

# Healthcare Company Speeds Up Decision-Making

Cisco TelePresence helps hearing-loss solutions provider Amplifon improve collaboration and save costs.

**Customer Name:** Amplifon

**Industry:** Healthcare

**Country:** Italy

**Number of employees:** 9000

## Business Impact

- Improved collaboration with foreign colleagues accelerates decision-making process
- Cost-savings from reduced travel result in ROI within three months
- Easy-to-use functionality and integration with existing communications software encourage staff adoption



Case Study

## Business Challenge

Founded in Italy in 1950, Amplifon is a world leader in auditory solutions for people with hearing loss. Today, staff based at 2200 service centres worldwide offer a highly-skilled and personalised service, providing state-of-the-art technology that can transform the lives of customers with hearing disorders.

With 9000 employees across five continents, coordinating commercial activities and collaborating with colleagues based in 18 different countries was a challenge for staff at the company's Milan headquarters. "At a time of significant growth and within a market that is becoming more complex by the day, there is a fundamental need to collaborate, share opportunities and ensure that strategic initiatives are followed up, even at a distance," says Massimiliano Gerli, corporate IT director of Amplifon in Italy.

The company recognised that video conferencing offers significant potential to improve communications and increase collaboration across country borders. However, previous trials between Milan and offices in the United States had proved disappointing, with staff discouraged by complex

functionality and poor performance. Amplifon, therefore, decided to look for a state-of-the-art video communications solution that is also easy to use.

"My task was to identify a viable system that functioned properly, because I wanted to avoid the low adoption figures that we encountered before," says Gerli.

## Solution and Results

As Amplifon evaluated systems, the company focused particularly on quality and ease of installation and maintenance. "We were keen to find a high-quality, long-lasting solution," says Gerli. "With a technology that is evolving all the time, partnering with an established company like Cisco gave me peace of mind."

Amplifon selected a Cisco TelePresence® solution, including Cisco® TelePresence System Edge 95 MXP and Cisco TelePresence System Edge 75 MXP units. Initially used only by senior- and middle-management personnel, the solution has since been extended to staff at all levels. Three rooms



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Massimiliano Gerli  
Corporate IT Director, Amplifon



are set up for video meetings at the Milan office, with an average of five to six conferences each day involving staff at offices in Europe, North America, Australia, India, New Zealand and Asia-Pacific.

High-quality video and screens that show life-sized images create a powerful and realistic meeting experience. Meanwhile, simple and intuitive functionality helps ensure that the equipment is easy to use, encouraging user adoption. In addition, integration with existing communications technology enables staff to plan meetings with the same ease as sending a message using email.

Now, employees can communicate quickly and easily with colleagues, suppliers and partners worldwide, without the need to travel. As Gerli confirms, this new capability has significantly improved collaboration across the company. "The Cisco TelePresence solution allows Amplifon employees to experience a virtual neighbourhood that enables them to operate as a single team in a world where distances mean nothing," he says. "For example, meeting with an American colleague to discuss a new project becomes as natural as talking to someone who is sitting next to you."

With meetings quick and easy to organise, the speed of decision-making at Amplifon has also increased. "Previously, setting up a face-to-face meeting with participants from a number of different countries was extremely time-consuming, requiring emails, telephone calls, synchronisation of agendas and travel plans. And there was always a risk that

events outside your control, such as cancelled flights, would prevent the meeting from taking place," says Gerli. "Now, video meetings provide immediate connections between networks of colleagues to speed up decisions."

And by cutting business trips, the Cisco TelePresence solution also paid for itself within a short period of time. "By reducing our travel requirements, we made significant cost savings from the start," says Gerli. "This resulted in a return on our investment in just three months."

Video communications are now used in every part of the organisation, for meetings, training initiatives, status updates and even for recruiting personnel. "Recruiting using TelePresence means that nonverbal communication can be assessed and a rapport established with the person interviewed," says Gerli.

The company recently acquired two companies in the Asia-Pacific region and immediately integrated them onto its video communications network. It is also planning to extend the Cisco TelePresence solution to staff with mobile devices, enabling them to stay connected when they are away from the office.

For Amplifon, the technology has simply become key to its success. "We are now a more agile, better connected company, and video conferencing has become part of daily life for our employees," says Gerli.

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To find out more about Cisco TelePresence, go to [www.cisco.com/web/telepresence](http://www.cisco.com/web/telepresence)

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