

A Customer Success Story

# LifeSize<sup>®</sup> Results

Major Car Dealership Company Relies on LifeSize Video Conferencing Solutions to Curb Travel Costs, Build Stronger Relationships Between Locations



## Organisation

Ronan Chabot manages nearly twenty car dealerships, including Saga-Mercedes, Toyota – Toys Motors, Lexus – Toys Plus and two Porsche Centres in Bordeaux and La Rochelle. These are spread across seven locations in France: Tours, Belleville-sur-Vie, Mouilleron-le-Captif, Angers, Cholet, Bordeaux and La Rochelle. Though the locations are based far from one another across the country, the company values collaboration and needed a solution to link the geographically-dispersed dealerships.



### Challenge



Ronan Chabot, director of Saga-Mercedes, wanted to install a video conferencing system for two reasons: to reduce travelling between dealerships, and to make communication easier between management and employees and between the employees themselves.

### Solution



Ronan Chabot implemented LifeSize<sup>®</sup> Room 220™ in the main buildings to facilitate enhanced collaboration across sites. LifeSize's price and ease of use were the principal deciding factors.

### Results



The benefits of LifeSize video conferencing are appreciated by all the employees at the dealerships. Workers at Saga-Mercedes now take part in meetings which they could never have attended before, due to a lack of resources.

## Challenge



Ronan Chabot, director of Saga-Mercedes, wanted to install a video conferencing system for two key reasons: to reduce travelling between dealerships, and to make communication easier between management and employees, as well as between the employees themselves.

Internal communication is a major concern for Ronan Chabot, justifying the installation of a video conferencing system. The company's employees inevitably have to travel between the various dealerships, and it was important for as many of them as possible to be able to access the information and strategies passed down from management. "We were not satisfied with simple audio calls; visual contact was vital," said Julien Dominici, head of IT systems for all the car dealerships.

"Before video conferencing, our employees were required to travel between dealerships, and an average journey cost approximately €150 per employee. If we assume that three or four staff members traveled every week, we can see that our new video conferencing system has more than paid for itself in a short space of time."

- Julien Dominici, Head of IT

## Solution



Ronan Chabot turned to video conferencing as a way to improve communication across sites, and as a result, he implemented LifeSize Room 220 in the main buildings, most notably at the Belleville-sur-Vie dealership, which is the company's headquarters from which the other dealerships are managed.

LifeSize Room 220 was the ideal video conferencing solution for a company of this size, because it allows eight sites to connect over video, regardless of location. The four most active participants can all be shown at the same time on the HD display, or just the main speaker alone.

LifeSize's price and ease of use were the principal deciding factors for the IT team. "The solutions needed to be simple, since not all our employees are computer experts," said Dominici. Finally, the ability to share documents from one room to another, across several locations, was also a factor that was important to the organization.

Across the dealerships, video conferencing is used every day by groups of three or four people to organise meetings. However, it also allows 30 to 40 people to get together in the same room when management wants to communicate key messages to all workers, across various locations.



## Results



The company has now installed LifeSize Room 220 endpoints at six dealerships.

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Although installing a virtualisation platform is not yet on the agenda, the IT department is continually suggesting improvements to make their video conferencing environment more robust. “We are currently in the process of optimising the system, deploying a separate VPN so the data and voice flows are separated, and doing away with the need for QoS,” said Dominici.

Employees and managers alike now take part in meetings which they could never have attended before, due to a lack of resources. “Although a certain amount of travelling is still required and video conferencing does not replace human contact, it does greatly encourage communication, even over distances,” concluded Dominici.



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