



COMPANY

W2O Group
www.w2ogroup.com

LOCATION

San Francisco, California

INDUSTRY

Digital Marketing

OVERVIEW

W2O Group is an independent network of complementary marketing, communications, research and development firms focused on integrated business solutions that drive change and growth for the world's leading brands and organizations through "pragmatic disruption". W2O Group serves clients through a network of firms via offices in San Francisco, New York, Chicago, Washington, D.C., Austin, Los Angeles and London.

W₂O
GROUP

CASE STUDY: LOGITECH VIDEO CONFERENCING TRANSFORMS W2O GROUP'S COMMUNICATION

High Quality, Ease to Use Logitech Video Conferencing Solution Delivers Big Cost Savings and Ushers in New Paradigm

San Francisco-based W2O Group, founded by Chairman and CEO Jim Weiss, is an independent network of complimentary marketing, communications, research and development firms focused on integrated business solutions to drive change and growth through "pragmatic disruption" with 11 offices in the United States and Europe.

COMMUNICATION ENHANCEMENT A MUST

Being spread out geographically, though ideal for W2O Group's business, presents a communications and collaboration predicament. How can a global communications firm effectively, well, communicate?

When Colin Osburn, group director of IT, joined W2O Group in 2014, a video conferencing system was in place to handle such communications. Unfortunately, it was costly, available in just four offices and complicated.

"They didn't know which remote to use. They didn't know: am I turning on the camera? Are we using one or two TVs? Is A connecting to B?," Osburn recounts, "They'd have to go through a TV menu and then they would have to go through a vendor menu."

Consequently, IT was regularly summoned, meetings were delayed and, despite IT intervention, the technology might not work or failed mid-conference. The backup plan: a conference call.

What W2O Group desired, describes Osburn, was a less expensive, high quality solution – one employees could use on their own – that enabled face-to-face collaboration, ideally companywide.

VIDEO EVERYWHERE, ALL THE TIME

After finding Logitech ConferenceCam CC3000e, the IT team put units into the offices to beta test them. CEO Jim Weiss walked into the conference room for an all-hands meeting, tapped the camera, hit some buttons and the first-ever company-wide video conference was in session.

"We weren't ready for that, but it changed the paradigm of the communication," recounts Osburn. "It just worked; it was easy."

"It was really, really fun...to go from a place that is completely dependent on conference calls to 'We want to do video all the time.'"



**"STOP PAYING
ATTENTION TO THE
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Jim Weiss
Chairman and CEO

The Logitech solution delivers a compelling combination: a trusted brand, an elegant look and feel, affordability, high quality audio/video and ease of use.

“The reason I like the Logitech solution set is we’ve made it into three clicks. You go in, you start your meeting, you type in the number and you click the camera,” Osburn explains. “It looks awesome and it works all the time and the quality is really, really sharp.”

Specifically, Osburn appreciates the crystal-clear audio and video of ConferenceCam CC3000e. With HD 1080p video quality at 30-frames a second, it features 90-degree field of view with mechanical 260-degree pan and 130-degree lift. The solution also has omni-directional full-duplex mics for clear conversing from a 20-foot diameter around the base.

Osburn contends this translates to more productive meetings: “They are able to see each other; they gauge each other’s reactions to see the humor or the frustration.”

Plus, it’s platform-agnostic, which enhances flexibility. “Not being tied to a particular piece of software is fantastic,” says Osburn. “I think we are going to get many, many more years out of the Logitech hardware and actually now adapt faster.”

Tell-tale signs of a good video conferencing solution, and something Osburn claims Logitech products deliver, is that there’s no need for a support contract and users quickly, “stop paying attention to the technology and move on with the purpose of the meeting.”

Up next for W2O Group: small-group video conferencing, which Osburn says can be accomplished for an incredibly affordable price using low-cost CPUs and Logitech products.

LOGITECH HELPS MASSIVELY REDUCE COSTS, DRIVES USER ADOPTION

The Logitech solution’s value, contends Osburn, is unparalleled: “The quality of that camera and that system for 800 bucks per conference room is better than the one we spent \$100,000 on to have four places...the past system was in fact ten times more expensive.”

However, Osburn asserts, “It’s not just about saving money.”

“The benefits for W2O of implementing the Logitech solution have ranged from a massive cost reduction, a reduction in IT support, a transformation in user adoption, the actual acceleration of video conferences starting with all offices being able to communicate, then regional offices, then people on the road,” Osburn notes. “It was transformative not only from a sense of cost but a sense of excitement and being able to actually interact as an entire company.”

What’s more, Osburn is seeing a reduction in travel, better team meetings and virtual meetings with clients and vendors: “Turning on video is now my default...Logitech has changed our mindset.”

Learn more at logitech.com/business

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CHALLENGE

- Find better ways to collaborate among global communications firm’s 11 offices
- Replace costly, hard-to-use video conferencing system with intuitive, high quality, affordable alternative
- Enable video conferencing in all locations to connect entire company

SOLUTION

- Logitech ConferenceCam CC3000e provides “three click” solution
- Delivers trusted brand, elegant look and feel, high quality audio/video and ease-of-use at low cost
- Platform-agnostic solution offers flexibility, ability to get more years out of hardware

BENEFITS

- Logitech solution offers higher quality than previous system that cost ten times as much
- Transformative solution reduces IT support, boosts user adoption, accelerates video conferences for those in offices and on the road
- Enables entire firm to interact face-to-face via video for the first time

Toolkit



CONFERENCECAM CC3000e

CONFERENCECAM CONNECT