

## When Distance Equals Zero: Bateman Engineering Connects Global Counterparts across Continents via LifeSize

One of the world's leading engineering firms standardizes on LifeSize, increases productivity while reducing need to travel

### Organization

#### Bateman Engineering

With its more than ninety year heritage as a leading engineering project house and equipment supplier, Bateman Engineering N.V. serves a range of industries worldwide. The company's focus is delivering innovative solutions to unlock the value of natural resources through converting them into marketable products.

Client access and project management services are provided globally through Bateman's network of permanent international offices located in Australia, China, India, Russia, North and South America, Southern Africa and the United Kingdom, with the company registered in the Netherlands. Services offered include but are not limited to process engineering, specialist niche technologies, equipment supply and related services, procurement, financial and commercial facilitation, contracting and project management.

Bateman is committed to delivering excellence in everything that it does.



Bateman's project services include process engineering, specialist niche technologies, equipment supply and related services, procurement, financial and commercial facilitation, contracting and project management.



### CHALLENGE

Travel between global sites became time-consuming, costly and created communication barriers. Bateman needed a solution that provided superior quality, user simplicity and unprecedented price-performance.



### SOLUTION

LifeSize® Passport™, LifeSize® Room™, LifeSize® Team™ and LifeSize® Express™ series HD video endpoints were installed in key locations as well as LifeSize® Networker™ for seamless ISDN to IP connectivity in remote locations.



### RESULTS

Better communication, significant reductions in travel and a quick ROI; Video conferencing is now the preferred method of communication; Project and planning teams now use video as a travel alternative.



## Challenge

As a highly specialized organization with a varied international clientele, Bateman's engineers and executive management teams needed to travel frequently, especially to global corporate and client sites. Previously, teams would regularly visit sites across the globe in person.

Traditional communication solutions like telephone conferences and web conferencing were used, but these methods lacked the real, face to face communication needed when interacting with global teams, especially in remote locations where bandwidth is often scarce. To save travel time and expense, bridge distance and overcome different time zones, Bateman needed a richer, more effective alternative to travel.



## Solution

Bateman turned to a certified LifeSize distributor to assist in the evaluation process. After reviewing the various video conferencing systems on the market, Bateman realized that LifeSize was the answer.

Soon, LifeSize Passport, LifeSize Room, LifeSize Team and LifeSize Express series HD video endpoints were installed in key locations. LifeSize® Networker™, an enhanced gateway for integration between IP and ISDN networks was also installed to ensure seamless IP to ISDN calls and utilize the most cost-effective networking for their organization.



## Results

Since the LifeSize implementation, Bateman has experienced a significant decrease in travel and a significant increase in face to face communication, resulting in better, more constructive interactions with clients and team members.

Across the organization, video conferencing is now the preferred mode of communication and is being used on a regular basis between managing directors, engineers, various corporate departments and Bateman's clients. From project meetings to helping facilitate the company's Oracle ERP re-implementation to corporate briefs by the executive chairman, video technology has been well received at Bateman. Because there is virtually no cost of operation on networks that are already being paid for, Bateman has experienced a rapid ROI on the video deployment.

"As the decision maker for ICT alliances, products and partners in my organization, I had to weigh a lot of factors in this ever-changing world of technology," said Pieter le Roux, head of group IT for Bateman. "As far as video conferencing is concerned, right now I appreciate the competitiveness in LifeSize's vision, the quality of their products and the ability to deliver service. Cost is an obvious decision motivator in the current economic climate, and LifeSize came out tops."

"The foundation of all technology solutions is built on relationships and a willingness to prove your product without upfront money on the table. I found these characteristics from LifeSize. Our choice was easy and we are in the process of rolling out LifeSize wherever video conferencing is needed."



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