



Case Study:

Global Collaboration, Improved Communication

Global leader in B2B electronics uses Logitech high-definition webcams to spur collaboration, improve project management, and reduce cost of doing business



Establishing global market leadership is a chief objective for many organizations. For a multi-billion dollar business-to-business electronics manufacturer with employees around the world, there are certainly benefits to having the resources where the customers are located, but there are unique challenges as well.

The electronics manufacturer is comprised of multiple business units located in countries around the world. One of its key goals is to foster a more collaborative environment among design and engineering teams, marketing, and other departments to advance its objectives and continue to deliver world-class service and cutting-edge products. With employees and departments scattered worldwide, collaborating on projects and products can be a time-consuming, costly task.

“It’s not uncommon for us to spend six to eight hours a day on calls or drive a few hours to meet in person,” says the company’s director of customer experience. “My team needed a way to communicate and connect with colleagues that was more efficient, cost-effective, and promoted greater interactivity.”

Today, the team uses Logitech high-definition webcams and Microsoft® Lync® to conduct live video conferences among colleagues near and far. “Using high-definition Logitech webcams and Lync is much better than driving to remote offices or depending on teleconferences that don’t keep people engaged,” the director says.

Portable, affordable video

As its growth continued, the team’s need for better collaboration increased as well. Employees in various departments faced growing disconnects with their counterparts, having to rely on less efficient, less effective, and often expensive ways to communicate such as traveling to different sites for meetings.

The company had aggressively pursued alternative collaboration methods in the past, having purchased expensive telepresence video conferencing solutions for high-profile meetings. The telepresence solution provides a rich, interactive environment for meetings, but is economically unsustainable for widespread use across the organization. In addition, connection quality varies from location to location; remote areas often have limited broadband connectivity, which adversely affects typical webcam video transmission quality.

“Using high-definition webcams from Logitech and easily accessible Internet technologies is much better than driving to remote offices or depending on teleconferences that don’t keep people engaged.”

Director of Customer Experience for multi-billion dollar business-to-business electronics manufacturer

Company

Business-to-business electronics manufacturer

Industry

Manufacturing

Company Size

Multi-billion dollar manufacturer

Overview

Global business-to-business electronics company that designs and manufactures several hundred thousand products

Using Logitech high-definition webcams and Microsoft® Lync®, the team discovered a powerful and cost-effective way to collaborate and meet. The team chose Logitech products for their ability to provide balanced, smooth, and crystal clear video and audio regardless of Internet connection speed and bandwidth.

“Telepresence is great, but at a cost of up to \$400,000 per installation, it just isn’t a feasible solution for everyday applications,” the director says. “Logitech webcams make it easier to keep regular ‘in the room with them’ communication with colleagues in China and around the world at a fraction of the cost. We can use them from home, on the road, or in the office and all we need is an Internet connection to make it happen.”

“Being able to connect instantly and use tools like on-screen whiteboards or document sharing through crystal-clear video on Logitech webcams helps build stronger working relationships. We collaborate better than ever before so we can complete projects faster, more accurately, and at a greatly reduced cost.”

Director of Customer Experience for multi-billion dollar business-to-business electronics manufacturer

Closing the gap

Logitech webcams are portable, making them ideal for enabling larger numbers of employees to connect instantly, via on-demand video. At less than \$100 apiece, the Logitech webcams enable employees around the world—in regional offices, research centers, or out in the field—to host lively collaboration sessions over video conference from virtually any location or device without the hassles of booking video conference rooms or having to drive to a site.

The Logitech webcams are especially helpful in cases involving IT troubleshooting or discussions with global teams when language barriers make it difficult to decipher the exact message someone is trying to communicate. For example, a conversation with a team member in China may require face-to-face discussions in real time to resolve an issue.

“Over the phone, a simple ‘yes’ could have a variety of meanings—from ‘yes, I hear you’ to ‘yes, I understand you’ to ‘yes, I agree with you’—which can be entirely different and could lead to process breakdowns and miscommunications,” the director says. “Now, team members can simply hook up a Logitech webcam, connect to Microsoft Lync, and host a live video conversation about virtually any issue or concern and arrive at a resolution without confusion.”

The director chose an external webcam instead of using the webcam already embedded in his laptop because of the difference in quality. Because his video conferences sometimes include additional team members, he wanted an external webcam that would adjust and enable a wider field of view. He also wanted to be able to use the webcam in a variety of light environments—something embedded webcams often don’t handle well.

Logitech products have also had a profound impact on local productivity and cost management. The director estimates that he’s reduced his own travel by 40%, and saves approximately 100 hours per year in travel time to office sites.

The webcams have helped significantly close the communication gap for global employees and brought them closer together despite distance or language barriers. “Being able to connect instantly and use tools like on-screen whiteboards or document sharing through crystal-clear video on Logitech webcams helps build stronger working relationships,” the director says. “We collaborate better than ever before so we can complete projects faster, more accurately, and at a greatly reduced cost.”

Learn more at logitech.com/business

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Challenges

- Enable easier, portable access to video communications
- Reduce video conferencing costs
- Reduce travel time and costs
- Improve productivity through enhanced collaboration

Solutions

Use Logitech HD Webcams to enable global employees to connect in real time through high-quality video and audio for efficient collaboration, troubleshooting, and project management

Benefits

- Reduced travel by up to 40% and saving 100 hours in travel time annually
- Enabled global employees to connect anytime, from virtually anywhere
- Improved collaboration and project management through reliable, high-quality video conferencing
- Spent less than \$100 per webcam instead of more than \$400,000 per additional dedicated telepresence room

Toolkit



Logitech B910 HD Webcam