LifeSize® Results™

A CUSTOMER SUCCESS STORY

TOSHIBA

Leading Innovation >>>

Toshiba TEC reduces travel by 70% and improves communication between European and Japanese HQ's

Legacy systems are upgraded to LifeSize HD video communications to helps Toshiba subsidiaries stay connected

Organization

Toshiba TEC Europe Retail Information Systems S.A, Brussels, Belgium

Toshiba TEC, a 100% subsidiary of Toshiba, is a specialized supplier of information systems for retailers, delivering cash register systems, barcode printers and RFID laser systems, as well as the distribution of barcode printers in the industrial world.

The European headquarters are located in Brussels and branch offices are located in The Netherlands, Germany, France, England, Spain, Italy and Poland.

Challenge

In order to interact with Toshiba's Japanese headquarters, video conferencing was used for many years at the Belgian office. But according to Dirk Robberechts, Information System & Infrastructure Manager at Toshiba TEC, in 2008 the corporation decided to expand the video network and replacing the legacy endpoints.

"The system we used was somewhat old and apart from that it was still using costly ISDN lines. The rapid expansion of European local offices justified a solid platform for video communications top optimize communications between offices. The offices are connected through an MPLS-network, so nothing stopped us from simply deploying it for video networking."

CHALLENGE

To keep project teams in Europe connected to counterparts in Japan, Toshiba TEC needed to upgrade their legacy video communications systems to high-quality, reliable, IP-based endpoints.

SOLUTION

LifeSize® Room™ and LifeSize® Team™ HD video communications systems installed in key locations within Toshiba's European headquarters and field offices.

RESULTS

70% reduction in inter-office travel as well as a noteworthy ROI. The systems are now used for both internal and external meetings as well as new product trainings for Toshiba employees across Europe.

Solution

Robberechts and his colleagues approached RealDolmen, a leading Belgian IT specialist, to find a solution that would best match Toshiba TEC's needs. A LifeSize® Room™ system for the headquarters in Brussels and various LifeSize® Team™ systems for the offices in The Netherlands, Germany, France, England were installed.

"LifeSize Room is the best equipped system, with an internal conference bridge, the built-in Multipoint Control Unit (MCU)," said Robberechts. "With this unit, six participants can join a conference simultaneously. With the access to the conference bridge, we have the ability to use one channel for the presentations and have five offices to join the session."

Results

Directly in line with so many organizations, Toshiba TEC critically analyzes expenses. The main reason to expand the video network has been the desire to reduce travel expenses, especially related to intercompany travels.

"Although the system is very easy to use, in the beginning there was some hesitation and fear towards visual communication," tells Robberechts, but directly adds: "Nowadays the room is fully booked four days a week!"

> **"Nowadays the room is fully booked four days a week!"**
>
> – DIRK ROBBERECHTS, INFORMATION SYSTEMS AND INFRASTRUCTURE MANAGER

The LifeSize systems are currently being used for meetings with the Japanese headquarters and also for meetings between the different European offices and the implementation and adoption of HD video communications has significantly decreased the number of flights between offices. With almost a 70% reduction, the systems have also shown a noteworthy ROI for Toshiba TEC. Additionally, day-to-day network costs are down due to the previous investments made in the corporation's MPLS network.

As for the future, Robberechts sees usage continuing to grow. "I can imagine that over time video communications will also be used for meetings with clients and customers. We are also looking to add systems in our offices in Poland and Italy so they can join us visually. At the same time, physical contact on frequent basis remains important. Especially when making important business deals. For internal and intercompany meetings, video conferencing offers a perfect alternative to physical meetings."

Toshiba TEC not only deploys the systems for management meetings at European levels and for audits with accountants, but has also found applications for trainings.

"Relatively often we introduce new products," Robberechts added. "Previously, our technicians used to travel to all European offices to provide technical updates and trainings. Now our trainings are conducted through the video conferencing systems. The quality of the cameras is perfectly right for transmitting high resolution images of our products and demonstrate them smoothly to remote locations. Our technicians used to repeat the trainings over and over again at every office, now we train in five countries at the same time, not only it saves on travel, but it saves an enormous amount of precious time. The time is now much better spent and trainings are much more productive. This doubles our return on investment."

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Experience Communication in High Definition

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