

A Customer Success Story

# LifeSize<sup>®</sup> Results

Directi Taps into the Power of its People with LifeSize HD Video Collaboration Solutions



## Organization

### Directi, Mumbai, India

With over a decade in the Internet industry, Directi's group of businesses provides various web products and services to millions of users globally. The organization's businesses include ResellerClub, LogicBoxes, BigRock, Media.net and Radix registry. Across its various brands, Directi's product portfolio includes communication and collaboration applications, social networking software, instant messaging, context analysis engines, anti-spam and antivirus solutions, large scale billing and provisioning platforms, traffic monetization solutions, online advertising solutions, DNS management products, Linux and Windows Server management software, web hosting control panels and much more.

Established in India in 1998, the company has grown quickly. It is now valued in excess of \$350 million and its products are used by more than one million customers around the world. Even more impressively, all Directi businesses have been profitable from inception and all assets of the group are organically funded without any external debt or borrowing.

# Directi

Intelligent People. Uncommon Ideas.

The success of Directi's technology portfolio relies in large part upon the quality, creativity and collaboration of its staff. The company employs 1,000 individuals in offices across India, Europe, United Arab Emirates and the United States, and management is always searching for new, exceptional talent.

To get the best out of its people, Directi provides a stimulating, creative environment and the opportunity to work on products that have a global impact. It also encourages a culture of continuous learning among employees.

### Challenge



In order to communicate with specialists or other teams in regional offices, Directi needed a form of technology that would provide a more engaging interaction than web or audio conferencing in order to foster company culture.

### Solution



After realizing that Skype would not meet company needs, Directi deployed a number of LifeSize<sup>®</sup> 220 Series™ endpoints in conference rooms across their global offices in Mumbai, Delhi, Bangalore, Dubai, Dallas, Austin and Washington D.C.

### Results



The company has saved thousands of dollars in travel expenses, and believes its global teams are now collaborating more effectively with the help of LifeSize video conferencing technology. Directi has also started using video for job interviews, and believes it has reduced its hiring time by one week.

## Challenge



Directi's software engineers work in teams on development projects. Typically, the teams work from a single location but they make frequent use of the specialist skills and expertise available across the company's regional and global network of offices.

Samuel Pereira, IT manager for Directi, said historically much of the contact between employees and teams was conducted via the telephone or by using web chat. Although the two channels were useful, they lacked the openness and warmth that was important when trying to encourage collaboration and foster the company culture.

"We use chat and unified communications very heavily, but there is a human element to communication that can only be achieved face to face. We realized video conferencing was a way of adding that missing visual element and improving collaboration across geographies," he explained.

As a major player in the Internet industry, it's not surprising that many Directi managers and staff have

experimented with video conferencing at the individual level by using Skype. While useful for point-to-point conversations, Pereira said the application was not well suited to team, meeting room or boardroom communications. "Skype doesn't scale well to those environments as it is unable to capture all the aspects of communication within a room, and the full integration effort to achieve quality audio and high definition video wasn't worth the effort," said Pereira.



## Solution



In order to create an enterprise-level, high definition video conferencing environment, Directi turned to LifeSize. “We standardized on LifeSize for video conferencing because we believe that they do the job well. At that time, none of the other vendors could match LifeSize’s HD quality. We found their solutions were easier to use and worked better out-of-the-box,” Pereira explained.

The company deployed a mix of 20 LifeSize 220 Series video conferencing endpoints ranging from desktop to small and large workgroup units, across offices in Mumbai, Delhi, Bangalore, Dubai, Dallas, Austin and Washington D.C.

LifeSize technology was also deployed in the company’s data center, as well as on laptops to improve communications when managers or staff members were traveling.



## Results



“With LifeSize, if someone is coming to the data center to do maintenance, we can monitor and interact with that person directly, which results in more efficient troubleshooting. If something goes wrong, we can look at it and talk it over. We’re saving thousands of dollars by solving problems faster,” said Pereira. “If someone needs to collaborate with another office, they can. Everybody uses video conferencing; it’s universal. It has become so standard that if anybody needs to talk to someone at Directi, they use video conferencing.”

Another area where the technology has proven to be particularly beneficial is that of recruitment. The candidates that Directi seeks are extremely attractive to other employers, so any delays can result in a lost hiring opportunity. The introduction of video interviews has allowed Directi to reach regionally-based candidates faster, removing the need for travel and reducing the time to hire by up to one week.

In many instances, video conferencing has replaced the need for travel, delivering time and cost benefits. It has also helped to expedite decision making. “People depend on it. It’s considered an essential part of office functioning,” said Pereira.

Pereira believes that the success of the system is in its ubiquity. “We have video conferencing rooms on every alternate floor, so people can walk in and make a call. There are no complex processes around it and this makes usage more frequent.”

Ultimately, Pereira concluded, “Video conferencing from LifeSize has improved collaboration. Our teams are working together more effectively across offices, and this helps ensure projects remain on track. It definitely benefits the business and our customers.”



**Headquarters**  
Austin, Texas, USA  
+1 512 347 9300  
Toll Free US +1 877 543 3749

**EMEA Regional Office**  
Munich, Germany  
+49 89 20 70 76 0  
Toll Free Europe +00 8000 999 09 799

[www.lifesize.com](http://www.lifesize.com)  
E-mail [info@lifesize.com](mailto:info@lifesize.com)

**APAC Regional Office**  
Singapore  
+65 6303 8370

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