

# **FRÄNKISCHE**

# FRÄNKISCHE, Königsberg, Bavaria, Germany

### Organization

FRÄNKISCHE is an innovative, growth-oriented family business at the cutting edge of development, production and marketing of pipes, shafts and system components made of plastic and metal. The company provides solutions for rainwater management, drainage in road construction, transport infrastructure construction and agriculture, building drainage and ventilation, cable protection, electrical installation in structural engineering, civil engineering and plant construction, sanitary installation, heating and gas installation.

The company currently has around 2,300 employees worldwide.

Founded in 1906, the third-generation family business is currently led by Otto Kirchner and is represented with production and sales bases around the world. This proximity to their customers enables FRÄNKISCHE to develop products and solutions that are precisely tailored to their customers' requirements. The customers and their product requirements are the first priority for the company.

## Challenge

To optimize communication between international sites and reduce travel costs, FRÄNKISCHE was looking for an HD video communication solution with the highest image quality and security standards in order to make global collaboration easier.

#### Solution

FRÄNKISCHE decided on the LifeSize video solutions in order to meet their high requirements for communication quality, functionality and data security. Additionally, LifeSize® UVC ClearSea<sup>TM</sup> facilitates mobile video communication for employees.

#### Result

Communication in the company has considerably improved by using the LifeSize video solutions. The solutions are easy to handle and make a significant contribution to efficient communication, removing the need for expensive business trips. FRÄNKISCHE is even planning to equip other sites with LifeSize solutions in order to continue this trend.

# Challenge



In order to optimize internal collaboration, particularly between the international sites, FRÄNKISCHE was looking for a high-

performance video conferencing solution. Previously, global meetings were typically held as telephone conferences but the company believed that the additional video component would facilitate more natural communication between the conference participants than audio. It was therefore very important to the company managers that the conference solution provided crystal-clear, high definition picture quality.

In addition to an endpoint for the conference rooms in the subsidiaries, the company also sought to provide a solution for mobile video communication. Because free video applications offer limited security features, FRÄNKISCHE wanted to provide its own mobile video solution for employees to use while on the road.



# **Solution**

When the company's IT department first evaluated video conferencing products from various manufacturers, it became clear relatively quickly that LifeSize was the only manufacturer that could best meet the company's requirements. As well as the functionality and security aspects, the managers were particularly impressed by the price/performance ratio of the LifeSize solution. In a test installation carried out by DANES Datennetzverwerktechnik GmbH, a leading IT service provider, employees from the IT and technical departments were able to see the high quality sound and video for themselves, and were soon able to picture all of the possible uses of LifeSize technology within the organization.

After a successful test, FRÄNKISCHE decided to first install the LifeSize HD video conferencing system in subsidiaries in Germany, the Czech Republic, China and the United States. DANES supported the company in implementing the solution and provided training for users and technical administrators. The actual installation of the conference systems in the individual branches was very straightforward. The LifeSize devices only had to be connected to the network on site – all other configuration steps could then be taken centrally by the company headquarters in Königsberg. The technical specialists from DANES adapted the network and firewall settings accordingly and also made sure that the data streams for the video communication were automatically prioritised in the network.

In a second project phase, FRÄNKISCHE extended its video conferencing environment with a solution



for mobile video communication. The company decided to invest in LifeSize UVC ClearSea technology. LifeSize's mobile video conferencing solution offers the same functions as the roombased video conferencing systems and supports a range of access scenarios. The LifeSize client software is not only available for Windows and Mac computers, but also for mobile devices running iOS or Android. Users at FRÄNKISCHE can now also start secure HD video conferences with several participants on smartphones and tablets, or even participate in video conferences started with the conference room system. Among other scenarios, the mobile solution is now also used in the company to directly connect users in production to contact partners in support or development if they have technical questions. In addition, LifeSize ClearSea enables external users such as customers, partners or service providers to take part in video conferences. The guest users only have to install the free application from the respective app store on their mobile device.

## **Results**

At each site, the employees were able to quickly familiarize themselves with all of the features of the LifeSize video systems. As the solution is very intuitive to operate, no long training period was required. As a result, the users at FRÄNKISCHE quickly began to use video communication in their everyday work. In addition to the regular management conferences, the solution was also used from the beginning for short-notice meetings between employees in different locations. Another key factor for the high level of acceptance among users was the high quality of the image and sound transmission. The LifeSize HD conference solution uses "Adaptive Motion Control", a technology which automatically adjusts the video compression to the available network connection. This enables FRÄNKISCHE employees to communicate with each other as if they were in the same room, even over great distances or when using connections with a low bandwidth.

After the first few months of live operation, the managers at FRÄNKISCHE are very pleased with the results so far. The HD video conferencing solution has brought a new quality to communication in the company and helps employees to solve technical

questions quickly and efficiently. From an IT perspective, operation has gone smoothly - software updates can be installed centrally for all devices, and apart from that, practically no administration is required. A major benefit from the company's perspective is that the solution removes the need for many business trips. FRÄNKISCHE is therefore planning to enable even more of its regional locations with LifeSize video technology.

"With LifeSize we have a highperformance solution for HD video communication, which not only works perfectly within the company, but which our employees can also use on their mobiles wherever they are. The technology gives us extremely high communication quality and the security we need for confidential internal discussions."

- Dietmar Klöffel, Data Centre Manager, FRÄNKISCHE ROHRWERKE Gbr. Kirchner GmbH & Co. KG





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