Computacenter
Communication and Collaboration Solutions
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Video collaboration and communication technologies are transforming organisations’ working practices by making flexible and mobile working a reality and creating new platforms for dialogues with both employees and customers alike.

Organisations are becoming increasingly aware of how collaboration and communication technologies can transform their working practices to generate cost-savings, increase productivity and enhance communications effectiveness.

Enabling people to communicate and collaborate easily and quickly regardless of whether they are based in an office, at home or at multiple locations has become a key priority.

Existing communications platforms, which may not have kept pace with changing workplace practices, could prove harmful to wider business success as decision making may be slow and travel costs high.

The implementation of new technology-based collaboration and communication solutions, will inevitably require a review of the wider infrastructure network, as the deployment of video or image based technologies can impact both the availability of bandwidth and overall network performance.

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### Innovating and Driving Collaboration in the Workplace

#### Video Conferencing

Video conferencing can transform an organisations’ working practices and encourage greater collaboration.

#### Collaborative Working

Collaborative working is about connecting people by removing barriers to effective communication and improving the way personnel work.

#### Digital Media and Signage

Digital signage provides organisations with a powerful, flexible tool for conveying timely and targeted messages to key audiences improving communications, increasing sales and productivity and raising brand awareness. 
Collaborating in today’s global marketplace is often limited by cost and complexity. Gartner has predicted that the economic downturn will encourage more companies to invest in video conferencing solutions to support virtual meetings.

Video conferencing is a communications technology that integrates video and voice to connect remote users with each other as if they were in the same room. Users see and hear each other in real-time, allowing natural communication not possible with voice-only communications technology.

In addition to providing the ability for face-to-face communications, video conference systems allow users to share presentation materials from video source devices and computers, to record for replay or reference purposes.

Video conference systems significantly enhance the ability for participants to communicate with one another on a regional, national and global scale. The seamless integration of a video conference system into an audio-visualy equipped environment provides for a powerful combination of presentation and communication capabilities.

Increasing awareness of corporate environmental responsibility has increased the need to reduce air travel. Better communication and enhanced productivity are essential to meet constantly increasing time pressures.

Holding distance meetings electronically has a number of advantages. Cost reduction is an obvious benefit. Another major benefit is easy access to key personnel, no matter where they happen to be, or what time it may be.

Benefits of Video Conferencing

- Cost reduction measures
- Performance enhancements
- Improved work-life balance
- Environmental accountability and emission savings
Work faster and smarter with Collaborative Technology

Collaborative working solutions have a positive impact on an organisation’s competitive position, by enabling dispersed teams to work together more efficiently, and by providing richer and more intimate communication environments for customers, partners and prospects.

Interactive and collaborative working technologies enable organisations to redefine the way employees work. For virtual teams, often spread over diverse geographies, with the need to share data and work together in real-time, the organising of meetings can often take time which slow down the decision-making process, and impact on productivity and business travel costs.

Solutions such as interactive whiteboards can enhance not only learning environments but also corporate working practices. The combination of whiteboards with software solutions can transform meetings and team working, removing distance as a disabling factor.

Benefits of Collaborative Working

- Reduce travel costs and make budgets go further
- Increase employee productivity
- Improve communication between geographically dispersed locations
- Lessen environmental impact through reduction of carbon footprint
- Develop successful working relationships
- Bridge cultural barriers
- Improve work-life balance
Digital Signage solutions have never been so simple

Emerging technology includes displays that can be controlled electronically, allowing individuals or groups to remotely change and control their content in response to market, customer or regional demands.

The technology has evolved from the universal stock ticker and news scrolls, to the full-colour, high-definition digitally enhanced images of sports, stage, and screen stars pitching merchandise, services, advertising and marketing. The content delivered ranges from simple text and still images to full motion video, with or without sound.

Benefits of Digital Signage

• Enhance internal and external communication
• Enhances brand image
• Improve customer interaction and experience
• Imaginative improvement in the ambience of the establishment
• Increase sales and productivity
• Assist in statistical analysis
• Reduce paper consumption, manual processes and physical shipment of collateral
• Saves actual and opportunity costs incurred with production of traditional media
• Develop sense of community within the organisation
Computacenter offers end-to-end communications and collaboration solutions. We take time to understand organisations’ requirements and to design the solution that meets their requirements.

Computacenter will deliver, install and commission the equipment and then provide user-training and ongoing maintenance to ensure effectiveness of the solution.

As an end-to-end IT services provider, we can also help ensure your networking infrastructure has the necessary bandwidth to support media-rich software and hardware. As a result, we can help you minimise the cost and complexity associated with deploying communication and collaborative working solutions.

Our specialist audio-visual business provides consultancy, installation expertise and ongoing support in the communications and collaboration environment. It has been running for over 10 years and is one of the largest audio-visual businesses in the UK.

**Why Computacenter?**

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**Elements of our Communications and Collaboration service include:**

- Solutions designed by Certified Technology Specialist (CTS) qualified specialists that work with the customer to determine the ‘best-fit’ solution
- Vendor independent evaluations to assist in product selection
- Logistical expertise that scales from product only supply to large scale, national project rollouts
- Project management by PRINCE2 certified personnel
- Post-installation support
- First and second line support helpdesk
- Industry accredited technical pre-sales consultants
- Video Operations Control Centre (VOCC)
Our Approach

Strategy
Computacenter works with organisations to understand their individual requirements, to realise the full potential of communication and collaborative technologies by showing how they can lead to cost savings and increased productivity.

