

## LifeSize Video Solution Helps Metropolitan Bank Cut Costs, Save Time and Increase Collaboration

### Organization

#### Metropolitan Bank, Mississippi, USA

Founded in 2008, Metropolitan Bank has headquarters in both Memphis, Tennessee and Ridgeland, Mississippi. In addition to Ridgeland and Memphis, they have other Mississippi locations in Flowood, Crystal Springs and Hazelhurst and a new location in Nashville, Tennessee.



### Challenge

As a rapidly growing organization with multiple offices and a culture of pervasive communication, associates at Metropolitan Bank found themselves looking for a more effective way to communicate than using only email and conference calls.

In August 2010, the bank contacted a valued LifeSize distributor, Venture Technologies, to provide and install two LifeSize Express video conferencing units to connect the bank's headquarters in Ridgeland and Memphis.

"Prior to this solution, our communication model focused on conference calls that lacked a personal touch for efficient communication," said Pam Ware, chief operations and information technology officer. "We wanted our associates to have the ability to interact on a more personal level."



#### CHALLENGE

Metropolitan Bank wanted to improve the quality and efficiency of communications among the bank's associates at multiple locations and make communications more meaningful through the use of HD video.



#### SOLUTION

The bank implemented LifeSize® Express™ video conferencing units at each headquarter site, as well as LifeSize® Room 220™ systems for multiple locations. Additionally, the bank completed a network upgrade to improve audio and video quality.



#### RESULTS

Metropolitan Bank saved thousands of dollars in travel costs and hundreds of hours of travel time saved. The bank has also experienced improved communication, organizational unity and expedited decision making as a result of using LifeSize video conferencing.



## Solution

Ware's business strategy encompassed making video conferencing a standard of Metropolitan Bank. As part of this installation, the offices came to rely on video conferencing as a daily norm increasing efficiency and encouraging greater engagement in the corporate culture.

"Our interoffice communication now is not only more frequent, but it's also more effective," said Ware. "We've saved hundreds of hours and thousands of dollars in travel expenses. I can't even begin to quantify the huge savings and great efficiencies we've acquired."

In addition to savings, the LifeSize system enables them to easily share, discuss and edit documents during meetings. This added feature and ease of use have greatly enhanced collaboration between the bank's offices. "We find ourselves using the video more and more often, not only for meetings with multiple attendees but for quick, one-on-one exchanges that are better handled 'face-to-face,'" said Rick Adams, the bank's chief administrative officer.



## Results

In December 2011, the bank ordered four LifeSize Room 220 units. The original Express units connected just Memphis and Ridgeland. The new Room 220 units allow the bank to conduct high-definition, face-to-face meetings with up to eight locations including the original LifeSize Express units.

The bank also installed a separate network with point-to-point connectivity between locations. "In the past, we had all been on different video conferencing systems and that wasn't efficient," added Ware. "The quality was very poor with fuzzy visuals and dropped calls." Point-to-point connectivity took care of all that.

As a growing organization, Metropolitan Bank has expanded to Nashville and plans on installing even more video conferencing systems in their new offices. Venture Technologies will be their trusted solutions provider for these expansions.

Ware explained that as with any significant technological change, there were challenges in installation and setup, but the Venture team kept at it until it was perfect. Ongoing service, though rarely required, has been everything they expected.

She added, "Venture Technologies made us a priority and it showed. We were comfortable every step of the way relying on them for such an extensive project."



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**- PAM WARE, CHIEF OPERATIONS AND INFORMATION TECHNOLOGY OFFICER, METROPOLITAN BANK**



**LifeSize®**  
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  
LifeSize Communications, Ltd.  
Phone: 00 8000 999 09 799

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