



Industry

General Enterprise

Daily Use

- Executive communications
- Partner communications
- Staff meetings

Solution

- Global video communications and telepresence infrastructure linking ASRC's remote headquarters with offices throughout Alaska, U.S. and the world
- Telepresence environments scale from personal systems to integrated room solutions for large-scale meetings
- Mobile employees stay connected with notebook- and PC-based videoconferencing

Results and Benefits

- Conducting face-to-face meetings via telepresence reduces travel and lowers operating costs
- Enhanced and expanded daily communications among ASRC offices improves company's responsiveness and competitiveness
- Ability to communicate regularly with partners streamlines collaboration
- Outfitting any PC or notebook with Polycom eases process of scaling video network worldwide

Arctic Slope Regional Corporation Improves Collaboration and Communication Worldwide with Polycom Telepresence

Overview

Arctic Slope Regional Corporation (ASRC) thinks locally, even as it operates globally. In representing the business interests of Arctic Slope Iñupiat Eskimos in northern Alaska, ASRC oversees how resources and lands are managed within its five-million-acre territory—an area rich in oil and gas, coal, and minerals. The company works hard to ensure that the culture of the Iñupiat is reflected through all its business dealings, and in all its offices. That makes effective collaboration and communication critical—and it's why ASRC has deployed a fast-growing Polycom video communications network.

ASRC's collaboration network lets executives meet face-to-face several times a day, while others engage regularly with oil companies, construction firms, and other partners. Even in remote locations with limited bandwidth, Polycom's standards-based solutions let ASRC employees meet the escalating demands of a global enterprise by allowing them to interact with anyone, even those using different video communications platforms.

The result? ASRC's Polycom solution has helped the company cut costs, reduce travel, connect key parties more frequently, collaborate with vendors and partners, and become a more responsive and competitive organization.

Communicating the Culture around the World

With its focus on petroleum refining and marketing, energy services, government technical services, and construction, ASRC and its subsidiaries employ some 10,000 people throughout the world. But the company's communication challenges extend beyond those commonly faced by global enterprises. ASRC's headquarters is located in the remote Alaskan town of Barrow, which is the northernmost city within the United States and is accessible only by air or sea. For this reason—and due to its far-ranging interests—ASRC maintains administrative and subsidiary offices in Anchorage and in cities throughout the United States.

"The ASRC culture flows from Barrow, so it's important that we can communicate at all times with all of our offices," says Dan Winsor, director of IT at ASRC. "We needed to close that geographical gap."

After deploying some early video conferencing systems in 1999, ASRC upgraded to a more robust, open standards-based Polycom infrastructure a few years later. "There's a difference between bleeding edge and leading edge, and Polycom provides leading edge solutions that are proven and consistent, and built with strong, reliable, standards-based technology," says Winsor.

In March of 2007, ASRC began a push to promote video throughout the enterprise. One factor driving its acceptance was Polycom's ability to deliver a truly high-definition (HD) experience.

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Dan Winsor, IT Director, Arctic Slope Regional Corporation

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Dan Winsor, IT Director, Arctic Slope Regional Corporation

“The day our CEO had her first Polycom HD call from Barrow to Anchorage, she said, ‘This will be the means for how our company communicates from this day forward,’” recalls Winsor. “Now she and our other execs can meet with people in Anchorage or Greenbelt, Md., or anywhere, anytime they want, and it’s far more effective and productive than a phone call.”

Creating a More Connected Company

Communicating and collaborating via Polycom has helped the organization reduce travel costs, enhance and expand daily communications across the enterprise, and respond more quickly and effectively to the marketplace. “Our use of Polycom has made us a more connected and competitive company,” says Winsor.

ASRC outfitted its network with Polycom® HDX® class systems in a dozen facilities; the systems range from personal telepresence units in several offices to integrated room telepresence installations in five locations. (Anchorage alone has nine rooms with video communications capabilities.) Its flagship telepresence room in Barrow features dual 60-inch Plasma displays, a Polycom Vortex® audio reinforcement system, a ceiling-mounted HD document camera, Polycom HD EagleEye™ cameras, and automatic lighting controls designed for video communications. “The goal is to replicate this environment in all of our major offices,” Winsor says.

With more than two-thirds of its revenues derived from energy-related activities, ASRC staffers spend plenty of time interacting with exploration, refining, and other energy-related partners. Here, Polycom’s standards-based solutions, including Polycom Video Border Proxy™ (VBP™) firewall traversal solutions and Polycom RMX® conference management platforms, provide yet another advantage. “Polycom allows us to communicate successfully with just about anything under the sun,” says Winsor.

Extending the Network with CMA

The infrastructure allows ASRC executives to meet several times a day, while workgroups conduct regular face-to-face meetings with counterparts in other offices, states and countries. Meanwhile, ASRC’s use of Polycom Converged Management Application™ (CMA™) is growing rapidly among satellite offices and mobile workers. CMA Desktop software, which turns any PC equipped with a Web camera into a video conferencing station, has proven a cost-effective way to scale the network. “CMA allows us to extend the network to any point, with just the software and a Web camera,” says Winsor. “It’s so easy for people to install and use, it’s hard to keep up with how many people use it.”

Winsor says video collaboration has made all the difference at ASRC. “With Polycom, we finally achieved the vision we’ve been working toward: on-demand communication and collaboration, everywhere.”

About Polycom

Polycom is the global leader in standards-based unified communications (UC) solutions for telepresence, video, and voice powered by the Polycom® RealPresence™ Platform. The RealPresence Platform interoperates with the broadest range of business, mobile, and social applications and devices. More than 400,000 organizations trust Polycom solutions to collaborate and meet face-to-face from any location for more productive and effective engagement with colleagues, partners, customers, and prospects. Polycom, together with its broad partner ecosystem, provides customers with the best TCO, scalability, and security—on-premises, hosted, or cloud delivered.

For more information, visit www.polycom.com, call 1-800-POLYCOM, or contact your Polycom sales representative.

Product Listing

Telepresence and Video Conferencing

- 4 Polycom HDX® 4000 personal telepresence solutions
- 2 Polycom HDX® 8000 room telepresence solutions
- 5 Polycom HDX® 9000 integrated telepresence solutions
- Polycom Converged Management Application™ (CMA™) Client software

Infrastructure

- Polycom RMX® 2000™ conference platform
- Polycom Video Border Proxy™ (VBP™) firewall traversal solution
- Polycom Converged Management Application™ (CMA™) solution

Services and Support

- Polycom Professional implementation assistance

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