Engaging a diverse global workforce with video

The growing Cimpress business needed to unite global teams and effectively engage with new team members.

“Using video builds stronger relationships between team members and improves quality of communication.”

- Nick Parece, Lead VoIP Engineer, Cimpress

Even though Cimpress had hundreds of video-enabled rooms, the company still experienced increased demand for video conferencing. By expanding video to desktops and mobile devices, Cimpress encourages collaboration worldwide.

- Ensure clear and effective communications across global workforce
- Enable team members to connect with colleagues from recently acquired companies
- Accelerate and streamline decision-making process

Challenges

For 20 years, Cimpress has been making customized, personalized products accessible and affordable to businesses and consumers around the world. “We own the whole supply chain—from design to customer service to manufacturing—to provide top quality products,” says Nick Parece, lead VoIP engineer at Cimpress. “With experts positioned around the world, the difficulty becomes trying to bring all of that talent together to collaborate on great products.”

As a global company, Cimpress team members come from diverse cultural backgrounds with many language and communication differences. The company has long recognized the benefits of video for global communication. By enabling team members to see each other and read each other’s body language, meetings establish stronger personal connections and are much more effective and efficient.

Case Study | Cimpress

Size: 6,600 Employees  Location: Global  Industry: Retail
“With our distributed workforce, video has been a vital and natural way to keep people connected and productive,” says Jay Moran, vice president of Technical Operations. “We evaluated utilization of our 250 collaboration endpoints and quickly saw that we needed to expand to meet demand.”

With Cisco® video endpoints, Cimpress connects more than 2000 team members every day.

- Expanded video system beyond conference rooms to team member desktops and mobile devices
- Connect with newly acquired team members quickly through video

Incorporate video into meetings
Cimpress connects team members around the world, whether chatting one on one or celebrating announcements companywide in real time. Being able to see and engage with each other helps team members build trusting relationships.

With the Cisco DX Series for the desktop, team members enjoy a no compromise collaboration experience. The DX offers crisp high-definition (HD) video and audio in a single device that can also replace the IP Phone. With fully touch-based navigations the DX features an easy to use touch screen. The affordability of the new endpoints such as the DX has also helped support Cimpress’s expansion of HD video systems within the company.

“At my previous companies, video was always cumbersome and complicated,” says Moran. “Cisco taught me how easy the video experience can be. It’s simple and people get it, which is part of the reason why video is the norm here.”

Create flexible work areas and office space
“We have a few video terminals on all day to connect with remote team members or support staff,” says Parece. “You can walk up to a desk and instantly chat with someone working miles away.” With flexibility to work anywhere, Cimpress increases team member satisfaction and retention.

Support branch offices
Cimpress is growing quickly with several mergers every year. Cimpress welcomes these new acquisitions with Cisco video endpoints that are easy to set up—just plug in and go. While mergers can be a stressful, the life-like virtual connection helps newly acquired companies immediately feel part of the Cimpress family.
Consolidate communications infrastructure

Cisco video endpoints are self-manageable, enabling Cimpress to dramatically expand deployment without expanding IT staff. “Reducing the time required to manage the solutions frees up our collaboration team for higher-level policy and strategy work,” says Moran.

Results

- Connected 2000 team members daily with video from conference rooms and desktops
- Improved productivity with efficient communications and faster decisions
- Simplified management and support

Embracing agile collaboration

By building relationships across distributed teams, Cimpress is streamlining processes and making decisions faster. “Cisco collaboration solutions give us the edge by helping team members share creative ideas quickly and effectively,” says Parece.

To view all Cisco customer stories, visit: http://www.cisco.com/go/customerstories.

Products & Services

Collaboration Endpoints
- Cisco DX Series, TelePresence® SX and MX, and TelePresence System EX Series endpoints
- Cisco Unified IP Phones

Conferencing
- Cisco WebEx solution

Edge
- Cisco Expressway

Unified Communications
- Cisco Unified Communications Manager
- Cisco Jabber solution

Customer Collaboration
- Cisco Unified Contact Center Enterprise

Data Center
- Cisco UCS® C-Series Rack Server
- Cisco UCS B-Series Blade Server

Routing and Switching
- Cisco Nexus® switches

Services
- Cisco Smart Net Total Care Service