



BABELGUM



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GORDON O’NEILL, DIRECTOR OF IT OPERATIONS, BABELGUM

Virtual travel, genuine savings

Video conferencing paid for itself almost immediately at Babelgum, a young internet TV company. By removing the need for employees to fly abroad for meetings, Babelgum cut its travel costs dramatically, boosted its efficiency and significantly improved staff’s work-life balance. Video is now installed as standard in all Babelgum’s new offices.

Providing professionally produced film and music content to a vast audience through the internet, Babelgum has been a huge success. In just two years this young company has grown to some 100 staff, based in Dublin, London, Nice, Milan and New York.

However, this global presence required a lot of travel. “Being a relatively small company spread over five different countries is a challenge,” says Gordon O’Neill, Babelgum’s Director of IT Operations, who works in Dublin. “I was averaging two trips every week... it was very demanding. What’s more, the environment is intrinsic to our brand identity, so we want to play our part in the global effort to reduce carbon emissions.”

A High-Definition travel substitute

Video was the obvious answer. Mr. O’Neill shortlisted two manufacturers and conducted extensive tests before deciding on TANDBERG. “TANDBERG were more interested in us as a customer; their approach was more professional,” he says: “Their focus, their attention to detail and the video quality – there was no comparison.”

Mr. O’Neill equipped each office with a High-Definition Edge 95 MXP unit, linked together through Babelgum’s own, internal MPLS network. The company also invested in a Codian Multipoint Control Unit (MCU). This gives Babelgum extra flexibility in its video use, for example, by enabling two people on video to quickly patch in a colleague elsewhere.

Babelgum also used TANDBERG’s Global Delivery Service to install its equipment worldwide in a co-ordinated, scheduled way. According to Mr. O’Neill; “It was very straightforward: one order, one currency, with the kit installed wherever we needed it.”

BUSINESS ISSUES

Expensive, time consuming travel between offices in Europe and America was unsustainable for a small, young company.

SOLUTIONS

TANDBERG video conferencing solutions placed in offices worldwide to enable routine and multi-site meetings to be conducted remotely.

RESULTS

Video paid for itself almost immediately, with net savings achieved within a year, plus greater efficiency and improved work-life balance.

FUTURE

New offices are equipped with video as standard and Babelgum is investigating other TANDBERG solutions to its remote workforce needs.



TANDBERG IN TECHNOLOGY/ TELECOMMUNICATIONS

The instant nature of video conferencing improves personal contact with clients and colleagues across the world. It also improves the flow of information, bringing competitive advantage through greater operational consistency, better customer service and faster decision-making. Finally, by reducing travel expenditure, video conferencing soon pays for itself.

Less travel, lower costs...

Once installed, video proved an overnight success. "From day one there was competition for time slots," says Mr. O'Neill. "The fact it's still as popular, one year on, is due to the video and audio quality. Our CEO is the biggest user in the company, and that's always a good sign."

As planned, video brought about an instant fall in travel. "People aren't travelling nearly as much, particularly for things like scheduled multi-site meetings. These used to happen face to face but they're now taking place on video," says Mr. O'Neill.

As a result, TANDBERG's solutions have proved enormously cost-effective. "Video conferencing paid for itself almost immediately," he continues: "We've saved a significant amount in reduced travel and, less than a year in, we've seen substantial cost benefits from using video conferencing."

Greater productivity, more focus...

Cutting travel has brought other crucial benefits as well, says Mr. O'Neill. "People are spending more time doing their job rather than just getting to the meetings to do that job – that's giving them a better work-life balance and it's making the company more efficient overall."

Most meetings are scheduled for one or two hours – and that's made Babelgum's meetings even more focused. "It has improved the culture of communication within the company," says Mr. O'Neill. "The sheer demand means that people have to use their time on video very efficiently."

...and roll-out to new offices

The enormous, instant success of video at Babelgum has prompted them to install similar equipment into new offices, a process they plan to repeat in the future, as required. In the meantime, Babelgum is looking at ways to give remote workers access to video from their PC or laptop.

Reflecting on their experience, Mr. O'Neill is convinced Babelgum made the right decision: "Video has helped Babelgum to increase efficiency and cut costs. The benefits are immediate, both in efficiency and reduced travel. I'm very happy we did this – I just wish we'd done it sooner."

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Contact TANDBERG today to learn how our solutions can support your business processes.

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