

Leading UK Architecture Firm Minimizes Travel, Vastly Improves Carbon Footprint with LifeSize HD Video

Purcell Miller Tritton chooses LifeSize HD to help firm reduce environmental impact while working on some of the UK's most beloved structures.

Organization

Purcell Miller Tritton, London, UK

Purcell Miller Tritton is an architectural practice with a reputation for excellence established by 60 years of work on many of the UK's best-loved buildings and places.

Some of the work they carry out is for new buildings on Greenfield sites; however, their main work over the years has been associated with sites and buildings that have special historic significance.

Purcell Miller Tritton has thirteen offices around the UK and employ over 180 dedicated people.

Just a few of the firm's extraordinary projects include St. Paul's Cathedral, London, the American Ambassador's Residence, London, Radcliffe Observatory Quarter, Oxford, the Danson House in Kent, West Dean College, West Sussex and the British Museum in London.



The Welsh Wildlife Centre, Pembrokeshire, was completed in 1995 for The Wildlife Trust of South & West Wales.



CHALLENGE

To reduce travel and the firm's carbon footprint, Purcell Miller Tritton needed a video product that would give superior HD quality, unique flexibility at an unmatched price-performance.



SOLUTION

After the evaluation process, Purcell Miller Tritton selected LifeSize as their HD video communications system of choice. Soon, LifeSize systems were deployed among all of the firm's offices.



RESULTS

Purcell Miller Tritton realized ROI in 6 months. Also, the firm realized ongoing environmental savings in accordance with their strategy of reducing their carbon footprint.



Challenge

With thirteen offices across the UK, travel between locations to meet and discuss projects with clients and colleagues was recognized as a high cost, both to the business and to their carbon footprint. PMT is committed to running an environmentally responsible business, demonstrated by their ISO 14001 Environmental Management System and many other green initiatives.

The firm needed a communications tool that would allow for face-to-face communication without the need for travel.



Solution

Following previous security consultancy and discussions with authorized LifeSize reseller, SICL, Purcell Miller Tritton made the decision to commence the installation of the LifeSize products at their London office. Following successful trial and implementation, further solutions were designed to extend LifeSize video communications to all offices, with each office using products tailored to their specific requirements.

The ROI for the full solution has been calculated at less than six months. Many meetings which had significant cost to the business, including employee charge rates, train fares and subsistence, can be carried out remotely, saving the substantial cost. There are further plans to have client and contractor meetings via videoconference. Purcell Miller Tritton will also realize environmental savings in accordance with their ongoing strategy of reducing their carbon footprint.



Results

The installation of the LifeSize solution has proved to be a cost and time saving exercise, with the potential to gain many benefits for offices throughout the UK and moving into Hong Kong.

LifeSize is a key tool in the reduction of the company's carbon footprint and allows for more productive hours with less travel time, which also boosts employee moral. Using LifeSize HD video systems allows the architects and designers at Purcell Miller Tritton do what they do best -- create beautiful structures.



Designed around a central courtyard containing a silver birch tree, this innovative four-bedroom house in Norfolk is circular in plan.



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