

Goodbaby Group Chooses LifeSize for Global Deployment of HD Video Communications

China's largest provider of children's products, Goodbaby Group uses LifeSize across continents to keep global R&D, manufacturing and sales teams connected, collaborating face-to-face

Organization

Goodbaby Group, Kunshan City, China

Established in 1989, Goodbaby Group is China's largest and the world's leading provider of infant and children's products such as strollers, car seats and child safety devices, with customers located in more than 70 countries and regions worldwide.

Currently, Goodbaby Group owns five global R&D centers, 11 subsidiaries, has 35 branch offices and more than 20,000 employees worldwide.



Goodbaby is the world's largest supplier of baby strollers and the best known brand of durable children's goods in China. Goodbaby is also a leading retailer of child goods in China.



CHALLENGE

To find a communications solution that could provide crisp, rich audio and video capability with an easy to use, intuitive interface. Also, built-in data sharing capability so that designers and engineers across continents could meet real-time.



SOLUTION

After a thorough evaluation of video products, LifeSize® Express™ and LifeSize® Room 200™ HD video communications systems were implemented in key Goodbaby offices, design centers and factories in the US, China, Japan and Europe.



RESULTS

Quick ROI (3 months) in international travel savings, increased efficiency in production and design centers, improved communication and collaboration among all users, from designers up to senior management.



Challenge

With branches located all over Japan, the Netherlands, the United States and China, constant communication and meaningful collaboration is key.

In fact, the company has been using video conferencing systems for nearly a decade. The first investment, for their R&D centers in China and the United States, was upwards of \$100,000. But the results with these legacy systems were inconsistent. High costs, audio and visual sync problems and difficulty in usage caused Goodbaby Group to simply return to old methods of communication -- phone, e-mail and personal visits. Obviously, this was not an ideal situation.

Unification of Goodbaby's globally dispersed teams is critical. And as the company grew, so did the need for daily point to point discussions as well as developmental and technological communication between design, R&D and management teams across continents.

Goodbaby decided it was time to find a better way. They needed a communications solution that could provide crisp, rich audio and video capability with an easy to use, intuitive interface. Designers in the US needed to share schematics and drawings with managers in China real-time, as if they were sitting around the same conference table. Executives in Japan needed to be able to speak face-to-face with managers at the factory in China.

Goodbaby Group's Key Needs:

Superior quality: True-to-life, crisp HD video quality for meaningful, rich communication

Unique flexibility: Easy to deploy among all locations, simple to use, with built-in collaboration tools to keep everyone on the same page

Unmatched price-performance: High demand for video systems among offices means a communications system must make sense from an investment perspective



"Communication is no longer a conference call or an aircraft visit—it's all video conferencing now."



— MICHAEL QU, VICE PRESIDENT, GLOBAL OPERATIONS, GOODBABY GROUP



Solution

Trusted manufacturing partner and current LifeSize customer, Cannondale Bicycle Corporation, understood Goodbaby's need for meaningful communication and recommended LifeSize HD video to executives at Goodbaby. After conducting a thorough evaluation of the products, Goodbaby Group selected LifeSize as the best solution to meet their needs.

More than 10 LifeSize® Express™ and LifeSize® Room 200™ HD video communications systems were soon implemented in key Goodbaby offices and design centers in the US, China, Japan and Europe.

"We are quite pleased with our decision to purchase LifeSize systems," said Michael Qu, Vice President, Global Operations at Goodbaby Group. "Now, senior leadership is able to meet with the president on a monthly basis. Before, we did it through conference calls or I received the meeting minutes when I was unable to take part in the meeting. With LifeSize, communication is convenient and completely seamless."

