



EASYNET GLOBAL SERVICES AND POLYCOM

THE VISION

Polycom and Easynet's plan was to build a truly immersive, fully-functioning RPX telepresence suite, complete with high definition video and audio capability, and offer a fully managed experience for attendees at the Gartner Symposium ITXpo 2009 in Cannes. Easynet and Polycom were sponsors of the event, the industry's most important annual gathering of CIOs and senior IT leaders.

With an on-site Polycom RealPresence™ Experience High Definition (RPX™ HD) 204 immersive telepresence suite, Gartner attendees would have the opportunity to experience a truly innovative technology. The RPX suite brings to life the ability to maximise productivity and the capacity to maintain and potentially strengthen key business relationships - all in real-time.

THE CHALLENGE

This was the first time ever that such an ambitious installation had been planned at a European event. With no margin for error, it was crucial that the telepresence suite and network support systems were installed and operational within a short space of time. The suite had to be set up to deliver a faultless performance for every meeting for any delegate who required it, anywhere in the world.

The strong collaborative relationship between Easynet and Polycom - two global players with extensive expertise in telepresence, managed networks, videoconferencing, audio and infrastructure solutions - made it happen in less than five weeks, from brainstorm to first CIO session.

Over 1,000 'EXP track' Gartner Symposium attendees had an opportunity to reserve the RPX suite, complete with managed support, to connect with colleagues in similar rooms around the globe and to conduct meetings they'd normally hold 'face-to-face'.

THE SOLUTION

Within five weeks, Easynet and Polycom planned, developed and implemented a fully enclosed and soundproof RPX suite. With diverse and resilient connectivity provided by Easynet the suite was linked via managed network interconnects to 22 Telepresence suites across the world. Technical and operational management was provided 24/7 throughout the event by Easynet's Video Network Operations Centre (VNOC).

Including a customized and branded portal to allow delegates to pre-book meetings, the suite showcased Easynet's telepresence management expertise with high definition, real time, life-size video, surround sound and desktop document sharing - all in a boardroom-quality environment.

“Last year Gartner predicted that, by year-end 2012, increased utilization of video telepresence solutions would save organizations \$3.5 billion annually in travel costs. Exhibitions and conferences are no different to other meetings or events requiring travel – they will evolve to make greater use of video telepresence for remote attendance, collaboration and presentation.”

Scott Morrison,
Research Vice President, Gartner

THE IMMERSIVE TELEPRESENCE SUITE

Directly connected to a video-ready Easynet MPLS network, and remotely managed through the VNOC, the suite was available for delegates to directly connect to similar suites around the world. They could also connect to any open standards-based system via Easynet's managed video Internet gateway, offering a nearly endless array of options for connection to facilities around the world.

Each demonstration was managed by Easynet's VNOC team which pre-tested and certified the connection and settings prior to the 'launch' of the call. This ensured first-time, on-time, flawless performance, with no time wasted.

THE RESULT

With every detail managed, attendees were able to focus on their schedule and the business at hand - not the technology. The ability to interact with colleagues around the globe and to effectively collaborate in a variety of ways and with a broad range of applications was seen as a distinct advantage.

"We were able to demonstrate to such a high quality CIO audience exactly what fully immersive telepresence delivers," said Steve Leyland, General Manager Polycom Europe, Middle East & Africa (EMEA). "For many CIOs this was their first experience and they considered it a significant business value to their companies in productivity gains."

"It was extremely flexible," concluded one attendee. "It was there when we scheduled it, extremely comfortable and well designed... and, more importantly, it did exactly what they said it would - this really was a case of 'seeing is believing.'"

"We wanted to showcase the power of our technologies to enhance collaboration between displaced teams," commented Koen Vanpraet, Easynet's Global Sales & Marketing Director, "and we successfully did that. This solution drives productivity and optimises resources already in place. We knew that the delegates who used the suite would see the benefit in connecting with their operations - however far away they were."

