



Technology

Daily Use

- Client interaction
- Customer service
- Customer support
- Access to experts
- C-level communications

Solution

- Two Polycom room-based video conferencing solutions

Results and Benefits

- Ability to extend the reach of existing sales, business development, and customer support staff
- \$250,000 in reduced travel costs in first year
- Dramatic productivity improvements among customer-facing employees
- Achieved 100 percent ROI one week after deployment

For Verdasys, Polycom® Video Communications is a Force Multiplier that Drives Revenue

When the Global 2000 looks for ways to secure their enterprise data, the search ends at Verdasys, Inc. The Waltham, Massachusetts-based company helps large corporations and government agencies protect information globally. Through centralized monitoring and audits, Verdasys enables organizations to maintain control over the use of data at the point of use, where it's most at risk.

Since its founding in 2002, Verdasys has grown into a US\$50 million company. But even as global demand for its solutions grows, the company's prudent response to a sluggish economy has kept Verdasys from expanding its workforce too quickly.

"The key is to find ways to serve clients without growing budgets or increasing staff," says Seth Birnbaum, co-founder and CEO of Verdasys, which has imposed travel reductions of 25 to 35 percent on sales personnel and business development staff. "Yet how do we scale our footprint while cutting travel and without adding more people?"

For Verdasys, the answer is video communications powered by Polycom. Verdasys increasingly relies on Polycom video solutions to meet face to face with clients around the world—a capability that enables the 160-employee company to win out over much larger competitors.

A longtime fan of Polycom phones for voice conferencing, Verdasys turned to the Polycom's room-based video communications solutions in 2008. Though the company had been using lower-quality, Web-based video solutions for internal project management and other in-house communications, engaging with clients and partners over video would require something more.

"That Web-based video application just wasn't an option for communicating externally," says Birnbaum, "Many of our customers just don't permit Web-based applications on their networks. Moreover, the format doesn't work well for larger group meetings."

But after installing two Polycom solutions in its Waltham, Mass., headquarters, Verdasys saw an immediate benefit. "The systems paid for themselves in a week," says Birnbaum. "Polycom's ROI was so immediate that it made the purchase price irrelevant."

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Seth Birnbaum, CEO, Verdasys, Inc.



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Seth Birnbaum, CEO, Verdasys, Inc.

In its first year, Birnbaum estimates Verdasys has conducted roughly 100 client meetings over video. “We estimate we’re saving \$2,000 to \$3,000 in travel costs alone with every call,” he says. “That’s easily \$250,000 a year.”

Creating a ‘Force Multiplier’

As substantial as the cost savings are, Birnbaum considers them a side benefit. “I’ll take it, of course, but that’s not why Polycom is so essential to our business.”

What’s most important, he says, is what Polycom video communications does for the company’s sales, business development and support personnel.

“Polycom allows me to extend the reach of our business, to get better leverage out of individuals,” Birnbaum says. “With video conferencing, you take someone who affects millions of dollars of business and multiply them by a factor of two. It’s a force multiplier.”

Some clients, for instance, have more than a dozen business units, all of which are Verdasys customers. “Without Polycom, there’s no way we could regularly meet with all of them,” he says.

Birnbaum has seen the “force multiplier effect” make the most of his own time as well. “One day two weeks ago, I had a meeting in Finland, one in the UK, one in California, and one in Tokyo,” he recalls. “That night I had dinner with my family.

“I probably saved \$50,000 in travel that day. But more importantly, there was no way I could physically cover all those meetings and handle my other calls and responsibilities. With Polycom, I did it. It was phenomenal.”

Driving Revenue with Polycom

For Birnbaum, that experience served as an eye-opener about the value of Polycom video conferencing. “When you do the math and realize that you could take a person who generates \$5 million in sales and improve their reach by 20 or 30 percent, then you’ve just made another million dollars,” he says. “Polycom is a revenue driver. It’s a classic no-brainer.”

It helps that Polycom is the next best thing to being there, asserts Birnbaum. “You see people, and you see them clearly. Now there’s less of a need to get on a plane and visit everyone in person. We get a huge return from Polycom because of the quality of the experience.”

Birnbaum is also impressed with Polycom’s ease of use. “It’s easy to set up and take down the systems, and to do multi-site meetings. Polycom video conferencing has become a standard tool for doing business.”

“Polycom is the de facto standard for video conferencing among investment banks, government agencies, and global companies—they all demand quality video and have specific security requirements,” says Birnbaum, who estimates that his firm can hold video meetings with 95 percent of its client base. “That means when we want to meet with a client over video, they already have the systems in place.”

Thanks to the standards-based architecture of Polycom systems, even when clients are using a different video conferencing solution, the meeting happens without a hitch. “Problems with the video conferences are rare, but if there is a problem, it’s never the Polycom system at fault. The truth is, it doesn’t matter what our clients are using, because Polycom works with all of them.”

Relying on Solutions that Work

And when it comes to communicating with clients, reliability is key. “Nobody’s ever said, ‘The Polycom system is down,’” says Birnbaum. “It works. It works all the time.”

To leverage his staff’s time even more, Birnbaum expects to install additional Polycom systems in Verdasys offices in the United Kingdom, Europe and Asia. As with the current systems, the focus will be on communicating with clients.

Birnbaum says he’d change only one thing about his company’s experience with Polycom video communications: “I’d have done it sooner. Polycom has changed our business qualitatively and quantitatively. It’s been a wonderful thing for us this past year.”

Learn More

To find out how Polycom solutions can help your organization, visit us at www.polycom.com or speak with a Polycom Account Representative.

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