

LifeSize[®] Results

Alcatel-Lucent Enterprise uses LifeSize Video Collaboration Solutions to organise its Sales Kick-Off Meeting in 36 International Sites

Alcatel·Lucent Enterprise



Organisation

Alcatel-Lucent Enterprise, a strategic technology partner of LifeSize, a division of Logitech, sells and develops telecommunications products and services for companies of all sizes. On 22 and 23 January 2013, like every year, Alcatel-Lucent launched its Sales Kick-Off meeting around the world.

Over two full days, the company's executive committee based in Colombes, Hauts-de-Seine, unveiled the brand strategy and presented the major products and services for the coming year. A key event for the whole company, this meeting allows the executive managers to have direct discussions with their sales teams and to motivate them to take up new challenges.

Challenge

 Alcatel-Lucent Enterprise was looking for an easy way to offer video conferencing sessions around the world, across different time zones, and get a larger number of employees to participate.

Solution

 With the help of LifeSize, the company decided to implement a virtual video conferencing platform called "Connect". This hybrid solution offers live video sessions and streaming via LifeSize[®] Video Center™ on the Connect sharing platform, all around the world.

Results

 The project has proved successful and video conferencing is now extensively used throughout the company. Nearly 1,300 individuals participated in different video conferencing sessions organized on a regional and global scale among executive managers, sales and marketing teams, product managers and service teams. This project has also inspired the company to consider using video conferencing in the long term.

Challenge



Even though video conferencing solutions have already been in use for nearly a decade, the Alcatel-Lucent Enterprise Sales Kick-Off meeting was generally organised by each region, face-to-face, for a limited number of sales representatives.

In October 2012, together with LifeSize, Alcatel-Lucent Enterprise implemented its first virtual video conferencing platform on a large scale “in order to innovate, use its own technologies and allow a greater number of people to participate,” said Marty Huisman, event project manager for Alcatel-Lucent Enterprise, who is in charge of this kick-off meeting. “We did a lot of work to raise awareness among our executive managers in order to convince them to use this technology, and to show the benefits of an installation like this, not only for this particular event but also for our regular discussions with our partners and customers.”

As well as the obvious benefits in terms of interaction and the number of participants, the project also allowed travel costs to be significantly reduced, which saved time and therefore increased productivity. It also allowed the teams to avoid the inherent fatigue of business trips. In the future, the sales kick-off may also include customers and partners through HD video collaboration technology if it continues to be a success.



Alcatel-Lucent Enterprise's Goals

Provide access to video-enabled meetings to as many individuals as possible

Improve interaction between management and employees

Significantly reduce travel costs and make productivity gains

Solution



With the help of LifeSize, Alcatel-Lucent Enterprise has decided to implement a virtual video conferencing platform, Connect. This hybrid solution offers live video sessions and streaming via LifeSize Video Center on the Connect sharing platform.

LifeSize technology has been used within the Alcatel-Lucent group for just under three years. The complete LifeSize solution (codecs, displays and infrastructure) is set up in 90 rooms around the world. It is deployed within the framework of the LifeSize Global Deployment Program, which enables it to deploy its solutions anywhere in the world.

Thanks to the implementation of this new technology, hundreds of uses are possible, and recording and streaming technology allows video sessions to be broadcast on a wider scale.

Each site has developed its own programme using all of the components available on site.



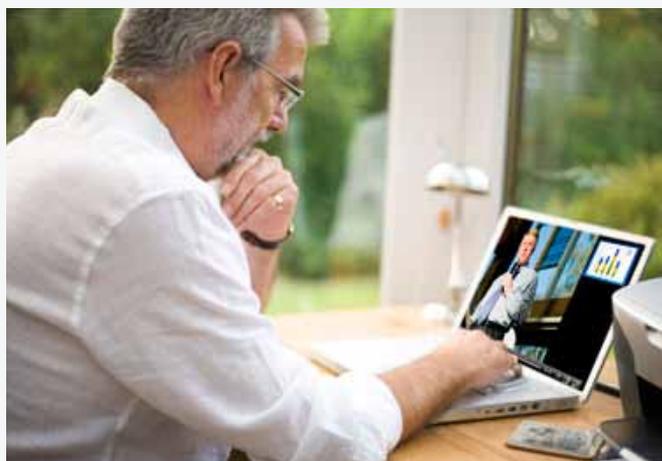
Results



Between 1,200 and 1,300 people participated in different video conferencing sessions organised on a regional and global scale among executive managers, sales and marketing teams, product managers and service teams.

The management team based in Colombes was able to have a discussion with around 125 people in the United States. Each regional leader was also able to address his teams on a regional level. In Stuttgart, for example, a real televised show was put in place thanks to the high definition picture quality, and streamed live over 15 sites.

As well as the direct benefits, this first experience has triggered several ideas for developing video conferencing within Alcatel-Lucent Enterprise. The virtual video conferencing platform benefits a large number of teams, particularly regional teams. This project has become a major part of the approach for using video conferencing in the long term.



“We did a lot of work to raise awareness among our executive managers in order to convince them to use this system, and to show the benefits of an installation like this, not only for this meeting but also for our discussions with our partners and customers”

- Marty Huisman, Event Project Manager at Alcatel-Lucent Enterprise.



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