



# IRWIN MITCHELL



“Thanks to video we are one step closer to honouring our environmental pledge and achieving our ambition of implementing environmentally sustainable working practices.”

GARY THOMAS, HEAD OF IT OPERATIONS, IRWIN MITCHELL

## Irwin Mitchell honours environmental pledge with TANDBERG video conferencing solutions

Irwin Mitchell is one of the top ten UK legal firms, providing a full range of services to private individuals, businesses and other institutions. The firm has earned numerous accolades for its innovation in the legal sector, and its willingness to embrace technology as an environmentally sound means of providing better service and cost efficiencies for its clients.

In pursuit of this aim, Irwin Mitchell is also a founding member of The Legal Sector Alliance (LSA) - a collection of law firms and organisations committed to tackling climate change. One of the initiatives is to continually monitor the members' carbon footprints. As a result, Irwin Mitchell has pledged to adopt environmentally sustainable working practices such as minimising travel and encouraging the alternative use of video conferencing for meetings. To demonstrate its commitment the firm has pledged to reduce its CO2 emissions by 5%.

### More offices, more costs, more travel

More than a decade after Irwin Mitchell installed its first TANDBERG video conferencing units, the firm has quadrupled in size and opened international offices. Due to this, Irwin Mitchell recently began to explore the possibility of updating and expanding its existing video conferencing network.

Gary Thomas, Head of IT Operations at Irwin Mitchell, explains, “In today's economic climate it's important to implement cost controls. Part of that is considering whether travelling to a meeting is always necessary. As an environmentally conscious firm, we are also acutely aware of the repercussions of our actions on the planet and look for ways to minimise this impact. Video conferencing provides the ideal solution to both these issues.”

### Trouble-free meetings

For Irwin Mitchell, the choice of video conferencing supplier and technology was predetermined – TANDBERG. “We had always been very happy with the performance of our existing TANDBERG units and we had built a strong relationship with the staff,” adds Thomas.

### BUSINESS ISSUES

Requirement for effective inter-site communication with minimal environmental impact.

### SOLUTIONS

Video conferencing units in every Irwin Mitchell location in the UK and Spain.

### RESULTS

Significantly reduced face-to-face business meetings, helping Irwin Mitchell achieve its aim of minimising its CO2 emissions.

### FUTURE

Introduction of Personal Telepresence 1700 MXP units for desktop collaboration.



## TANDBERG AND THE ENVIRONMENT

Video conferencing, telepresence and mobile solutions help organisations be more environmentally responsible whilst improving their competitive advantage. With no need to travel meeting over video can significantly reduce CO2 emissions – making it possible to meet face-to-face without leaving a carbon footprint. Conducting business in this way allows companies to take real steps to reduce greenhouse gases and protect our environment.

The new TANDBERG Edge MXP Series units were deployed onto the firm's network without any issues. A standardisation programme replacing existing older portable TANDBERG units with the new fixed installations is ongoing.

On a day-to-day basis, Irwin Mitchell has chosen to make the mechanics of using video conferencing as simple as possible, as Thomas explains, "We offer a booking system via our intranet. You choose the people and locations you want involved and the video conference is reserved and automatically started. This means anyone can use the technology with no training required. Users can also concentrate on the meeting without worrying about the technicalities of the process."

In the unlikely event of any issues, the TANDBERG Management Suite (TMS) allows the in-house Irwin Mitchell support team to resolve any problems remotely.

### Remarkable results

Using the data from its intranet system, Irwin Mitchell continually monitors the results of its investment in video conferencing technology. In 2008, the firm conducted an average of 70 video conferences per month and so far, in 2009 this figure averages 120 per month.

"Analysis indicates that during 2008, the firm benefited from ongoing cost savings (based on business rate of 45p per mile) of £145,000. Furthermore, the firm made 97,675kg CO2 emissions savings per year, based on an average Co2 calculation of 0.32grams CO2 per passenger," reveals Thomas.

An additional saving for the firm has also been the reduction in the number of ISDN lines. Now that the technology has been brought onto Irwin Mitchell's Virtual Private Network there is a control gateway with just one ISDN 30 in place. This means that three ISDN2 connections per site have been removed - along with their associated costs.

The future for video conferencing within Irwin Mitchell is very positive. "Demand for the technology is exceeding supply, so we are considering implementing Personal Telepresence 1700 MXP units to facilitate ad hoc desktop collaboration," says Thomas.

He concludes, "Thanks to TANDBERG video conferencing solutions, we are one step closer to honouring our environmental pledge and achieving our ambition of implementing environmentally sustainable working practices."

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

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