Transformation
As your business grows and evolves, your infrastructure needs to evolve with it. We’re constantly developing innovative ways to ensure your working environment is doing all it can to help you achieve your business goals, both now and in the future.

Support
Computacenter can tailor bespoke service packages that will provide organisations with reliable cost effective support for communication and collaboration technologies and their supporting infrastructure.

This will result in:

Cost Reduction
An effective collaboration and communications strategy reduces the IT overhead through the centralisation, convergence and consolidation of disparate technologies. The reduction of travel between locations will beneficially impact operational expenses, whilst a more mobile workforce can be more productive, which means organisations achieve better results with the same or fewer resources.

Business Change
By enabling staff to work effectively from any location, an organisation will become more mobile and agile, resulting in the ability to respond quicker to organisational change and support flexible working practices. Better collaboration will also lead to improved productivity allowing information to be shared more easily.

Environmental Goals
By enabling employees to communicate and collaborate remotely, there is less need for travel. This helps to reduce your organisation’s overall carbon footprint as well as unnecessary travel expenses.
Our Customers

O₂

O₂ partnered with Computacenter to deploy a digital signage solution that enables its stores to display promotional material, sponsored events and the latest offers and tariffs. In the event of a price change or new offer, the entire estate can be updated in minutes. Computacenter also assisted with the procurement and installation of the digital signage technologies. The implementation has created a new channel through which O₂ can communicate with its customers to improve the in-store experience. In addition to keeping customers informed on the latest offers, the solutions create an impressive impact to enhance O₂’s reputation as the market leader and improve its competitive advantage. In the stores that have adopted these new and sophisticated technologies, O₂ has experienced an average increase in footfall by 21 per cent and sales by 24 per cent.

We were looking for ways to tempt customers into stores. We wanted to investigate new visual communication technologies that could create a real impact.

Andrew Lee
Project Manager, O₂

BT

BT partnered with Computacenter to develop and install a solution based on SMART interactive whiteboards and Internet Protocol (IP) audio conferencing facilities. More than 100 collaboration workstations have been implemented at BT Innovate & Design offices worldwide and its strategic partners, enabling developers to collaborate in real-time with remote colleagues. Computacenter is also responsible for maintaining and supporting the new technologies. By enhancing collaboration throughout the development lifecycle, BT has been able to improve application quality and speed to market. This in turn helps to improve customer service, reduce development costs and enhance the delivery of new services to both BT staff and customers. The project, which paid for itself within a year, has also helped BT Innovate & Design contribute to the company’s environmental goals by reducing the need for travel and improving productivity.

The collaboration technologies paid for themselves within the first year. By reducing costs and enhancing efficiency, we have been able to align with our strategic goals and better support the wider business and its customers.

Bola Oshisanwo
Director, Global Development Centre Programme, BT Innovate & Design

East Kent Hospitals University NHS Trust

East Kent Hospitals University Trust partnered with Computacenter to design, implement and support a sophisticated video conferencing solution. The solution installed at the trust’s three acute hospitals includes high-definition displays to enable clinicians to share images from the hospital’s Picture Archiving and Communications System (PACS) such as x-rays and scans. By enabling its healthcare professionals to hold virtual meetings and share medical information, the trust has reduced travel costs and its impact on the environment. More importantly, the solution enables faster diagnosis and treatment of patients, and improves mentoring and training for medical staff. These factors all contribute to improving the standard of patient care delivered to the population of East Kent.

The video conferencing project has demonstrated how investment in technology can help reduce costs, increase efficiency and improve patient care.

Tracey Miles
Head of Supplies & Procurement
East Kent Hospitals University NHS
The options available to implement and deploy audio-visual technology are extensive, however a discovery and assessment approach is encouraged by Computacenter to accelerate the time to benefit.

Contact us to arrange a no obligation Communication and Collaboration Workshop.

The workshop will provide you with a unique opportunity to brainstorm with Computacenter’s experienced Communication and Collaboration team.

As part of this free consultation, they will discuss:

- Current Communication and Collaboration equipment usage
- How strategic and tactical business priorities can drive technology changes
- How new technologies can deliver improved business benefits

We can also perform a Collaborative Needs Assessment, to help you understand how collaborative working practices can deliver improved performance and cost savings for your business and how existing investment in audio-visual technologies can be optimised.

Further Information
For more information on Computacenter Communication and Collaboration Solutions, please visit:
www.computacenter.com/audio-visual
or email us at:
audio_visual@computacenter.com
Computacenter is a leading independent provider of IT infrastructure services and solutions. From desktop to datacentre, we help our customers minimise the cost and maximise the value of IT to their businesses. We can advise organisations on IT strategy, implement the most appropriate technology, optimise its performance, and manage elements of our customers’ infrastructures on their behalf.

Computacenter operates in the UK, Germany, France and the Benelux countries, as well as providing transnational services across the globe.