



SEEKA, A NEW ZEALAND-BASED ORCHARD-TO-MARKET SERVICE, ACHIEVES BETTER MEETINGS AND BETTER OUTCOMES WITH LOGITECH GROUP

Seeka, a fully-integrated orchard-to-market service that delivers premium produce to markets globally, has implemented a video collaboration solution based on Logitech GROUP and Zoom that has opened new possibilities while becoming core to how the company meets.



INDUSTRY

Consumer Products

LOCATION

Te Puke, New Zealand

WEBSITE

seeka.co.nz

PRODUCTS USED



Logitech GROUP

CHALLENGE

Seeka was looking for a seamless and easy way to use video conference technology for board meetings and staff collaboration as well as wider harvest meetings to enable more people to attend and participate from diverse locations. Audio quality and ease of use were prioritized as essential.

SOLUTION

Seeka exceeded its expectations with the combination of Logitech GROUP, the amazingly affordable ConferenceCam for larger-sized meeting spaces, and cloud-based Zoom. GROUP delivers high quality HD video and crystal-clear audio, allowing any meeting place to be a video collaboration space.

RESULT

With Logitech GROUP and Zoom, video collaboration has become easy, clear—and even fun—throughout Seeka. Adoption has been amazing. Everyone loves it and wants to use it. User satisfaction is driving new, expanded uses as more frequent face-to-face meetings help build better bonds in the company.

"If a solution is intuitive and can be used by many without extensive training, then you have a winning solution. The audio and video quality provided by the combination of Logitech GROUP and Zoom technology has taken us to places we haven't previously been or seen. The value of this solution in bringing collaboration across our many offices and other meeting opportunities has exceeded our expectations."

JASON SWAIN
General Manager Information Systems
Seeka