

CASE STUDY

BTS GROUP

Overview

- Global teams needed to reduce travel time and expenses on projects
- Specific requirements needed to be met to accommodate all teams
- Global Presence Video by IDS met their global needs
- Sales team and leadership could meet clients as needed
- Plans to expand across the company will take place



BTS is a global leader in providing superior strategic execution, innovating how organizations learn, change and improve. BTS provides strategy implementation consulting services to a variety of clients by closely linking engagement and skill building to organizational priorities. BTS consultants create and deliver customized learning experiences using live, online, and virtual media platforms to deliver fast-track development programs.

BTS brings experiential learning and simulation experiences to clients to drive results. With more than 400 employees from 25 global offices, BTS's proven methodology has been delivering long-term results for clients for over 25 years.

With such a distributed, global workforce from various functional areas, teams were often needing to travel to collaborate on projects. Not only were travel costs a huge factor, but lost productivity and time away from the office, family and other tasks were quickly becoming increasing burdens on employees.

Ranjit Pookkottil, Director of IT for BTS, took the initiative to find a way to increase efficiencies and decrease non-billable costs, such as travel, across the board. Ranjit turned to video conferencing to make that happen and began to research various solutions.

Action

Although many members of the team were already using Skype as a one-on-one collaboration tool, Ranjit was interested in a tool that could host multiple people in different locations. He also wanted an HD solution that would minimize latency and allow participants to truly feel they were in the room, something that Skype lacked.

In addition, several offices internationally had poor network availability and were working with limited bandwidth access. BTS needed a solution that could be deployed to those offices as well.

Ranjit evaluated many types of solutions and ultimately chose a Global Presence

Video conferencing hosted by IDS because it met all the criteria, but specifically with the scalable video features would make the system accessible to global offices with limited accessibility. This solution allows BTS to video conference with anyone, anywhere, anytime and on any device.

IDS hosts the equipment in its COLO and BTS manages it on their own. The initial deployment started with two offices, Chicago and San Francisco. BTS then quickly added another three locations later in the year.

Results

Ranjit set up the video conferencing system to really promote group collaboration. Although desktop video conferencing is available when needed, most of the time users go into conference rooms and connect to one another. Each system is set up on a mobile cart to make it easy to move around and use in different rooms.

Because BTS's biggest goal was to reduce travel, the immediate ROI was seen quickly. "Travel savings for just one person traveling throughout the year will cover the cost of the unit for that office," Ranjit explained, "but typically we have subject matter experts and others traveling for a project, too, so the savings add up quickly."

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*RANJIT POOKKOTTIL
DIRECTOR OF IT*

With decreased travel, high-demand subject matter experts are easier to get in touch with through video collaboration and increase work efficiencies. Additionally, productivity soared by reducing employee's time away from home and office. Employee satisfaction also improved.

Another use for video is new hire training. BTS University is a training program designed for new hires from across the company. Using video for this event alone will be a huge savings to BTS's travel budget since most sessions required over 20 people to travel at once.

"The sales teams are starting to use the system with clients and our CEO can give quarterly broadcast using video. There are a lot of uses for this system," said Ranjit.

BTS is looking ahead to expand their current systems to six more international locations in the initial months after the roll-out and plan on expanding company-wide over the next few years.



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