

# Pioneers of digital transformation



## Linde AG uses video conferencing systems to reduce costs and improve the global collaboration of its workforce



Our reliable, scalable and cost effective VC platform has now become the “new normal” in our way of working. Face to face meetings are just a click away. It reduces travel, increases workforce agility and contributes to a greener tomorrow.

Sandeep Sen  
Group CIO  
Linde AG





## The challenges

The Linde Group is one of the world's leading gas and engineering companies. With approximately 60,000 employees, Linde is represented in more than 100 countries. The core business of the Linde Group is the production and supply of industrial gases and the engineering and construction of industrial process plants

Following large-scale corporate acquisitions The Linde Group was faced with the challenge of integrating the new components into the existing organization. The company had grown into a global network of local companies whose multinational teams had to work intensively across many locations and borders. Video conferencing systems were seen as an effective means of aligning the widespread parts of the organization to

shared goals. The technology offered better ways of overcoming cultural barriers and communications issues in comparison to normal telephone calls or instant messaging. However, due to the fragmented communication architecture of the time, the use of existing systems was possible to only a limited extent. This resulted in increased travel costs for teams, as they had to be present in person for meetings. Similarly, the existing solutions caused more and more time-consuming administrative burdens for IT departments. In particular, the security and maintenance of systems were challenging.

### Challenges at a glance

1. Overcoming cultural barriers and increasing employee productivity
2. Reduce exploding travel costs and carbon emissions
3. Protection of existing investments and relief of IT departments

### The Company

The Linde Group  
Number of employees: ~60,000  
Location: Global; headquarters in Munich  
Industry: Technical and medical gases, plant engineering and construction



## Solutions and results

- **Implemented measures at a glance**
- Standardization of video infrastructure
- Expansion of video rooms, endpoints and desktop systems
- Centralized service updates and technical support



“ We want to provide our global specialized departments with the best support possible. Our video conferencing service is intended to make communications as simple as possible, irrespective of the communications medium deployed!

Jürgen Paur

Head of Global Network Services (GNS)  
Group IS, Linde AG

The Linde Group decided to standardize its entire video and conferencing architecture based on Cisco technology. In order to protect past investments, existing video systems were initially integrated into the new infrastructure. Aging infrastructure components and video endpoints were successively exchanged for state-of-the-art, high-performance devices from the Cisco solutions portfolio. The standardization of the entire infrastructure right at the beginning of the project allowed a central delivery model and the cost-effective utilization of resources.

Thanks to a communications platform which was consistently aligned to industry standards (H.323, SIP), Linde was also able to further expand its cooperation with its partners. Apart from video communication as a trust-building factor, it also facilitated a high rate of acceptance of the new communications medium and was an additional value-creation factor for business relationships in global competition.



## A Cisco video conferencing strategy that has been meeting the company's requirements for eight years

### Why Cisco?

Cisco was selected as partner for this high profile service because of its status as a global leader in video conferencing solutions, guaranteed open standards and security. During these years of cooperation, Cisco has been able to constantly and flexibly adapt its solutions to the requirements of Linde AG. This partnership also generates other projects that help Linde to further progress in international competition.

### More cooperation



### Better for the environment



## Results and solutions

The improvement of the virtual meeting experience means that the video conferencing service enjoys the highest possible degree of acceptance within the company. For Dominik Pötzsch, Lead Architect Unified Communications for Linde AG, the quality and simplicity of the meeting experience is at the forefront: “In order to achieve a high degree of acceptance with our internal and external users, our architectures and technologies must enable a user experience that is as easy and convincing as possible on all common end-user devices.” From one-to-one meetings to project meetings and large conferences, users should be able to join meetings easily and without stress from any mobile or local end device.

High-quality video conferencing regardless of location or user endpoints is also available outside the company. For this purpose, Linde

has already started to transform the work environment digitally. The new Cisco Meeting Server (CMS) allows seamless participation for video and audio meetings, including with clients from external parties like Microsoft Office 365 Skype for Business or WebRTC. In addition, the use of hybrid services, which allow the integration of both on-premises and cloud services such as Cisco Spark, is intended to further simplify applications for users and administrators as well as reduce costs. The trend is towards integrated voice/video/conferencing services.

Our employees are at the heart of these developments. They should be able to collaborate as easily and securely as possible with teams and partners around the world from their digital workspace.

## Solutions

- CUCM Cluster
- Collaboration Edge
- Cisco video endpoints (SX10/SX20/SX80/MX800/DX80/DX70/Jabber Windows/Jabber Mobile)
- WebRTC access
- Cisco Meeting Server (CMS)
- Mobile Remote Access for Jabber and video and telephony endpoints



For further information, see our website at [www.cisco.com/go/collaboration](http://www.cisco.com/go/collaboration) or [www.cisco.com/go/meetings](http://www.cisco.com/go/meetings)

