



# Case Study: Air Force Association

## AFA's Savings Soar with Vidyo Cloud Solution



Vidyo®

## Summary

The non-profit Air Force Association (AFA) chose Vidyo's cloud-based video collaboration technology to easily collaborate with its vast, remote volunteer base and employees to conduct board, council and committee meetings.

### RESULTS

**30k** Saved in Travel Costs  
in Four Months

**95k** Remote Users

### CHALLENGE

Due to the dispersed nature of the team, travel costs were also a major concern. The AFA needed a simple, easy to deploy and easy to use video collaboration solution to facilitate face-to-face team meetings across any location and a wide variety of endpoints.

### SOLUTION

With Vidyo's collaboration solution, AFA employees and volunteers can now recreate in-person meetings anytime, anywhere, without incurring travel expenses. The quick adoption of the Vidyo solution has led to significant cost savings; the AFA expects to save around \$80,000 annually – approximately 10% of its historical travel budget -- in travel expenses with Vidyo's solution for meetings and collaboration.



### ABOUT AFA

The AFA is an independent, 501(c)(3) non-profit, professional military and aerospace education association that promotes American aerospace power.

FOUNDED: 1946

HEADQUARTERS : Arlington, Virginia



The Air Force Association (AFA) is a non-profit, independent professional military aerospace organization that is committed to supporting its members through advocacy, professional development, education and support initiatives. It is led primarily through its volunteer and alumni network of over 95,000 individuals nationwide. Its challenge: How can the AFA reduce travel expenses without impacting productivity by empowering its volunteer base to easily collaborate face-to-face for board, council, and committee meetings?

To add to the challenge, many volunteers are not tech-savvy, and use their personal devices and networks with different browsers and operating systems to communicate. With a limited budget, the AFA needed a high-quality, responsive, easy-to-use video conferencing solution with a unified user experience – one that could be universally adopted and used by all its volunteers, alumni and employees to set up their own meetings without having to be trained on a complex, traditional teleconferencing solution.

“Most of our organization consists of volunteers, and we need to get those volunteers together a lot to maintain all our programs and initiatives,” says Ted Yorkshire, Air Force Association Manager of Multimedia. “We were having problems finding a way for them to communicate effectively,” he says. Bringing teams into AFA headquarters to meet became cost prohibitive.

The AFA tried various solutions unsuccessfully, such as a desktop-based web conferencing solution, and a mobile solution that was voice only. These solutions were lacking in quality and adaptability across different browsers, operating systems and devices; in addition, users were unable to share content easily.



The AFA then turned to Vidyo for its video conferencing needs. With Vidyo, the AFA can conduct remote meetings that are as effective as in person meetings. Since the Vidyo platform architecture is designed for highly reliable and resilient performance, even over variable wifi networks, low bandwidth connections, 4G and the public Internet, volunteers in remote areas like Alaska can participate in a meeting as if they were in the same physical room as other volunteer members.

In addition, the experience is high quality, enhancing the video experience for all involved. All AFA employees and volunteers need to do is go to the site and download the software with a single click. They also have the capability to invite outside guests to join their video conference with a shareable URL, and no downloads or installations are necessary for the guest.



It's extremely quick and extremely effective.

-Ted Yorkshire, AFA Manager of Multimedia



The AFA's cost savings since implementing the Vidyo cloud solution are significant. The organization saved over \$30,000 in travel expenses in the first four months of implementation, and expects to save approximately \$80,000 (10% of its yearly travel budget) annually. This is possible because the Vidyo platform delivers an end-user experience that virtually equals that of in-person meetings, where collaboration and information sharing is key to productivity. As an example, the AFA recently conducted its Board of Directors meeting successfully utilizing the Vidyo platform, which had never been accomplished as easily without the hassle of travel.

Not only are cost savings significant, but the key initiatives that the AFA undertakes can also be executed much more efficiently.

The fact that team members can visually connect face-to-face from anywhere with a simple click of a button has dramatically changed the speed and efficiency in how the AFA is able to deliver on its many programs.

"We chose Vidyo because the technology is designed for reliable and consistent performance over mobile," said Yorkshire. "As a nonprofit with limited resources, we needed the simplicity and affordability of a cloud-based solution that would reliably connect us visually, regardless of how and where our employees and volunteers are calling in from."

Today the AFA is able to be more productive than ever, thanks to Vidyo, delivering quality programs and benefits to its members before, during, and beyond their time in uniform.



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*-Ted Yorkshire, AFA Manager of Multimedia*



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