

Title: **Video Conferencing Infrastructure Case Study Summary**

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Challenge

With more than 250 A/V and conference rooms scattered throughout North and South America, a leading wireless telecommunications supplier discovered that its organization was not properly managing its conferencing infrastructure. Individual offices had made independent decisions over the past several years on equipment purchases, service providers and end user training. As a result, expenses were out of control and collaboration resources were in disarray.

Learning of the situation, the organization determined that it needed the following:

- Migration from ISDN to IP for cost savings and increased functionality.
- Centralized scheduling of conferences and conference resources (hardware and rooms).
- Integration of its legacy equipment with new equipment so that each conference room was standardized and fully functional.
- Additional H.323 compliant codecs to replace outdated codecs.
- Tracking of conferences and facility usage for proper management of resources.
- Ability to connect all of its offices, including those without video conferencing rooms, to video meetings.
- Increase user confidence in the technology in order to maximize usage and financial return.

This organization needed a proven provider of managed services, specific to conferencing and collaboration, to pick up the pieces and

transform them into an efficient and effective tool for the organization. It turned to Applied Global Technologies.

Solution

Having met this challenge in the past for other organizations, Applied Global Technologies recommended a comprehensive solution that satisfied both the organization's financial goals and usage benefit goals. AGT's proven methodology allowed for flexibility and customization for its customer.

Although not a complete listing here, AGT provided the following:

- Migration from ISDN to IP for cost savings and increased functionality.
- Comprehensive planning and migration from ISDN to IP. AGT's exclusive network analysis tool, FATHOM c/A (FATHOM collaboration Analyzer), is being used in the migration process to make sure video quality objectives are met. FATHOM c/A provides real time analysis of video traffic performance before placing end points on a network. By doing this testing up front, customers experience a solid working video conferencing network at time of launch.
- Integrated a scheduling and network management tool known as Polycom Conferencing Suite (PCS). Developed by AGT engineers as VCAS and eventually sold to Polycom as PCS, this software tool empowers the scheduling of personnel, rooms and the resources within those rooms.

- Placed dedicated A/V engineers at or near select locations in order to facilitate and monitor high profile conferences and provide on-site technical support.
- Moved all bridging in-house to improve conference quality, security, and reduce expense.
- AGT provided its unique “buy back” program to replace the legacy equipment with the updated H.323 gear.
- Developed a Help Desk to provide local support between 8:00 am-5:00 pm for each office, regardless of time zone.
- Installed an AGT exclusive tool, NEXUS c/R (NEXUS collaboration Reporter), to provide the customer with custom reporting on resource utilization. NEXUS c/R provides key data which assists the customer in further understanding their conferencing environment. With NEXUS c/R, customers are able to determine how they are using conferencing, how much they are using it and who is using it. This helps them determine an ROI on hard cost savings as well as the soft cost savings such as increased communication and productivity.
- Installed AGT’s exclusive Multimedia Gateway, PERSPECTIVE c/P (PERSPECTIVE collaboration Portal), that connects video conferencing hardware with personal computers so that smaller offices may now participate in a quality video call without the expense of developing its own conference room. PERSPECTIVE c/P also offers presentation storage among its features.



Example of standard conference room

The organization is no longer paying ISDN charges and multiple bridge service provider fees. While the organization is confident that it is seeing a very positive return on investment, it decided to engage an internal three month study. The results will be made available soon, but early reports are that AGT contributed positively to the organization’s bottom line.

With a similar organization, AGT was recently informed that ROI was achieved quickly with the following reduction in annual expenses as noted:

- Per Diem Dollars Saved: \$1,543,650**
- Travel Dollars Saved: \$3,432,731**
- Labor Opportunity Cost Saved: \$1,493,907**

In all, this organization reduced its related conferencing cost by 50%. AGT’s managed services solution transforms frustrated buyers of technology into confident users of technology.

Result

Now, each conference facility has a standard look and feel. An average user in any of the organization’s offices is now able to easily operate equipment to achieve desired conference quality. As a result, usage is up, the infrastructure is streamlined and ROI is being realized.