

CASE STUDY

THE HERITAGE GROUP

Overview

- Local grocery store wanted digital signage to communicate with customers
- Monitors around the store were used to stream ads and recipes
- System scaled to include employee break rooms for company messaging



Founded in 1930, The Heritage Group (THG) is an innovative, values-driven organization with deep expertise and significant holdings in Transportation Infrastructure & Materials, Environmental Services, and Specialty Chemicals & Fuel Products. THG's reach is far and wide both domestically and internationally with a client network that spans the globe.

With such a varied and geographically diverse company, there can certainly be communication challenges. Kyle Masur, Director of IT, was tasked with finding a way to bridge communication barriers across all geographies. "With so many of our business units being located away from our headquarters office, we needed to seek out ways to improve synergy and collaboration across all business units," explained Kyle.

Action

The idea of a brand new building designed specifically for improved collaboration was born. The new building, affectionately known as The Center, would be designed to facilitate discoveries and connections in an easily accessible location for many of THG's business units. It would have lab space, conference rooms, workspaces, and an auditorium to seat over 300 people. The Center would include fully audiovisual capabilities, including interactive whiteboards, presentation technologies, and video conferencing.

IDS partnered with THG to bring Lifesize Video conferencing to The Center. After completing a proof of concept, Kyle and his team decided to deploy Lifesize Video Conferencing using a hybrid model. THG has 150 Lifesize cloud users, six room-based systems, and several units deployed in executives' home offices to work remotely.

Results

Video collaboration is now available for more than 2,000 employees across the company. "One of the best things about Lifesize's cloud-based solution is that it is not complex to schedule or use," explained Kyle. Users can place and receive calls with very little IT help. We also encourage our users to contact IDS' Help Desk for remote support when needed. As adoption and demand increase, Kyle plans to add additional video endpoints as needed. "We are very excited about increasing our use of video conferencing and how it can help grow our business."

66 WE ARE VERY EXCITED ABOUT INCREASING OUR USE OF VIDEO CONFERENCING AND HOW IT CAN HELP GROW OUR BUSINESS.

KYLE MASUR
DIRECTOR OF IT



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