Case Study

ARRI

Overview

The Arnold & Richter Cine Technik (ARRI) Group is the world’s largest producer and distributor of film cameras and products for digital film processing and lighting. Headquartered in Munich, Germany, and employing around 1,500 staff worldwide, ARRI serves its clients with top-of-the-line camera hardware and imaging technologies in addition to integrated post- and coproduction media services. In recognition of their achievements, the organization has received 19 scientific and technical awards from the Academy of Motion Picture Arts and Sciences.

Challenge

With offices around the world and subsidiaries in 17 countries throughout Europe, North and South America, Asia and Australia, the ARRI Group needed a communication solution that would support their truly global workforce. The company did not want a messenger-based solution that could not guarantee a secure private network, and audio-only solutions were instantly omitted as they lacked the human element of face-to-face communication. Additionally, ARRI had a goal to reduce unnecessary travel costs, choosing to supplement in-person meetings with more regular face-to-face video calls.

Solution at a glance

Industry
Manufacturing

Employees
1,500

Customer Since
2012

Conference Room Systems
22

Why Lifesize

• Hardware and software together
• Secure and reliable
• Easy to use
• Cost-efficient
“We had a look at Skype and other programs, but we were not happy with the image and sound quality. These solutions are just not up to scratch compared to an enterprise-grade video conferencing solution like Lifesize.”

— Florian Werbinek, IT Services at ARRI

Solution

Beyond the true-to-life video and sound quality, the user-friendliness of Lifesize in the meeting room and on personal devices set the solution apart from the competition, especially when compared to the demo equipment from other vendors.

“It was quite simple to set up a call and schedule meetings with Lifesize. While a bit of background knowledge about tech and networking is always helpful, the effort involved in setting up Lifesize was so minimal that you didn’t really need to know anything about video conferencing to get Lifesize up and running.”

ARRI has now equipped 22 conference rooms in 13 different locations with Lifesize video systems and provided personal accounts to more than 800 team members for use outside of the meeting room. In-room whiteboards are now controlled quickly and precisely via presets on the Lifesize equipment, and remote attendees can easily connect to meetings via the Lifesize mobile and desktop apps.

“The sound quality is at an extremely high level. With the Lifesize solution, you can hold conferences as if you were really on location.”

Outcome

ARRI has completely transformed the way people within the organization meet, from a culture that primarily conducted audio conference calls to a new video-enabled global team with the freedom to connect face to face from anywhere and any device. Now employees at ARRI can schedule video calls with guests and external clients via Lifesize, making video even more impactful and necessary to the way the organization does business. Even the board of directors benefits from Lifesize as they are able to take part in important meetings while out of the office.

“We can easily communicate with each other and reap the benefits of video communication. It offers so many advantages over a classic telephone conference or an expensive business trip that it will surely pay for itself in the short term.”

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