

Small Global Business Invests in LifeSize, Keeps Dispersed Work Teams Connected, Reduces Travel

Medisave chooses LifeSize to deliver HD video communications, saves money in the current economic climate

Organization

Medisave UK Ltd, Weymouth, UK

Medisave is a global leader in the medical supplies market, selling personalized stethoscopes and diagnostic equipment directly to physicians, students, nurses and hospitals. With more than 6000 product lines sold online and through their catalogue, Medisave is a one-stop shop for medical professionals across the globe.

The company has affiliates with locations in the US, the UK, New Zealand and Australia, distributing in these countries, and throughout Europe from the UK Headquarters. Their US office is located in Stratford, Connecticut.



Challenge

With a team of just under 40 employees in the US and UK, constant, daily communication is key. And as a product-based company, visual communication is often needed as the majority of conversations center around a specific product or a certain manufacturer's line of products. Being able to have multiple teams viewing the same product at the same time was a vital need.

Video conferencing had been used in the past, but the poor audio and video quality of the standard definition systems created more of a hindrance than a solution. The low resolution did not allow teams to properly appraise a new product remotely. Medisave needed a solution that could allow senior managers and sales and marketing teams to meet face-to-face, everyday, with the same in-room feel they experienced when meeting in person, without the expense of an international flight.



CHALLENGE

To increase visual communication and daily meetings with global teams without the expense of international travel. The technology solution would have to be cost-effective and give exceptional quality.



SOLUTION

Medisave chose the LifeSize® Express™ solution to meet the company's communications needs. Rich, high definition audio and video at a reasonable price performance were the deciding factors.



RESULTS

Quick ROI, better communication and increased usage of the technology has resulted in a more seamless global company, where international teams can now meet face to face, everyday.



Solution

After a thorough investigation of the different video conferencing manufacturer's products, Medisave Founder and Managing Partner, Graham Wright decided on the LifeSize® Express™ product as the solution that best met his company's needs.

"LifeSize provided the best possible product," Wright said. "As we are an SME, price performance was an important factor, as well as quality vs. bandwidth utilization. Also, the LifeSize product provides immense ease of use and flexibility. We put the systems in ourselves and were up and running within an hour! It really is as easy as the online Express demo shows!"



Results

Since the LifeSize implementation, Medisave has seen a quick ROI and an increase in meaningful communication.

"Being a small global company, I can't jump on a plane every time I have an important meeting -- that just doesn't scale," Wright said. "Now that we're using LifeSize, I never feel like I miss anything because I'm face-to-face with my teams every single day."

Wright added, "because LifeSize is so reasonably-priced, it was easy for us to justify the ROI. And even more so when we are talking about short, infrequent meetings, then the ROI just can't even be measured!"

Medisave has also seen a significant increase in usage among managers and vendors.

"Our reps find that it's very easy to connect their laptops to the unit and instantly share new product presentations or go over figures," Wright said. "And if a supplier drops by the UK office and I'm in Connecticut, I'm able to meet with them in real-time and discuss new strategies and products on the fly, at times resulting in large orders."

In regards to travel, Wright says there is little need for it now, other than for personal reasons.

"It's a 13 hour trip from the US to the UK. Our meetings with suppliers -- although very useful -- are sometimes 20 minutes long. Using this technology allows me to be in two time zones at once, which is pretty remarkable."



"Being a small global company, I can't jump on a plane every time I have an important meeting -- that just doesn't scale. Now that we're using LifeSize, I never feel like I miss anything -- I'm face-to-face with my teams every day."

– GRAHAM WRIGHT, FOUNDER, MANAGING PARTNER



LifeSize®

Experience Communication in High Definition

Copyright 2009. All rights reserved. July 2009. Information contained in this document is preliminary and subject to change without notice.

Corporate Headquarters:
901 S. Mopac Expressway
Building 3, Suite 300
Austin, Texas 78746 USA

Phone: +1 512 347 9300
Fax: +1 512 347 9301
Email: info@lifesize.com
www.lifesize.com

EMEA:
LifeSize Communications
Toll-free Europe
Phone: 008000 999 09 799

APAC:
LifeSize Communications
Hong Kong
Phone: +852 8239 369