Logitech®

Case Study:

SADA

IT solutions provider encourages international collaboration with Logitech products.

The Logitech ConferenceCam and Logitech HD Pro Webcams Facilitate Communication, Boost Productivity, and Reduce Travel.

Headquartered in Los Angeles, California, SADA Systems is a privately held consulting, outsourcing, and development firm focused on building innovative IT solutions for real business problems. As one of the world's first 10 Google® partners for Apps and one of only nine Microsoft Cloud Accelerate partners in the United States, SADA has a proven track record in implementing and customizing Google Apps™ and the Microsoft® Cloud, as well as providing related consulting services. A strong believer in utilizing the solutions it recommends, SADA leverages a variety of cloud solutions such as Google+ Hangouts™, Google Talk™ and Microsoft® Lync,™ part of the Microsoft Office 365™ suite of tools, to facilitate collaboration and increase productivity across its global team.

"As a cloud computing solutions provider, it is important that we demonstrate how solutions like Google Apps and Microsoft Office 365 can enhance communications and boost productivity within an organization," said Tony Safoian, president and CEO at SADA Systems. "We rely on the Logitech BCC950 ConferenceCam for small group web conferencing, along with Logitech HD Pro Webcams to enable effective communications between employees at any time —as if they are sitting in the same office or conference room."

"As a company, we are moving away from traditional telephony to web-based communications, leveraging our desktops instead of the telephone to conduct voice calls. Logitech is a key enabler in this transition."

Tony Safoian,
president and CEO
at SADA Systems

Facilitating Technical Discussions

Combining HD video with crystal clear sound, the Logitech ConferenceCam enables SADA employees to collaborate over video from anywhere. "We use the Logitech ConferenceCam daily to conduct presales meetings, internal status meetings, and development team meetings," said Safoian.

The Logitech ConferenceCam features a camera extender, giving users the ability to place the camera at eye-level for even more direct contact. "The camera extender is a great feature that makes it feel like you are talking right across the table from others," said Safoian. "Users can also adjust the Logitech ConferenceCam to follow the conference leader or to focus on a white board for added effect, and the whole unit can be easily transported to different locations for broader use."

Leveraging the razor-sharp image quality and superior audio of the Logitech ConferenceCam, presales engineers are able to conduct more technical, in-depth discussions with clients. "Because of the exceptional HD video and superior audio quality, we can connect at a much higher level and get more out of our meetings, helping to increase productivity and close deals much faster than before."

Company
SADA Systems, Inc.

Company Size
65

Industry
IT Services

Location
Los Angeles, California

Website
www.opportunity.org

Overview

SADA Systems, Inc. (SADA) is a privately held business and information technology consulting firm founded in 2000. SADA works with its clients to develop innovative solutions to business problems through the implementation of leading edge technology, processes, and systems. SADA, one of the first 10 Google Apps Enterprise partners in the world, is today a Premier Google Apps Partner for SMB and Enterprise clients. SADA is also a Gold Certified Microsoft Partner with core competencies in the implementation of Microsoft Cloud solutions and Office 365. Invested in the development of tools, methodologies, change management, and business transformation strategies, SADA has a demonstrated track record and competency in the implementation of Google and Microsoft Cloud-focused solutions.

Feedback from clients and partners has also been positive, according to Safoian. "Clients can focus on what we are saying instead of the poor image and sound quality of a mediocre video conferencing solution."

> *"We use the Logitech ConferenceCam daily to conduct presales meetings, internal status meetings, and development team meetings. Because of the exceptional HD video and superior audio quality, we can connect at a much higher level and get more out of our meetings, helping to increase productivity and close deals much faster than before."*
>
> Tony Safoian, president and CEO at SADA Systems

Reading Body Language

With professional HD video and superior speakerphone audio capabilities, the Logitech ConferenceCam enables users to read each other's body language and expressions to better gauge reactions to new ideas and facilitate thought processing. "There is a lot to be said for body language, which can reveal individual reactions and thoughts," explained Safoian. "With the high-quality video conferencing with the Logitech ConferenceCam, we can more easily see if someone is hesitant or enthusiastic about a new idea." With a team in Indonesia, the Logitech ConferenceCam also helps to lessen the potential language barrier, according to Safoian. "The Logitech ConferenceCam and webcams are extremely useful when working with this team, especially given the cultural differences which can be hard to discern on a traditional conference call."

Boosting Productivity

According to Safoian, the Logitech ConferenceCam has already improved productivity at SADA. "Because the level of engagement is so much higher during our video meetings, our developers tend to connect more often to exchange ideas and move projects along," affirmed Safoian. By ensuring plug-and-play functionality across different platforms, the Logitech ConferenceCam enables the Mac™, PC, and Chromebook™ users at SADA to video conference effortlessly, further boosting company-wide productivity.

Because of the built-in, full duplex speakerphone and noise-cancelling microphone that comes with the Logitech ConferenceCam, many SADA executives are using them for voice calls as well as video calls. "As a company, we are moving away from traditional telephony to web-based communications, leveraging our desktops instead of the telephone to conduct voice calls," explained Safoian. "Logitech is a key enabler in this transition."

Saving Travel Costs

The Logitech ConferenceCam and HD Pro Webcam C910 and C920 have also helped lower travel costs because SADA employees can now conduct effective, face-to-face video meetings with clients and teammates. "We have seen a significant reduction in travel time and costs since deploying the Logitech ConferenceCam and Logitech HD Pro Webcams," confirmed Safoian. "Combined with the significant boost in productivity, the Logitech video conferencing solutions have delivered a strong ROI."

Logitech: The Natural Choice

With a sleek and streamlined design, the Logitech ConferenceCam is also simple to set up and use. "The Logitech ConferenceCam delivers exceptional performance and has a very nice look and feel—it is not clunky or cheaply made like some other solutions on the market," concluded Safoian. "Delivering great products that are designed with the user in mind, Logitech was the natural choice—we did not consider any other video conferencing solutions."

Learn more at **logitech.com/business**
To order, contact your reseller or call us at **800-308-8666**

((Logitech

Challenges

- Facilitate communications with clients, partners, and employees
- Improve collaboration for international teams
- Boost productivity

Solutions

SADA Systems has standardized on the Logitech BCC950 ConferenceCam and Logitech HD Pro Webcam C910 and C920 to enhance communications with clients, partners, and employees and boost collaboration for greater productivity

Benefits

- Reduction of cultural and language barriers
- Facilitate critical business meetings
- Improved collaboration
- Increase in productivity
- Lower travel costs

Toolkit

Logitech BCC950 ConferenceCam

Logitech HD Pro Webcam C910

Logitech HD Pro Webcam C920