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PINDAR

CITY-IS

Converged Visual Solutions

PINDAR : ACCELERATING DECISION MAKING AND IMPROVING PRODUCTIVITY COMPANY-WIDE

REQUIREMENT

Improve communication channels company-wide to drive efficiency and reduce travel overheads.

Build on and integrate with existing systems and infrastructure.

SOLUTION

Phase 1

Implemented T990 MXP natural presenter package with ISDN/IP interface and multi-site functionality, complemented by dual 42" wall mounted plasma display.

Implemented T1500 MXP natural presenter package with ISDN/IP interface, multi-site functionality and dedicated ISDN lines for connectivity.

Provide managed bridging service for global multi-site conferencing.

Phase 2

Implemented T3000 MXP Profile with 42" plasma display, plus T990 MXP with dual 42" wall mounted plasma display.

Installed state-of-the-art, fully integrated T1000 MXP desktop systems.

Provide ongoing support and maintenance services for 15 videoconferencing systems in the UK, USA and India.

RESULTS

Quicker decisions.

Improved productivity.

Better meetings.

Reduced travel time and expenses.

Increased operational efficiency.

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PINDAR IS A FAMILY-OWNED PRINTING COMPANY. ESTABLISHED IN 1836 IN SCARBOROUGH, THE COMPANY HAS EXPANDED CONSIDERABLY OVER THE LAST 25 YEARS AND TODAY EMPLOYS OVER 1,500 PEOPLE IN LOCATIONS THROUGHOUT THE UK, USA AND INDIA, SERVING THOUSANDS OF CUSTOMERS WORLDWIDE.

The Pindar brand comprises three distinct yet mutually supporting businesses: Pindar Graphics, Pindar Set and AlphaGraphics.

Pindar Graphics, which offers design, digital photography, website, mailing and cartography services, has established itself as one of the most advanced and sophisticated providers of publishing services in the market today.

Pindar Set processes all the adverts and pages that make up the Yellow Pages and Business Pages in the UK, as well as the Yellow Book directories in the US.

AlphaGraphics is one of the leading franchise operations in the US and Europe. Founded in 1970, there are now 285 stores providing print-related and digital publishing services worldwide.

Collaboration is encouraged within, across and between these three businesses, but nothing is more important than those relationships with their customers. Working hard to understand their customers' needs both now and in the future is key to Pindar's success and that of its customers.

THE BRIEF

Pindar Set already had a PictureTel (now branded Polycom) standards-based videoconferencing system with ISDN connectivity in its Scarborough office.

Early in 2005 Pindar Set deployed standards-based TANDBERG videoconferencing with ISDN connectivity at its production centers in King of Prussia, Pennsylvania and Cedar Rapids, Iowa, USA.

While these videoconferencing arrangements undoubtedly opened up the business benefits of improved communication and reduced travel, the existing, limited set-up didn't realistically provide the level of coverage necessary to exploit these benefits to the full. The challenge was going to be integrating the old and the new systems.

THE SOLUTION

CityIS began by formulating a strategy to develop videoconferencing throughout Pindar. A phased approach was agreed upon, in which CityIS and Pindar developed short, medium and long-term strategies to ensure the videoconferencing network would become a powerful company-wide application, improving communication channels to drive efficiency and reduce travel overheads.

CityIS facilitated an unbiased review of the leading videoconferencing manufacturers. From this, Pindar selected TANDBERG as their global hardware platform of choice.



Due to the complexity and cost of both the existing and future arrangements, design and implementation was split into two phases.

The first of these involved deploying video-conferencing facilities in the UK, USA and India, while providing a mechanism to connect to the existing systems in the States and retain backward compatibility with the PictureTel hardware.

CityIS implemented a T990 MXP natural presenter package with ISDN/IP interface and multi-site functionality, complemented by dual 42" wall mounted plasma display in the Scarborough, Bristol, Birmingham and Bangalore boardrooms. In Edinburgh, Manchester and Salt Lake City, where office space was limited, CityIS proposed a desktop solution: T1500 MXP natural presenter package with ISDN/IP interface, multi-site functionality and dedicated ISDN lines for connectivity.

As an interim measure, CityIS recommended Pindar use its managed bridging service for global multi-site conferencing until the client had a better understanding of exact usage. Providing monthly reports and a complete call cost breakdown, this service would be able to demonstrate the viability of a future in-house bridging solution.

During this initial phase, CityIS was careful to propose technology that took into account planned future coverage and functionality.

Phase 2 saw the expansion of Pindar's videoconferencing infrastructure. CityIS implemented a T3000 MXP Profile with 42" plasma display in Edinburgh and a T990 MXP with dual 42" wall mounted plasma display in Hyderabad, India.

State-of-the-art, fully integrated T1000 MXP and T150 MXP systems were also installed in the Scarborough, King of Prussia and Bangalore offices. These compact desktop solutions allow users to place calls quickly and get answers even faster.

Pindar continue to use CityIS' bridging services for global multi-site conferencing and now operate point-to-point videoconferencing over IP rather than ISDN, offering significant cost savings.

Today, CityIS provides global support and maintenance services for a total of 15 videoconferencing systems in the UK, USA and India.

BENEFITS

With many weekly and monthly management and board meetings now occurring over video throughout the organization, Pindar quickly realized return on its investment. Everyone has embraced the concept of videoconferencing and together, the reduction in travel expenses and increase in productivity are delivering significant cost savings.

Meetings that wouldn't otherwise have taken place because of financial and time constraints have gone ahead.

Employee travel is down and videoconferencing is also helping Pindar achieve environmental acceptance by reducing the company's carbon footprint.

In keeping with the company's work life balance initiative, employees can now communicate productively without compromising the face-to-face communications. Avoiding stressful commutes also boosts morale and propagates the Pindar culture.

LOOKING AHEAD

The viability of an internal bridging solution is currently being assessed.

With all its advantages, Pindar foresees an evolution from ISDN to IP over the next 12 months. The company is also considering using its bandwidth management systems to allow videoconferencing to coexist with production traffic on existing WAN links.

In time, Pindar may also invest in a 3G Gateway which would enable mobile users to connect to any video endpoint over any protocol, facilitating face-to-face collaboration.

The company is also considering building on its existing boardroom set-up to implement a fully integrated and controlled audiovisual solution.

VIDEOCONFERENCING HAS PROVIDED US WITH THE ABILITY TO QUICKLY AND EASILY BRING TOGETHER THE RIGHT PEOPLE AT THE RIGHT TIME, HELPING TO ACCELERATE DECISION MAKING AND IMPROVE PRODUCTIVITY THROUGHOUT THE ORGANIZATION.

WE COULDN'T HAVE ACHIEVED SUCH RESULTS WITHOUT CITYIS' ADVICE AND EXPERTISE. THE IMPLEMENTATION AND SUPPORT TEAM ARE VERY PROFESSIONAL AND ALWAYS PROVIDE AN EXCELLENT SERVICE.

Ian Hugill, Infrastructure Manager, Pindar Set Ltd