND COST-EFFICIENT INTERNAL COMMUNICATIONS

Primerica, Inc., is a leading distributor of financial products to middle income households in North America. Primerica representatives educate their Main Street clients about how to better prepare for a more secure financial future by assessing their needs and providing appropriate solutions through term life insurance, and mutual funds, annuities and other financial products, which they distribute primarily on behalf of third parties. They insure approximately 5 million lives and have over 2 million client investment accounts.

PRIMERICA CHALLENGE:

Primerica was using a satellite-based communications network to share important information with its 2,000 employees and nearly 118,000 independent contractors across North America. In a move to reduce costs and ensure communications reached remote areas, they decided to move all video communications online and leverage a Content Delivery Network (CDN).

Video is used regularly for training, recognition and generally company communications. Most recently, Primerica added the ability for managers to create and upload videos from their phones for staff to view on-demand.

“Before Limelight, we couldn’t deliver live video to all of our associates simultaneously. Now we can get a live broadcast to more than 10,000 viewers with no problem. We know an event of this scale won’t be an issue.”

MIKE ZIEGENBEIN, VP and Chief Engineer, Primerica
PRIMERICA SOLUTIONS:
Fast internal communication enterprise-wide with its large user-base is critical to Primerica. The company relies on the Limelight Orchestrate Platform to manage, store and secure live and on-demand video for all live broadcasts, some of which are remote and all of which are stored for on-demand viewing.

KEY FEATURES OF LIMELIGHT’S CDN AND VIDEO DELIVERY SERVICES FOR PRIMERICA INCLUDE:

CUSTOMER SERVICE
According to Mike Ziegenbein “I would rate Limelight’s customer service and technical support among the best I’ve ever worked with.”

SCALABILITY
The ability to confidently deliver live broadcasts to thousands of viewers is essential to Primerica.

MULTI-DEVICE DELIVERY
With Limelight Multi-device Media Delivery (MMD) Live, Primerica is able to transcode live video streams into multiple bitrates and on-the-fly transmux into different formats for the highest quality video viewing experience on any internet connected device.

SMARTPURGE
With SmartPurge, Primerica can remove any unwanted content in seconds.