

Case Study

Q&A with Return Path VP of Infrastructure Operations

A long-time Lifesize customer explains why video conferencing continues to be a core part of their day-to-day operations

Overview

Video conferencing is widely lauded as a way to facilitate collaboration between individuals and teams in geographically dispersed offices. It also helps companies shrink their travel budgets and reduce their carbon footprints. We recently caught up with Return Path's Vice President of Infrastructure Operations, Diz Carter, to hear his take on how video helps Return Path successfully operate as a highly collaborative organization.

How has video conferencing helped Return Path?

Return Path has been using video conferencing for more than 10 years. Being able to see each other face to face is a huge benefit, and it's made a big difference — in productivity and cost savings — for us in connecting and collaborating across global offices.

What do you like about Lifesize in particular?

We like Lifesize because the product works for us in every setting: from quarterly all-hands meetings that involve nearly 500 people across 13 offices, to global hack-a-thons and even bringing managers together from all of our remote offices for effective strategy and planning sessions. It's a core part of how we operate.

In your opinion, what is Lifesize's key differentiator?

Lifesize continues to evolve to meet all the demands of our business, and we've seen a huge uptick in usage since we started using the cloud-based Lifesize app. Now people can connect directly, share documents and actively collaborate as if they were in the same office, from anywhere, on any device.

In addition, the Lifesize app gives our employees flexibility. Not everyone needs access to a conference room to join a conference call — they can join right from their desktops or laptops when they're working remotely. Ultimately, great HD video conferencing lets us connect offices all over the world at a timely rate and at a reduced cost, which is a big deal.

Key Elements

Industry

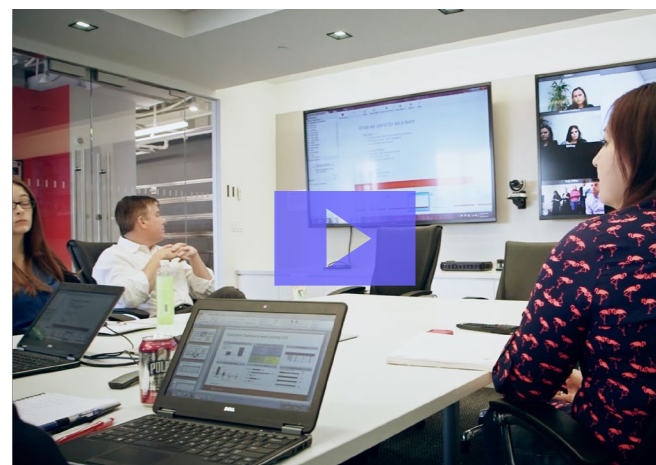
Technology

Employee Count

500

Customer Since

2015



[Watch full video case study.](#)

Return Path Case Study

Which Lifesize features are most important for your team?

The simplicity across our company, individuals and our IT team has been amazing. From the operational/IT side, we're able to administer the system easily, set it up and deploy it quickly, and have it work immediately. This reduces overhead and support needs from the IT organization, so IT can focus on monitoring, administrating and making sure end users are making the most of the product and service on their own.

For employees, who are the primary users of the system, ease of use and quality are the two most important features. Lifesize delivers on both points, and both sides — end users and IT — have benefited.

What do you see as the advantages of video over the phone for conferencing?

Sometimes communication needs to happen in person, and that can be a challenge when you're geographically dispersed. Video helps bring everyone together at Return Path. It also cuts down on distraction and allows you to pick up on nonverbal cues and react to them. Plus there's the additional benefit of reducing costs and the environmental impact of not having to fly people around.

After using video for more than 10 years, what would you say to a company looking into it for the first time?

The simple answer is, "You should get one." Lifesize is an awesome solution. We continue to invest in it, and we highly recommend it for anyone who wants a solution to collaborate more effectively and drive business forward. There are many other products on the market, but Lifesize works best for IT and end users — and they're a great partner.



Tens of thousands of organizations around the world use Lifesize. Get your team started on Lifesize today. Visit www.lifesize.com for more information.

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

EMEA Regional Office
London
+44 207 5962 835

APAC Regional Office
Singapore
+65 6631 2831

© 2018 Lifesize, Inc. All rights reserved. Information contained in this document is subject to change without notice. Lifesize and the Lifesize logo are registered trademarks of Lifesize, Inc. All other trademarks are the property of their respective owners.