

LifeSize® Results

Majid Al Futtaim Hypermarkets Carrefour Chooses LifeSize HD Video Collaboration Technology



Organization

MAF hypermarkets Carrefour is one of the largest retail groups in the Middle East and Africa.

Challenge

 Majid Al Futtaim Hypermarkets Carrefour has 110 stores spread across 17 countries in the Middle East and Africa. The broad distribution of these stores means that the company experienced challenges when it came to internal communication. In order to support the strong ambitions of expanding the group extensively by 2017, the organisation wanted to reinforce the decision making process, increasing productivity and reducing travel costs.

Previously, senior staff, directors and board members travelled across country to meetings, which drained both time and resources.

“As a company, we have bold ambitions. Video Conferencing is vital in supporting expansion while keeping our current stores performing at a high level,” explained Ahmed Bahgat, the network and telecom manager at Majid Al Futtaim Hypermarkets.

“We needed a communication tool that could radically cut our travel expenses and save time without impacting our decision making processes. That’s exactly what we got with LifeSize.” Ahmed Bahgat, network and telecom manager at Majid Al Futtaim Hypermarkets

Challenge

 Enabling senior staff members to continue strong internal communication regardless of location was key to the groups’ expansion project.

Solution

 After looking at a number of competitors MAF Hypermarkets Carrefour introduced LifeSize 220 Series HD video conferencing solutions into every regional office as well as offering executives the mobile client LifeSize UVC ClearSea.

Results

 Senior staff can now conduct meetings, share reports and presentations remotely via video, which has dramatically reduced business travel costs. Most importantly, however, is that no matter where they are in the global business executives can collaborate effectively with one another.

Solution



Last year MAF Hypermarkets Carrefour introduced the hardware based LifeSize 220 Series solution in each regional office. LifeSize Bridge was also implemented in its Dubai headquarter which connects to the hardware and a network of mobile clients through LifeSize UVC ClearSea.

“We needed a communication tool that could radically cut our travel expenses and save time without impacting our decision making processes. That’s exactly what we got with LifeSize,” added Bahgat.



Results



The simple, high quality solution has transformed the way senior employees collaborate. Since introducing LifeSize technology, senior managers have been able to use video to conduct meetings over a secure chatting environment and share both presentations and reports. Employees can now communicate effectively without travelling and accruing extensive costs. The scheme has also increased efficiency and strengthened communication throughout the global expansion.

The network and telecom team have also maintained a strong reputation by implementing this technology and its set up and maintenance has been simple, requiring little IT input.

“The support we’ve received from LifeSize has been incredible,” said Bahgat.

“Their customer service combined with reliable and simple-to-use high definition video technology has made this implementation a big success and it’s going to be crucial to our business plans in the coming years.”

Majid Al Futtaim Hypermarkets Carrefour will also be taking advantage of a buyback promotion from LifeSize, which helps alleviate the costs by offsetting them against previous investments in legacy technology.



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