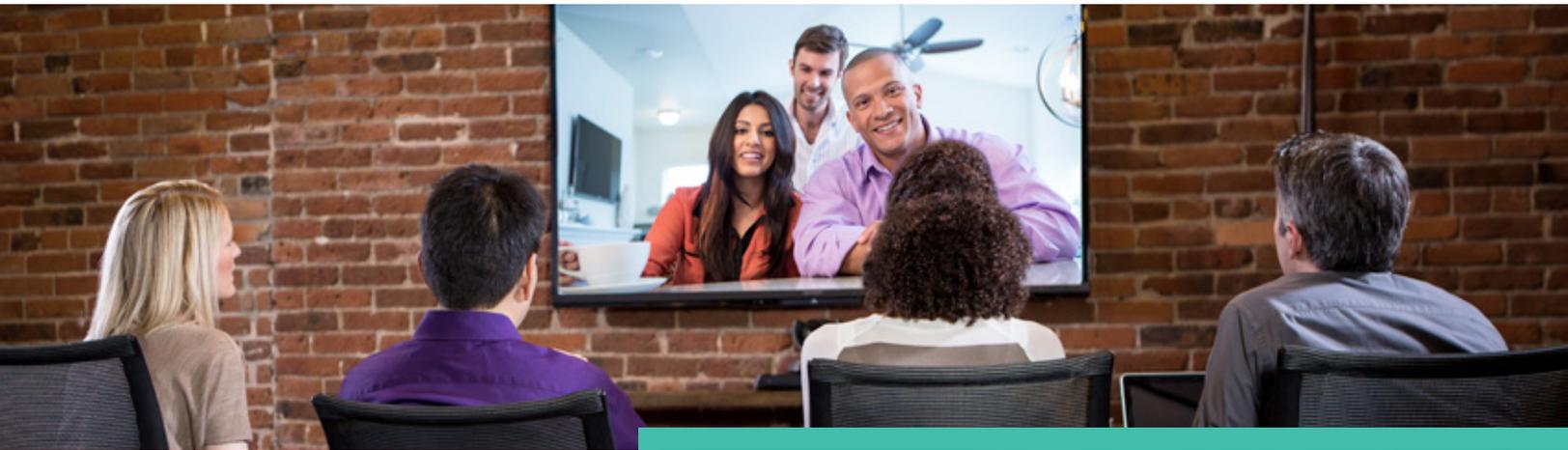


A Customer Success Story

Lifesize facilitates enhanced collaboration between Dedagroup employees and constituents while reducing travel expenses



Challenge

Dedagroup is a company spread over the whole country of Italy, with several foreign subsidiaries. The primary goal for the company was to implement a video conferencing solution which puts the various branches in contact with one another and reduce travel costs.



Solution

Lifesize® Room 220™ was used for the Trento headquarters, Lifesize® Icon™ for certain remote subsidiaries in Italy and abroad, and Lifesize® UVC ClearSea™ for meetings on the go. The company also invested in Lifesize® UVC Platform™ to simplify the administrative process for managing the company's video environment through a single, unified interface.



Results

Thanks to Lifesize solutions, Dedagroup has reduced costs and time related to employee travel, while simultaneously optimizing communications and processes within the company.

HD video solutions from Lifesize keep the lines of communication open between Dedagroup ICT Network's employees, clients and partners, while reducing the costs related to company travel.

ORGANIZATION



Dedagroup ICT Network, Trento, Italy

Dedagroup ICT Network is an Italian industrial group of associated companies, providing innovative solutions and expertise in the information and communication technology market to companies, public administration and financial institutions.

While retaining its initial presence in the Trentino-Alto Adige region of Italy, the group has expanded over the years and now covers the entire country. In 2010, the first international Dedagroup ICT Network office was opened in Durango, Mexico, and new subsidiaries have recently been built in France and the United States.



“Lifesize has allowed us to achieve consistent level of communication across the whole country. We have been so satisfied with the results that we are encouraging our customers and affiliates to adopt the same solutions.”

- MANUEL VIVALDELLI, CIO,
DEDAGROUP

Challenge

As a company spread across the whole country of Italy, with subsidiaries abroad and over 1,500 employees continually traveling from one branch to another, Dedagroup was concerned first and foremost with reducing time and costs related to employee travel, while still retaining a high degree of communication with its customers and affiliates. After carefully analyzing various products in the video conferencing market, Dedagroup opted for the advanced solutions offered by Lifesize.



Solution

Building a video collaboration environment within Dedagroup involved refurbishing the boardroom at the company headquarters in Trento and at the various subsidiaries scattered across the country. A simple and intuitive solution was required that could guarantee high video quality and enable multiple video conferencing calls to be occurring at once. Another one of the company's key goals was to allow employees to connect via video at any time from any mobile device, even when on the go.

For the Trento management office, Lifesize® Room 220™ was the chosen solution, providing the highest quality video available on the market: full HD standard 1080p30 for the highest possible resolution, or 720p60 for the best management of motion with reduced latency. The group uses this room as a launchpad for multiparty conferences, putting the various branches in contact with one another and organizing informative training sessions for them. By opting for video training sessions rather than requiring travel, the company is able to considerably reduce training costs.

Lifesize® Icon™ was adopted for the remote branches, offering a new, simplified user interface, designed to be intuitive and make video communication fast and easy for individuals of any IT skill level. Once the solution had been implemented at specific branches, such as at the Mexico subsidiary for training new employees, Dedagroup decided to gradually expand the solution to every remote branch due to their high satisfaction with Lifesize solutions.

Additionally, the common administrative interface of the Lifesize® UVC Platform™ enables Dedagroup IT administrators to configure multiple applications with ease. From a mobile perspective, Lifesize® UVC ClearSea™ enables video sessions to be accessed and created from any device at any time, meaning employees can be constantly in contact and available, even when on the go. With Lifesize® UVC Multipoint™, multiparty video calls can be organized for simultaneous communication with several branches from the same room, using any standards-based room system, whether a fixed, mobile or Microsoft® Lync device.



Lifesize® Icon™ – video conferencing on any device



“This solution has allowed us to maintain and build upon relationships with partners and customers, and has proven to be a truly effective work tool.”

- MANUEL VIVALDELLI, CIO,
DEDAGROUP

Results

Thanks to the quality and simplicity of the Lifesize solutions, the initial internal project grew to become a strong point in the company’s customer-facing communications. The results were tangible from the very first implementation, and provided not only major cost savings, but also optimized many company processes.

“Lifesize has allowed us to achieve a consistent level of communication across the whole country. We have been so satisfied with the results that we are encouraging our customers and affiliates to adopt the same solutions,” said Manuel Vivaldelli, CIO of Dedagroup. “The combined quality and simplicity of the solutions has allowed for quick and easy implementation, and enabled the tools to be mastered in a very short period of time. Even our commercial departments, who are generally less inclined towards change, have put the extraordinary HD performance of Lifesize solutions to the test with positive results. This solution has allowed us to maintain and build upon relationships with partners and customers, and has proven to be a truly effective work tool.”

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- MANUEL VIVALDELLI, CIO, DEDAGROUP

Learn More

Make sure to check out our other case studies at www.lifesize.com/successstories to learn more about how Lifesize is transforming business communication.

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