



## Manufacturing

### Daily use

- Collaboration between senior management
- Staff meetings
- Communication with customers, distribution centres, engineering divisions, suppliers

### Solution

- Polycom® HDX® 4000 personal telepresence solution
- Polycom HDX 7000 room telepresence solution

### Results and benefits

- Substantial reduction in travel-related costs
- Rapid return on investment
- More efficient and immediate board meetings and executive collaboration between disparate global locations
- Improvement in staff collaboration
- Enhanced work/life balance

### Partner

- [www.talkandvision.com](http://www.talkandvision.com)

## Colt Group creates sustainable, cost-saving communications environment with Polycom® solutions

Two Colt Group engineers and a project manager board a plane at Heathrow Airport in the UK to fly to Singapore for a five day visit to a customer site. Colt Group are specialists in the development, production, installation and maintenance of energy-saving climate control, fire safety, day lighting and solar shading systems and solutions. They are currently undertaking a large installation of ventilation and screening louvers at the customer's Singapore plant. Colt Group personnel have been flying this air route on a regular basis for the previous 12 months as the installation nears completion.

This scenario has been repeated by Colt engineers, project managers, designers and consultants around the globe as they travel between Colt sites, customers, suppliers and Colt field staff. This cumulative travel has resulted in annual travel costs in excess of €1 million.

### Reducing costs and improving communications

"Colt had a pressing need to reduce their travel overhead and improve communications across the global operation at the same time as underpinning its environmental credentials," explained Polycom® Country Manager, David van den Berg.

Colt's environmental credentials are impressive. Among a raft of energy-saving and environmental achievements, Colt won the '2009 H&V News Award for Environmental Initiative of the Year' for its role in developing the UK's first hybrid system capable of combining air and ground source heat pump technologies.

"Colt decided video conferencing was the solution and reviewed several options available on the market today. After careful evaluation, Colt opted for the Polycom solution offered by our Netherlands-based partner, Talk & Vision," continued van den Berg. "Talk & Vision recommended a Polycom video conferencing solution based on our Polycom HDX® 4002 and Polycom HDX 7002 systems."

### A successful Polycom deployment

In July, 2009, Talk & Vision, one of the largest video communication specialists in Europe, implemented a low level pilot deployment involving a Polycom HDX 7002 and a Polycom HDX 4002 system at the company's Netherlands headquarters in Cuijk.

*"We were looking for a fitting, practical and good quality solution to reduce our organisation's travel expenses and improve communication – Polycom exceeded our expectations."*

*Antoine Ligtoet, CEO, Colt Group*

*“We have achieved a saving of 1/2 million euros in travel and accommodation costs in the first 7 months of deployment.”*

*Antoine Ligtoet, CEO, Colt Group*

This proved so successful the Polycom partner rolled out the deployments throughout Colt locations across Europe, the Middle East and Asia. This amounted to 64 Polycom HDX 4002 systems in addition to the Polycom HDX 7002 at the Cuijk headquarters in the Netherlands.

Antoine Ligtoet, CEO of the Colt Group said: “We were looking for a fitting, practical and good quality solution to reduce our organisation’s travel expenses and improve communication – Polycom exceeded our expectations. We expect the savings in travel and accommodation costs to exceed the cost of the video conferencing system.”

### **Managing the culture change**

During the implementation, communication with Colt employees was paramount. The staff were thoroughly trained in the use of video communications and their knowledge incorporated into their day-to-day activities. In many cases, this represented a real culture change.

Consequently, Colt management announced the new system in advance and played a leading role in introducing and marketing the system to its internal users. Furthermore, on-going video conferencing training is offered at Colt training centres in Cuijk and Kleve (Germany).

### **The Polycom solution**

The Polycom HDX 7000 offers flexible, cost-effective and high quality, high definition (HD) video conferencing for small-to-medium-sized environments. It presents Colt’s executives and other users at its Netherlands headquarters with advanced HD video technology for smooth, natural motion and sharp clear images plus outstanding video and crisp, natural voice clarity.

The Polycom HDX 4000 series delivers individuals and teams a true multimedia experience with a 20.1 inch HD desktop screen supported by crisp, realistic Polycom StereoSurround™ audio technology.

### **Used across the board**

Initially, Colt used the Polycom solution mainly for one-on-one discussions and meetings with its field staff, customers and suppliers. However, as the video deployments extended worldwide to North and South American operations as well as to Africa, Australia, and New Zealand, so too did the system’s usage.

The systems are now used at the highest level of the company by senior management and the board of directors. Regularly held executive and board meetings, which would have previously required global travel by large numbers of personnel, are now being scheduled and conducted via the Polycom video conference systems.

“What’s more, Colt implemented the XLP version of the Polycom HDX 4002 system so users are able to not only share documents and presentations, but also to schedule conferences between multiple parties,” explained Talk & Vision sales manager, Brahim Radouane. “This passes on even greater savings in time and money and raises the efficiency and productivity of collaborative video conference meetings.”

### **Achieving rapid ROI**

In fact, Antoine Ligtoet’s vision of achieving savings in travel and accommodation costs for his company was realised when Colt achieved travel savings of half a million Euros (€449,662 at March 2010 prices) within the first seven months of deployment. This means savings are well on the way to exceeding the cost of the video conferencing equipment.

According to Ligtoet the deployment of the Polycom video conference solution has met all the company’s objectives.

### **Future plans**

The next phase for Colt is the roll-out of a Polycom CMA™ desktop environment throughout its organisation. This centrally-deployed, software-based PC application will deliver the benefits of an intuitive and simple ‘pick a name and call’ video conferencing solution to the desktop for a far greater population of Colt users.

“Knowledge transfer is essential for our company and video communication also fits in with our goal to help improve the environment,” Ligtoet concluded.

### **Learn more.**

To find out how Polycom solutions can help your organisation, visit us at [www.polycom.eu](http://www.polycom.eu) or speak with a Polycom Account Representative.

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