

### German Technical Manufacturer Utilizes HD Video Conferencing For a Range of Unique Uses Across International Sites

Manufacturer of precision tools uses video to showcase tools for trade shows in crystal-clear HD quality

#### Organization

**LMT GmbH & Co. KG, Oberkochen, Germany**

Based in Germany, the LMT group is a leading technical manufacturer of precision tools. With over 1,700 employees and a network of specialized partners, LMT offers its customers a comprehensive portfolio of tools, cutting materials, and services around the world. More than 50 percent of all tools that LMT designs are tailor-made precisely to the requirements of the user.



#### Challenge

Along with the group's headquarters in Oberkochen in the Ostalb region, LMT also has production and development locations in other parts of the country, including LMT Fette in Schwarzenbek and LMT Kieninger in Lahr.

Beyond Germany, LMT also has a presence overseas in the France, the U.S., India and China. Locations in APAC are of particular interest. The group anticipates the strongest growth there over the next year.

In order to collaborate across global sites, the company sought to implement a new communications model using HD video conferencing

"In the past, it was completely impossible to hold meetings about the monthly or quarterly reports with all the companies," explained Martin Danielczick, PR manager at LMT. "Telephone conferences were indeed used as a temporary solution, though they had significant limitations when it came to comprehension and the inclusion of documents for discussion."



#### CHALLENGE

LMT is represented at various sites in Germany and abroad. It was difficult to meet the high need for communication between the individual subsidiaries by telephone conferences alone. There were always serious limitations when it came to comprehension and the inclusion of documents for discussion.



#### SOLUTION

LMT chose LifeSize® Room 220™ to implement across global sites. The usability, easy installation, seamless troubleshooting and high reliability were standout features of the system.



#### RESULT

Numerous company divisions now use the conference system on a daily basis. Traveling expenses have been reduced within Germany and abroad, as well. Internal knowledge and technology transfer is being promoted more efficiently and customers around the world being provided with product information more effectively.



## Solution

Before choosing a video solution, LMT evaluated the various systems on the market in detail. LifeSize Room 220 emerged as the front runner, with its easy-to-use interface and unfailing reliability.

"Because LifeSize technology is IP-based, it simply means that we have a forward-looking system. Other providers are still using several bundled telephone lines," said Danielczick.

Another aspect that impressed LMT was LifeSize's wide spectrum of solutions: from the desktop computer to the large conference system.

"The cost/quality ratio with LifeSize is good across its whole portfolio," said Danielczick, "and that gives us room for all kinds of extensions."

The system was incredibly easy to install. With one small change to the firewall configuration, any slight initial hitches were easily resolved.

When HD video conferencing was first introduced to the company, the finance and controlling departments, in particular, used the newly-installed video conference room very frequently. Since then, the product management and development departments have also discovered the advantages of the conference system for themselves.

"The initial timidity has given way to real enthusiasm and has considerably improved the frequency of contact and exchange of information between our companies worldwide," said Danielczick.



**"The initial timidity of using HD video conferencing has given way to real enthusiasm and has considerably improved the frequency of contact and exchange of information between our companies worldwide,"**

- SAYS DANIELCZICK, PR MANAGER AT LMT.



## Results

According to Danielczick, communication over HD video conferencing brings a range of advantages.

"It's far easier for all participants to pick up the subtext through gestures and facial expressions when collaborating over video. In larger groups, the meeting dynamic develops in a far more positive way than it did during a simple telephone call. Employees now also talk to each more often and discuss things with colleagues from around the world," he said. "For me, these advantages far outweigh the cost savings. Even so, the financial savings are also an important argument in favor of the technology."

LMT employees have been able to definitively reduce their traveling expenses within Germany and international air travel by using the LifeSize solution.

Along with communication among employees, LMT uses LifeSize video technology for training, lectures and product launches broadcast online.

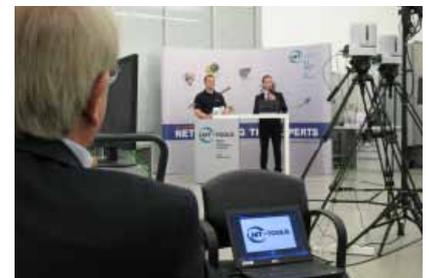
"In the past, we had to transport our tooling machines to trade fairs and install them before we could introduce our products," explained Danielczick. "Today, we present our tools and their practical applications via video."

For this reason, the LMT Group Academy in Schwarzenbek, the central office responsible for training, trade events and skills marketing for the whole group, has invested in camera and mixing technology that is second only to a professional television studio. A thoroughly worthwhile investment, the high-quality broadcasting from the technology is well received by employees as well as interested trade professionals. For the last year, these videos have also been produced in the form of webinars, which are both streamed live online and can be called up on demand on the intranet and Internet.

Danielczick is convinced by the advantages of the LifeSize solutions.

"Our communication has improved in all kinds of ways," he said.

"As a company, we've not only become more agile, we're also promoting internal knowledge and technology transfer more efficiently and above all, providing our customers around the world with product information more effectively."



**LifeSize**<sup>®</sup>  
A division of Logitech

**LifeSize Communications:**  
1601 S. Mopac Expressway  
Suite 100  
Austin, Texas 78746 USA  
Phone: +1 512 347 9300  
Fax: +1 512 347 9301  
Email: [info@lifesize.com](mailto:info@lifesize.com)  
[www.lifesize.com](http://www.lifesize.com)

**EMEA:**  
LifeSize Europe, Middle East, Africa  
Medienbrücke, Rosenheimerstr. 145d  
81671 Munich, Germany  
Phone: +49 89 207076 0 (Germany)  
Phone: +00 8000 999 09 799 (Toll Free Europe)

**APAC:**  
LifeSize Asia Pacific  
Phone: +65 6303 8370