

TAXI Canada Reduces Travel, Increases Business Efficiency with HD Video from LifeSize

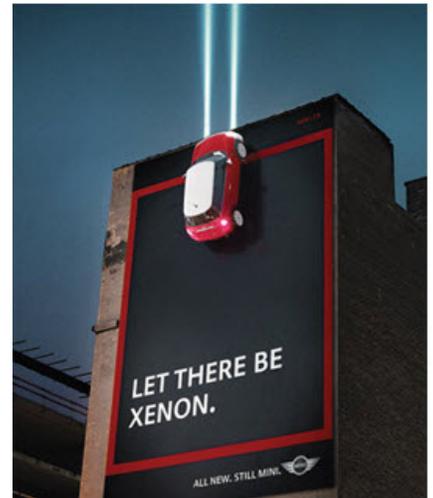
Top creative agency utilizes HD video; Productivity increases and face-to-face collaboration is made easy with LifeSize

Organization

TAXI Canada Inc., Toronto

TAXI is one of the world's leading independent communications agencies. TAXI tells compelling brand stories across all mediums. Whether it's a spot, a site, or a stunt, they find unique insights to drive ideas and deliver a lasting impact for clients.

TAXI's head office is in Toronto, with supporting locations in Vancouver, Calgary, Montréal, New York and Amsterdam. TAXI employs over 300 people and currently services over 90 unique clients like Burger King Restaurants of Canada, Coca-Cola Ltd., Heineken International, Koodo Mobile, MINI Canada and Yellow Pages Group.



An outdoor ad for MINI Canada.



Challenge

TAXI is one integrated network divided over several offices. Having combined resources across the entire organization, all levels within the agency needed to interact on a frequent basis to share ideas and collaborate on projects, regardless of geography.

With offices across the globe, travel had become a necessity. But with travel comes long days, downtime between destinations and unwelcome delays, so jumping on a plane every time an important meeting came up just didn't scale. The organization made use of other meeting solutions like screen-sharing applications, phone-conferencing rooms and video chat using webcams, but TAXI clearly needed a new solution that allowed for immersive, face-to-face communication and content-sharing that made sense.



CHALLENGE

To create an immersive communications experience that allowed clients and colleagues to collaborate and experience projects together in real-time.



SOLUTION

After evaluating several products, LifeSize® Room 200™ HD video systems were chosen for their quality and price performance.



RESULTS

Reduced travel costs, increased productivity and face-to-face collaboration among all groups within the organization.



Solution

When TAXI's Chief Creative Officer Steve Mykolyn decided to combine all creative resources across the agency regardless of location, Chief Information Officer Simon Falcon recognized the need for something more than just increased travel budgets.

"I knew that standard video conferencing couldn't meet our needs and that's where our search for HD video conferencing solutions began," Falcon said. "I quickly found Polycom, TANDBERG, Cisco, and LifeSize all had solutions that were promising. After meeting with a representative from LifeSize and seeing the product in action, I could literally see we were looking at the winning solution. The LifeSize roster of equipment that was presented to us did everything that competitor systems did at a fraction of the cost. We were also very impressed by the level of involvement of LifeSize in the execution of the project."



TAXI's 'Fat-free Mobility' campaign for Koodo Mobile.



Results

Since the LifeSize implementation, TAXI has seen reduced costs, increased efficiency and stronger team collaboration.

"It took more time to install wall brackets and cabinets than it took to configure the LifeSize system and open appropriate ports on the company firewalls," said Simon Falcon.

Culturally, users were a little thrown off at first because the quality of the image was so good. But after getting used to the idea of being 'on camera,' users were thrilled with the systems. Now, TAXI team members can share all kinds of output across the LifeSize systems. Virtually everything they create for clients, including hand-drawn sketches and renderings for television commercials and online media, can now be presented in HD quality.

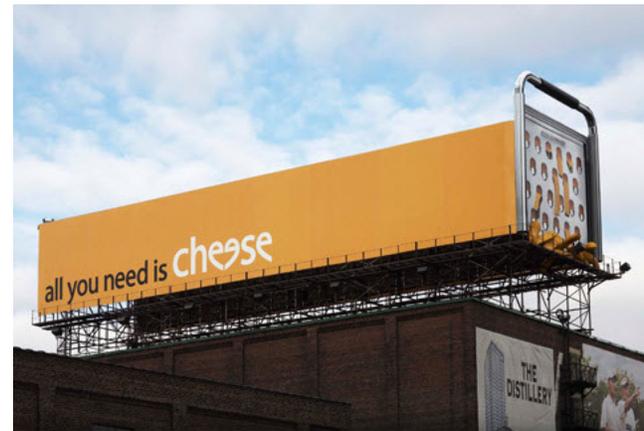
"Reduced costs, increased efficiency and stronger team collaboration is why we are so pleased to be working with LifeSize products," said Falcon.

"Without a doubt, HD video conferencing has been an excellent addition to TAXI's roster of capabilities," Falcon said. "It's an efficient meeting space that's capable of both face-to-face video and PC screen sharing across multiple sites. Despite the fact that there are many Web-based applications out there to share screen data, LifeSize allows us to stream audio and video in real time with high-quality results. No more 120 x 240 videos. We can stream the entire screen and preview content from a distance in a live forum without pre-uploading anything at all. All this to say that we are very glad to have made this investment, as LifeSize HD video conferencing is as close to meeting in person as you can get."



"LifeSize HD video conferencing is as close to meeting in person as you can get."

– SIMON FALCON, CHIEF INFORMATION OFFICER, TAXI



Dairy Farmers of Canada.



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