

A Customer Success Story

LifeSize® Results

European Consumer Goods Company
 Chooses LifeSize to Collaborate
 Across Eight Countries



With LifeSize videoconference platform, Spotless Group can increase the collaboration between subsidiaries in a secure way and taking care of the environment

Spotless Group, Neuilly-sur-Seine, Paris, France

Organization

Spotless is a multinational company with very strong leading positions in two homecare categories, namely Laundry Aids and Insect Control. The company develops and commercializes a diversified portfolio of leading national and international brands.

Founded in 2005, the company has since acquired some of Europe's strongest and most well recognized consumer brands. As a result, Spotless Group now reports annual revenues of over 270 million Euros and with over 470 employees has a presence in most of Europe's largest countries.

Challenge

 Spotless Group has a presence in France, Italy, San Marino, the British Isles, Spain, Belgium, Netherlands, Sweden and Hungary. For this reason, it was becoming increasingly difficult and expensive to collaborate across countries.

Solution

 Because of its environmental benefits, affordability and superior image quality, Spotless Group invested in LifeSize® Room 200™ and LifeSize® Express 220™ endpoints, as well as LifeSize® Bridge™ and LifeSize® UVC Transit™.

Results

 Video conferencing is now being used on a daily basis by commercial, marketing, finance and operations teams.

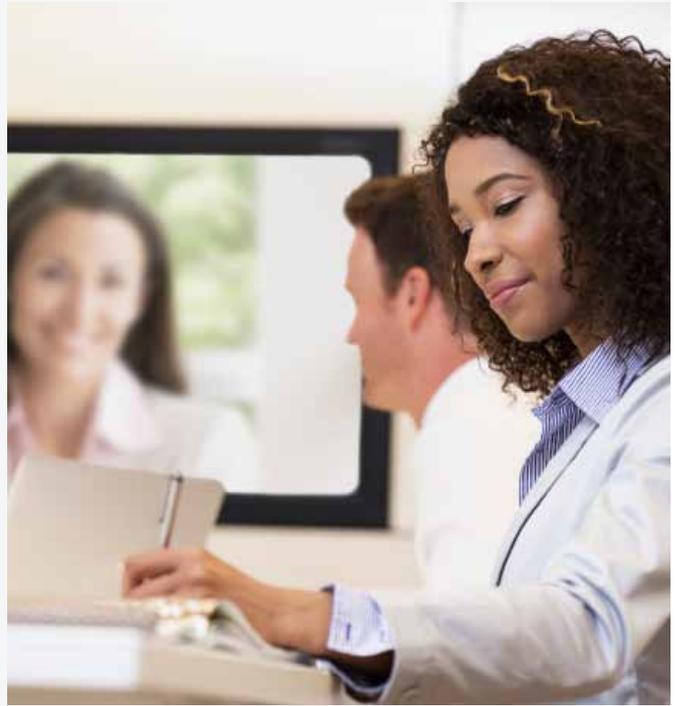
Challenge



Though Spotless Group is headquartered in Paris, the company has expanded its operations across other major European countries including Italy, the British Isles, Spain, Belgium, Netherlands, Sweden and Hungary. As a result, communication among international teams became quite a challenge. The company tried just about every communication method to encourage and enhance collaboration across the geographically-dispersed sites including email, landline phones, audio conferencing and web conferencing. However, none of these communication methods were truly effective. The company recognized that these technologies did indeed work, but they were looking for a solution that provided a more genuine, lifelike experience.

“Emails, audio and web conferencing were useful, but they didn’t change our life. They didn’t really improve our way of working as a group,” said Alberto Veronesi, IT Manager for Guaber, a subsidiary within Spotless Group. “We knew that in order to increase communications and encourage synergy across our teams, we needed video conferencing.”

Video conferencing was also attractive to Spotless Group executives for the environmental savings it provided. Because many of the company’s products are certified as eco-friendly (including its famous Laundry Products), it also made sense for the company itself to act in an environmentally-friendly way. By using video conferencing instead of flying to the company’s various locations, Spotless Group would have the opportunity to minimize its carbon footprint significantly.



Spotless Group’s Key Requirements:

Quality: The image must be as lifelike as possible in order for employees to collaborate most effectively

Ease of Use: The video conferencing solution must be simple enough to be used by individuals of various technical skill levels

Security: Executives must be able to feel comfortable in sharing confidential information over video conferencing

Solution



Once the top decision makers of Spotless Group with the strong sponsorship of Marco Petrelli, Chief Operating Officer, who first supported the necessity of having a professional tool, decided to invest in HD video conferencing, they began evaluating all of the major vendors' offerings to find the right solution.

"We started analyzing different solutions and saw demonstrations for all of them, including Polycom, Tandberg and Sony," said Veronesi. "Accordingly with the business requirements, we were mainly looking for a system that was easy to use and provided good picture and voice quality. We found that LifeSize was very user friendly and the image was extremely clear."

"We always thought that video conferencing was only for bigger companies, but when we learned more about LifeSize, we realized it was not as expensive as we originally thought looking at the other solutions on the market," said Veronesi. "LifeSize is a good video conferencing product for companies of any size."

After completing all of the demonstrations, Spotless Group invested in LifeSize Room 200 and LifeSize Express 220 endpoints, as well as LifeSize Bridge, a hardware-based MCU, and LifeSize UVC Transit for firewall/NAT traversal.



"We chose LifeSize UVC Transit because security is very valuable to us at Spotless Group. Most of our executive meetings are done over video and it is imperative that we can talk to colleagues, partners and suppliers securely," said Veronesi

"After the improvement of our videoconferencing infrastructure through the Transit Server installation, the configuration steps and system management became significantly more user friendly and reduced the technical effort". Said Carlo Cavicchi Guaber IT System Administrator.

Results



LifeSize HD video solutions have gradually soared in popularity from the day that we first introduced the technology. We decided to proceed in steps. We started in 2009 installing the videoconference systems in Spotless Group's 5 main branches and now we have 10 locations connected together by videoconference.

"The LifeSize systems have become so popular, our video-enabled conference rooms are almost always booked," said Veronesi. "We decided to move another step forward with Clear Sea desktop solution so a greater number of employees can use video, not just those who are in a conference room." This new solution will allow a greater number of people to use videoconferencing and work together more effectively.



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