



Economic Council

Use

- Management meetings
- Visual communication between employees
- 'Videoconferencing Service' for trade shows

Solutions

- Polycom® HDX™ 4000
- Polycom HDX 7000 Mediacenter
- Polycom RMX 2000®
- Polycom RMX 1000™
- Polycom Converged Management Application™ (CMA™) 5000
- 2000 CMA Desktop licences
- Polycom Premier Plus
- Polycom Elite
- Polycom Global Fulfilment

Results and benefits

- Popularity with first users
- Desire of Management to make this type of communication popular with all employees
- Additional profits from the supply of a videoconferencing service on trade shows

Visual communication at UBIFRANCE: a proactive, shared and widely adopted approach.

UBIFRANCE is a network dedicated to assisting French companies with their international development. In France, six Interregional departments identify, mobilise and provide local guidance to companies with great export potential, in partnership with the Chambers of Commerce and Industry (CCI) network.

UBIFRANCE also has Economic Missions acting in 28 countries to facilitate the discovery of foreign markets and identify possibilities for French companies to establish themselves abroad. The planned expansion, due for completion by the end of 2010, will lead to the creation of a global network, with 64 Economic Missions in 44 countries, served by over 1500 employees.

The fact that the network has such a wide geographical spread, as well as the very nature of the services offered, inevitably leads to an extremely high demand for long-distance communications.

Visual communication, strategic innovation

Visual communication has exploded over the last 18 months, coinciding with the arrival of new managers. This is in contrast to other companies, where videoconferencing could be considered an expense by the departments authorised to implement and manage it; the new IT Systems Manager at UBIFRANCE, Mr Yann Danou, has made it a priority. He explains: "We want to facilitate collaborative work and improve communication between teams in France and abroad, make savings on travel expenses and offer new services, but also fully embrace the communication tools of the future".

There are many indications of the importance of this type of solution; these include: the direct involvement of the manufacturer Polycom through the Polycom Elite and Polycom Premier Plus service programmes, the appointment of a full-time member of staff to provide user support, 'open day'-type communication courses to raise awareness among staff and train them to use the equipment and a message sent to the Minister for foreign commerce describing this innovative strategy.

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The result has lived up to the resources put in place: huge enthusiasm for this method of communication! The statistics provided by the Polycom CMA™ 5000 server show a tenfold increase in communications since the solution was installed. “The exceptional increase in ‘local’ traffic has led us to think of the solution as a visual communication method rather than a videoconferencing tool”, says Mr Danou. “It is used for more frequent and shorter communications, like a telephone to which an image has been added”, he adds.

The traditional videoconference has not been replaced, however; videoconferencing is used for Executive Committee meetings, which are held monthly and bring eight sites together in a multipoint videoconference. It is also used for training sessions, where good use is made of the capabilities of the three RMX 2000 and Polycom RMX 1000 multipoint conference platforms installed in Paris, New York and Tokyo.

Videoconferencing offered as a service

The second way that UBIFRANCE currently uses the technology is very appealing and innovative: a Polycom HDX 4000 system is made available at trade shows where UBIFRANCE has a stand and is used by local companies to talk to other companies that may be interested in coming to France to do business. It's a way of making connections between companies. The Polycom HDX 4000 system not only performs brilliantly; it is also very mobile and quick to install, providing there is an IP connection on the stand.

The concept works for UBIFRANCE on three counts: it facilitates business, which is the primary mission of UBIFRANCE, it demonstrates a capacity for innovation and it has the potential to generate service revenue. A financial contribution is required to use the system, allowing the company to make a faster return on its investment in the terminals purchased for this purpose.

The next steps

UBIFRANCE's ambition to make a visual communication tool available to all its employees using a webcam and the Polycom CMA Desktop client software (2000 licences purchased) will be achieved via a network upgrade.

A second step will involve extending the videoconferencing tools to cover the locations of the Economic Missions planned for 2010.

Furthermore, UBIFRANCE is now carrying out tests and simulations with the Polycom VVX™ 1500 business media phone. Assuming this step is successfully completed, the widespread use of individual tools such as the VVX 1500, the Polycom HDX 4000 and the Polycom CMA Desktop, in addition to the Polycom HDX 7000 group systems, will permanently establish the UBIFRANCE visual communication concept.

The Polycom choice

Several factors led to the choice of Polycom to provide this global solution; these include, in no particular order:

- Interest in the RMX/CMA combination, both for its wealth of functions and for its redundancy and upgrade capabilities
- Confidence in the partner that supplies the Polycom solution, Intercall, which was already supplying voice services, and UBIFRANCE's desire to continue its collaboration with Intercall due to its reliability, its professionalism and the quality of its project management
- The different assistance programmes offered by Polycom:
 - Polycom Global Fulfilment, which is required when deployments in many countries are being considered
 - Polycom Premier Plus, providing onsite technical expertise to ensure maximum uptime
 - Polycom Elite, which provides UBIFRANCE with a dedicated access line into Polycom's technical support and two service resources to supervise the worldwide implementation of the solution and ongoing proactive support of the complete solution

UBIFRANCE is proud of its videoconferencing approach, and Polycom and Intercall are delighted to see the extensive adoption of their technologies.

For more information

For more information on how Polycom solutions can help your organisation, visit our website at www.polycom.co.uk or contact the Polycom sales department.

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