

A Customer Success Story

A socially-responsible Real Estate Company empowers employees with Lifesize to increase collaboration and lower carbon emissions



Étïc Project, Mundo Montreuil, France

With Lifesize® UVC ClearSea™, Lifesize® Icon 600™ and Lifesize® Bridge™, Étïc empowers its staff to communicate with one another irrespective of distance, while maintaining its roots of being socially responsible.



ORGANIZATION

ÉTIC – Foncièrement Responsable, Vaulx-en-Verin La Soie, France

Étïc is a company which acquires, renovates and rents out commercial real estate to organizations working for social and environmental progress throughout France and Europe. This business model, which is wholly committed to sustainable development, was first developed in the UK, and similar entities have now been created in Belgium, the Netherlands and France.



Challenge

Étïc sought to increase and simplify communication between all constituents across France, and pool video collaboration services with NEF, a company that shares its premises with Étïc, to reduce user costs and improve flexibility.



Solution

Using Lifesize, the company decided to implement a system that is intuitive to use, scalable and user-friendly. Despite Étïc's complex geographic distribution, Lifesize UVC ClearSea, Lifesize Icon 600 and Lifesize bridge solutions allow users in all of the sites to collaborate with one another, without the expense of travel.



Results

This initial successful project has opened up new horizons for both companies. In the workspace shared by Étïc and NEF, over 90 employees have access to this technology. Two of the three NEF branches are now also equipped with these scalable video solutions. This project has become a major driver of Étïc's goal for using video conferencing over the long term.



“Our users quickly got used to Lifesize’s intuitive and user-friendly solutions, and this experience has encouraged us to consider new installations. Ideally in five years, depending on how fast we grow, we would like to establish 15 conference rooms to allow more partners and colleagues to benefit from this technology.”

- CÉCILE GALOSELVA,
MANAGING DIRECTOR, ÉTIC

Challenge

Headquartered in Vaulx-en-Velin (Department 69), Étic works with tenants in communities throughout France, Belgium, the Netherlands and the UK. This complex geographic distribution was the motivation for the company to invest in video collaboration tools to maintain the link between these different constituents, without the need for costly travel.

Furthermore, Étic shares its premises of the Comptoir Étic in Vaulx-en-Velin with the NEF financial company, a social finance cooperative that supports the creation and development of professional activities and non-profit organizations also working towards social and environmental goals. In order to reduce costs and improve flexibility, the two companies decided to pool their resources and invest in a video collaboration solution that they could use together.

ÉTIC'S KEY REQUIREMENTS

- Pooling their video collaboration systems order to reduce costs
- Increasing and facilitating discussion between colleagues
- Setting up an intuitive, scalable and user-friendly system



Solution

Étic was looking for a simple and intuitive way to connect with multiple participants across their various sites. The company was also looking for a way to provide communication solutions that were easy to use, from any location, with any kind of device. Étic knew that the only way to encourage adoption of this new communication system was through a solution that was as easy to use as a telephone.

The company therefore chose to implement three flagship solutions developed by Lifesize: Lifesize UVC ClearSea, Lifesize Icon 600 and Lifesize Bridge.

Lifesize UVC ClearSea was the ideal mobile videoconferencing service for Étic employees and constituents to remain connected to one another, whatever their location. Additionally, users can access a video meeting through any device, including a smartphone, a tablet or their laptop.

For the video equipment in the conference room shared with NEF, Étic chose the high-performance video solution, Lifesize Icon 600, which delivers an intuitive, user-friendly Smart Video™ experience. Étic was delighted by the solution's ease of use and scalability, in particular. For example, a user can start a video conference in just a few seconds, simply by pressing a button. By using the system's meeting and planning functions on-demand, Étic and NEF can plan their video sessions in advance. Finally, the multiparty capabilities of Lifesize Icon 600 allow several groups of users to link up, wherever they are, and user hosting capacity can be extended to all of Étic and NEF's colleagues and partners.

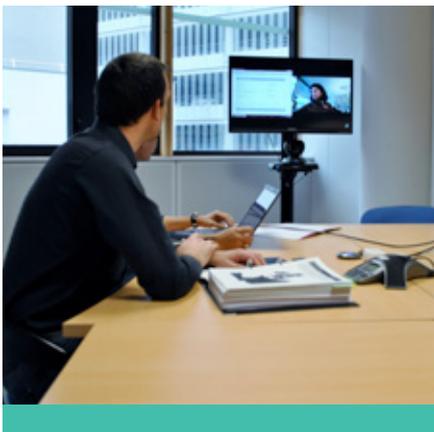


Lifesize Icon 600



“Our users quickly got used to Lifesize’s intuitive and user-friendly solutions...”

- CÉCILE GALOSELVA,
MANAGING DIRECTOR, ÉTIC



Video conference at Étíc using Lifesize solutions

Results

Lifesize technologies have now allowed both companies to enjoy innovative, high-performance video solutions while adhering to a strict budget and reducing overall costs. The company is pleased that they can experience such engaging, interactive calls without the expensive price tag that typically accompanies such high-end solutions.

In the workspace shared by Étíc and NEF, over 90 staff members now have access to this technology, and two of the three NEF branches are also equipped with these scalable solutions.

Using Lifesize, Étíc and NEF were able to consolidate their values of social progress and environmental responsibility with their partners. They can now keep their CO2 emissions low through reduced air travel.

Lifesize UVC ClearSea, Lifesize Icon 600 and Lifesize Bridge are easy to use, enabling Étíc and NEF’s employees, tenants and partners to quickly get used to this video conferencing platform and take advantage of a tool which is comparable to those used by the biggest companies, with greater financial resources.

“Our users quickly got used to Lifesize’s intuitive and user-friendly solutions, and this experience has encouraged us to consider new installations,” said Cécile Galoselva, managing director of Étíc. “Ideally in five years, depending on how fast we grow, we would like to establish 15 conference rooms to allow even more partners and colleagues to benefit from this technology.”

Learn More

Make sure to check out our other case studies at www.lifesize.com/successstories to learn more about how Lifesize is transforming business communication.

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