



Enterprise

Daily Use

- Corporate communications
- Team collaboration
- Administrative/team meetings

Solution

- Polycom® RealPresence™ Experience immersive telepresence solution
- Polycom® HDX™ 9000 room telepresence solution
- Polycom® HDX™ 4000 personal telepresence solution
- Polycom® RMX 2000® real-time multimedia conference platform

Results and benefits

- Enhance operational efficiencies
- Significantly reduced carbon footprint
- Rapid use uptake and rapid ROI

NDS Cuts Costs, Gets Greener And Sees The Bigger Picture With Polycom® RealPresence™ Experience (RPX™)

Meeting Objectives

For global digital pay-TV solutions provider NDS, reducing the mounting costs of international travel coupled with the need to increase productivity, was a growing priority. With an ongoing essential requirement for management forums and meetings as well as collaborative IT sessions between geographically dispersed participants, NDS needed an interactive communications solution that would be an acceptable replacement to in-person meetings. To Martin Smale, Director of IT at NDS, it was a no-brainer.

“As a company, we were spending tens of millions of dollars on travel annually. This, and the resultant loss in productivity were two of the motivating factors behind the decision to find a viable replacement. The environmental aspect is equally important to us as it is our mission to be carbon-neutral by 2010.”

For Martin and his colleagues, this meant video conferencing. The company already had several video conferencing systems in place in a few offices, but nothing that would come close to replacing the sheer frequency and volume of global meetings undertaken by NDS personnel.

“Once we recognised that HD (high definition) video conferencing had come of age, we realised we were onto a winner,” Martin explained. “We reviewed the market for ‘telepresence’ style video conferencing solutions and quickly came to a unanimous agreement as to the best systems.”

Polycom the Clear Winner

According to Martin, Polycom won hands down. The Polycom immersive telepresence systems he reviewed met all his criteria for a totally immersive, realistic and life-like video conferencing experience. Polycom’s ability to deliver a variety of end points, the system’s core infrastructure, the bridges, the external connectivity and the interoperability with other systems all contributed to the decision in Polycom’s favour.

In 2007, NDS contracted Easynet, the leading supplier of global network, hosting and telepresence solutions, to supply the network and implementation. Specifically, NDS chose Easynet’s Managed Virtual Meeting (MVM) solution, using Polycom immersive telepresence video conferencing technology.

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Martin Smale, Director of IT, NDS

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“We wanted to put at least one video conference system or suite in every office worldwide – so the system would be available to everyone including management, engineers and IT,” Martin added.

As a result, Easynet and NDS set about implementing four (4) Polycom® RealPresence™ Experience (Polycom RPX™) 200 systems together with 15 Polycom HDX™ 9000 in custom-designed and built realpresence video conferencing suites at NDS’ regional offices around the world.

“We wanted a true ‘be there’ experience offering a ‘walk in and use’ service with near perfect eye contact, with identical room look and feel, and interactive white-boarding. Working with Easynet, we were involved in the design, deployment and management, so the buy-in has been fantastic,” Martin confirmed.

A Fully Immersive Telepresence Experience

Since this initial roll-out, the company continued to add four further Polycom HDX 9000 suites, eight more Polycom HDX 4000 desktop units in customised two-person suites and another five Polycom HDX 4000 desktop units in managers’ offices. This made a total of 36 Polycom systems in 22 NDS offices worldwide – achieving the kind of reach and ‘reality experience’ Martin needed.

The Polycom RPX 200 series features a seamless 2.5 metre video wall to deliver a fully immersive telepresence experience to medium-sized groups with seating for up to 10 participants. The Polycom HDX 9000 series in a custom suite with 82” projected screen with Polycom StereoSurround™ and high definition (HD) video with the ability to connect multiple HD video sources. The HDX 4000 series delivers the benefits of Polycom® UltimateHD™ technology to the desktop or personal video conference suite.

Since the installations went live, NDS personnel have responded to the new systems with enthusiasm to the extent that video conferencing is currently averaging 400 hours of usage across all the suites every week. The cost-savings, claimed Martin, have been dramatic and productivity has improved significantly. ‘Virtual’ meetings are now affordable and easy to arrange between globally dispersed colleagues, resulting in enhanced collaboration and accelerated decision-making across NDS operations worldwide.

“For example, our global IT teams from seven different countries now hold workshops and brainstorming sessions from our video conferencing suites in two hour slots over a two week period,” Martin attested. “In the past, we would have flown everybody to a central location to meet in person. We estimated that one of these IT meetings alone would have cost us in the region of US\$38,000.”

Such is the extent of uptake throughout the organisation that the video conferencing rooms have between 60 percent and 95 percent occupancy every day. Some offices, Martin claimed, are even over the 100 percent occupancy mark, with early morning and late evening meetings being regularly scheduled.

“Where they would also have been in person in a central location somewhere in the world, our quarterly management meetings are another area where the cost and time-savings are very visible thanks to the new Polycom RPX suites,” Martin continued. “In the last calendar year alone, we have completed well over 14,000 hours of video conferencing. The savings in eliminated flights and hotel expenses is immeasurable.”

Future Plans

NDS is continuing its relationship with Polycom video conferencing by trialling Polycom® Converged Management Application (CMA™) desktop solutions to provide more video conferencing capacity at those locations where the realpresence suites are under pressure.

“We want to get to the point where video conferencing is the default option for meetings and is made available at all our offices,” Martin concluded. “Every new office will be fully-equipped with a video conference suite. In fact, three of our recent installations were in new NDS offices.”

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