

A Customer Success Story



# LifeSize® Results

Leading Canadian Food Packaging Distributor Selects LifeSize Video Collaboration Technology to Cut Travel Costs, Facilitate More Productive Meetings

UniPac deployed LifeSize Room 220 and LifeSize Express 220 to encourage employees to interact face to face, instead of relying on distracting audio conferencing calls.

## Organization

UniPac Packaging Products Ltd.,  
Edmonton, AB, Canada

Founded in 1977, UniPac specializes in the distribution of food processing products and supplies across the country of Canada. With distribution centers in Edmonton, AB, Richmond, BC, and Mississauga, ON, the company is well positioned to provide its clients with the materials they need, at the quality they expect. UniPac is proud to have a network of knowledgeable



representatives across the country to assist in a number of specialized services, including product formulation, processing, packaging and extending shelf life.



› UniPac's packaging solutions help food maintain a longer shelf life and keep products safe as they travel across the country.

## Challenge

 After struggling for years with audio conferencing, UniPac knew it was time to find a communications alternative that allowed employees to connect face to face without the need for costly travel.

## Solution

 After researching a number of vendors' solutions, UniPac decided to implement LifeSize® Room 220™ and LifeSize® Express 220™ and LifeSize® Desktop with the help of valued channel partner, Phoenix Systems.

## Results

 LifeSize is now being used at UniPac for monthly department meetings, candidate interviews and other internal interactions. The company expects to expand its deployment in the future, due to the positive feedback they have received from users throughout the organization.

## Challenge



Though UniPac prides itself on distributing high quality processing supplies from around the world, it also takes pride in the customer service it provides to clients, as well as the efficiency of its distribution model and company operations. However, there was one facet of the business that had not progressed: its communication model. For years, UniPac employees relied on audio conferencing, with a phone in the middle of the boardroom table, to link staff members at various locations. Not only were logistics and scheduling a challenge, once the call was actually initiated it was nearly impossible for the participants to hear over one another. Eventually, one person on the call would serve as “traffic control” and signal to a participant when it was his or her turn to speak.

“In our industry, having product solutions is of the utmost importance. It is what we specialize in. Having audio conferences and describing a certain product over the phone was extremely inefficient,” said Lyle McDermid, president and chief financial officer of UniPac. “To solve this problem, company leaders would just end up traveling to the various locations to meet face to face. This expensive, time-consuming model was absolutely not sustainable, and we knew there had to be a better solution out there for us.”

**I looked at other brands and even though they seemed easy to use, it required so much time and money to set up and manage. LifeSize beat the other solutions in every category.**

- Lyle McDermid, President/CFO, UniPac

## Solution



Because so many meetings took place on audio conferences (including ongoing departmental meetings), it was imperative that UniPac find a sustainable communications model to link all of its geographically-dispersed locations without the need for costly travel. At the time, McDermid ran the IT department and began a search to find a suitable alternative for audio calling. He first became aware of video conferencing through business colleagues who used the technology, and it peaked his interest.

“The companies that I saw with video conferencing had elaborate set-ups, sophisticated systems and costly infrastructure. That was not what we wanted at UniPac, so I began looking at various vendors’ solutions to find something with a lower start-up cost that could run on our existing infrastructure,” said McDermid.

UniPac partnered with Phoenix Systems, a valued LifeSize reseller, for the search. Once UniPac was introduced to LifeSize, McDermid and his team knew it was the right fit.

“LifeSize was the best choice for our company because it was extremely easy to manage and maintain, required less bandwidth than other solutions and was simple to use, so the training process would be quick and easy,” he said. “I looked at other brands and even though they seemed easy to use, it required so much time and money to set up and manage. LifeSize beat the other solutions in every category.” Once McDermid decided on LifeSize, Phoenix Systems helped the IT team install two LifeSize Room 220 endpoints and two LifeSize Express 220 endpoints in the company’s conference rooms.

## Results



When the video systems were first installed, UniPac employees immediately felt comfortable using the new technology, almost as if they had been doing video calls for years. Instead of struggling with complicated and distracting audio conferences, the staff members were able to look at the other participants on the call, similar to an in-person interaction.

“For certain projects, like training sessions, we’ve found that LifeSize has saved our company thousands of dollars in travel expenses alone. That truly helped solidify the decision to invest in video,” he said.

Not only is video collaboration technology used for internal meetings, UniPac has also started utilizing the systems for interviews, as well. With face-to-face and other in-person nuances being so critical to a hiring decision, HR executives at the company now rely almost exclusively on video chatting instead of phone interviews.

“I expect that we will definitely use LifeSize even more often in the future,” said McDermid. “We’d love to do customer presentations over video and demonstrate our food processing solutions. With the way it’s going now and how quickly large groups are able to connect on a regular basis, I can see video becoming more and more of an

integral part of how we do business.”

But for McDermid, the real benefits of using LifeSize are the intangible ones. “We have saved an exorbitant amount of time and money using LifeSize, and I think the real benefit comes from the relationships that video helps us build between offices and the flexibility it affords our employees. No longer are company executives traveling late nights and weekends to make a long-distance meeting; they are able to be at home with their family instead. And that’s one benefit you can’t put a price tag on.”



**Headquarters**  
Austin, Texas, USA  
+1 512 347 9300  
Toll Free US +1 877 543 3749

**EMEA Regional Office**  
Munich, Germany  
+49 89 20 70 76 0  
Toll Free Europe +00 8000 999 09 799

[www.lifesize.com](http://www.lifesize.com)  
E-mail [info@lifesize.com](mailto:info@lifesize.com)

**APAC Regional Office**  
Singapore  
+65 6303 8370



Delivering the Ultimate Communication Experience

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