

SABMiller

Brewers SABMiller work with AuDeo to deploy video and audio conferencing into new UK headquarters.



About SABMiller

From its South African origins, SABMiller plc has become one of the world's largest brewing companies. With operations in over 40 countries, it has more beer brands in the world's top 50 than any other brewer and it ranks among the top three brewers in more than 30 countries.

SABMiller plc is passionate about brewing. From local beers steeped in tradition to brands that are recognised around the world, the company's ambition is always to offer an outstanding product.



The business drivers for video conferencing

SABMiller's success lies in the way it conducts its business - with respect for partners and employees and a desire to do the best for the local community. This responsibility also extends towards effective use of technology to reduce travel and therefore protect the environment.

For SABMiller, the use of video is driven by a business need across all parts of its business.



Roger Chappé, IT Operations Manager comments "SABMiller plc has an ever expanding business that requires quick decisions around global projects, and to assist in this, whilst ensuring global project teams work well together, we have implemented multiple video conferencing systems across our offices."

Choosing AuDeo

SABMiller plc has chosen AuDeo, after an in-depth look at the suppliers, as they are a very professional company with a good technical team. "AuDeo are well suited to support SABMiller plc in that they are very quick to respond to requests and understand our requirements, which means our time is not wasted looking at possible solutions that are inappropriate for our business model," says Roger Chappé.



from concept to completion...

The video conferencing solution

Video conferencing is an integral part of how SAB Miller communicates within the group. Therefore a range of high quality solutions have been deployed. Polycom was chosen as it has a wide choice of systems and infrastructure products.



In the main Boardroom, the Polycom VSX8000 was installed together with twin 50" Plasma screens and Visual Concert for sharing data from PCs. Using AuDeo's audio visual expertise, the audio is enhanced using Polycom Vortex installed voice solutions and multiple video sources catered for, to use and share in and out of the video conference.

All of this is backed up by a Polycom MGC25 Multipoint Control Unit for important and large-scale multi site conferences. Live TV feed is provided via Exterity IPTV equipment and all of the equipment is supported by AuDeo's technical team via a comprehensive maintenance contract.



In other, smaller rooms, a VSX7000S solution with Visual Concert was installed. In the main Atrium, a unique first UK installation of a 106" plasma bezel less plasma grid was situated to display live TV feeds as well as video conferencing for those important executive broadcasts.

The business advantages

SABMiller is taking full advantage of the improved interaction video communications provides, and finds it especially useful in helping them integrate newly acquired businesses.



"These systems allow us to communicate with either small or large teams, or even just two people, and ensure that face-to-face meetings can happen within a very short time. Video conferencing has allowed us to reduce the time wasted for much of the travel, as this is more important than just the cost of travel," explains Roger Chappé.

- Ability to have real-time face to face meetings at short notice
- Reduced time wasted for travel
- Reduced travel costs
- Quicker decision-making
- Reduced time to market
- Ability to share data and collaborate on ideas

"SABMiller is an example of how more and more companies are realising that business now takes place in a real-time environment where delays can cost millions of dollars. Video conferencing technology can be a major advantage in speeding up decision-making processes resulting in improved efficiency and productivity. Return on investment in many deployments is instantaneous which is leading to video fast becoming a 'must-have' communications tool for companies of all sizes instead of a 'nice to have' for global organisations," concludes Kevin Wilson, Managing Director of AuDeo Systems.



from concept to completion...