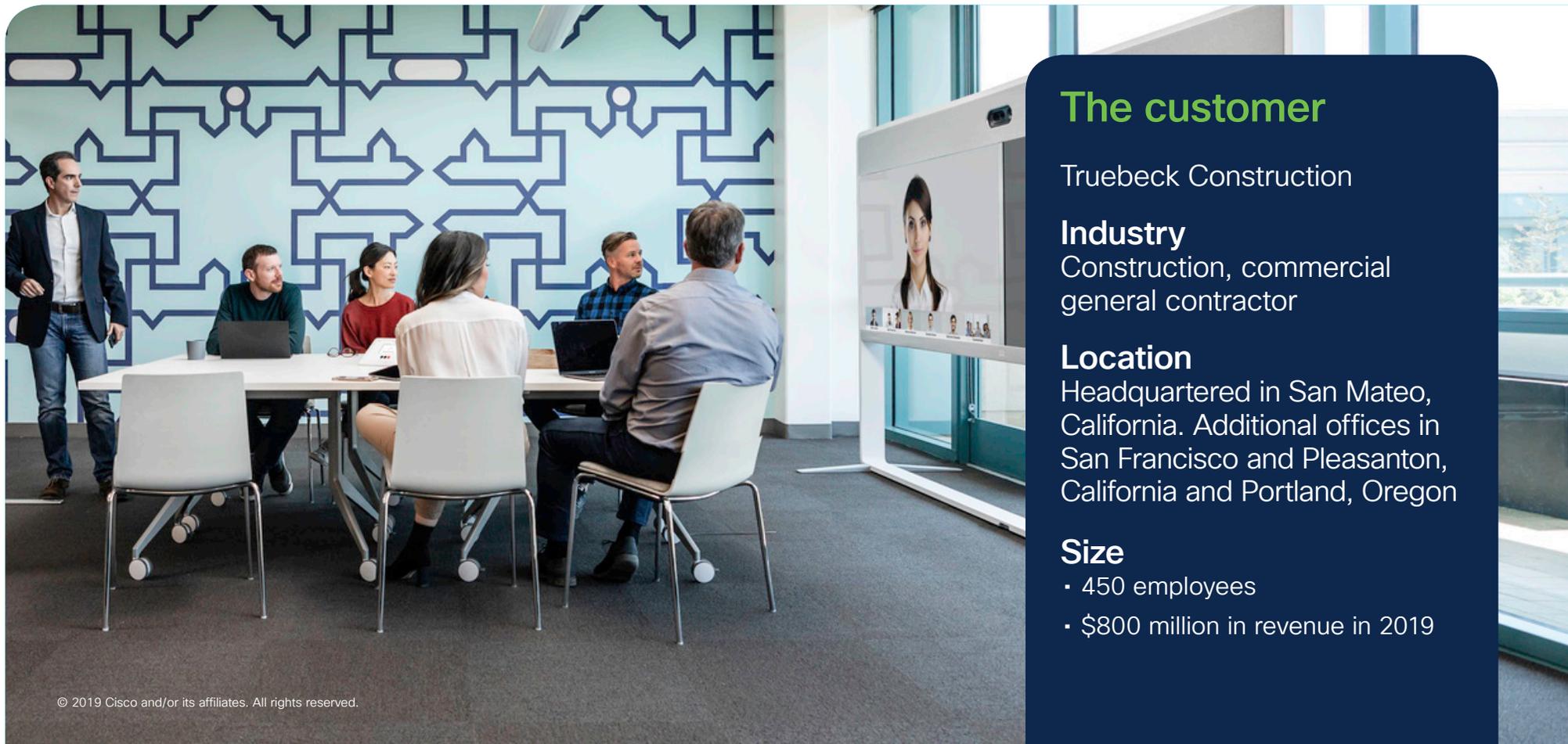




Truebeck Construction Gets More Collaboration—for Less

Learn how one company transformed its collaboration experience and saved money with Cisco Webex.



The customer

Truebeck Construction

Industry

Construction, commercial general contractor

Location

Headquartered in San Mateo, California. Additional offices in San Francisco and Pleasanton, California and Portland, Oregon

Size

- 450 employees
- \$800 million in revenue in 2019



Business challenge summary

- Sought integrated, reliable, and easy-to-use video and web conferencing
- Wanted to standardize the user meeting experience regardless of location and device
- Wanted to enable seamless wireless screen sharing
- Needed to lower costs of operation and management



Solution summary

- Switched from Zoom to Cisco® Webex Teams™ and video room systems and support
- Implemented Webex® Meetings and Webex Control Hub



Business results summary

- Provided a consistent, delightful, and simple meeting experience for all users
- Eliminated hidden costs of room downtime and technology malfunctions
- Reduced per-user cost of meetings by 37.9%
- Reduced overall Total Cost of Ownership (TCO) by 40%

“We’ve gone from seven Zoom Rooms to 26 Cisco Webex rooms. ... Our superintendents, project managers, executives are all talking about how they’re really enjoying the system and how easy and reliable it is to use. And my support team loves it.”

Mike Elmore
IT Director, Truebeck Construction

Business challenge

Success for Truebeck Construction, a commercial general contractor based in San Mateo, California, relies on solid communication and collaboration between people across job sites. As video conferencing tools became more ubiquitous, company employees began to adopt a variety of platforms with hopes of simplifying communications among teams that were spread out geographically.

Truebeck IT Director Mike Elmore says the result was a mishmash of tools with no consistency and reliability, which meant that teams weren’t working as efficiently as they could be. It also meant that IT wasn’t able to deliver standardized support or a consistent user experience to help improve productivity.

“We needed unification to enable support on the IT side, so we looked at the platforms each job site was using and identified the one that would be easiest to deploy and was most preferred at the time by our employees.” That platform was Zoom, and Truebeck Construction went all in on unifying communications with the vendor, including deploying Zoom meeting rooms at headquarters and at job sites.

After more than a year of using Zoom across the company, Elmore and other executives weren’t satisfied. “You couldn’t reliably go into a collaboration space or conference room and have everything just work for you,” Elmore says.

One of the main issues is that Zoom provides conferencing software but relies on third-party suppliers for all the hardware, including screens, phones, and other infrastructure. Instead of presenting a single, integrated experience, the setup required many different products and implementations. When the system didn’t work like it should, IT would have to first figure out which components were causing the problem and then contact that specific vendor to work out a solution. None of the vendors took responsibility for the entire room system.

When Elmore decided to figure out the true cost of using Zoom at Truebeck, the numbers spoke loud and clear. During the first six months of using the platform, employees opened 94 trouble tickets. With Elmore’s estimate of two hours to resolution for each ticket multiplied by the hourly cost of IT’s efforts, the total was a cost of almost \$19,000 in a six-month period. That was above and beyond the initial contract price of the Zoom solution and applicable hardware.

Network solution

Cisco Webex helps save time and money

Truebeck Construction’s multi-vendor system was costing the company too much—not only in time and effort, but also because it wasn’t delivering the simple, intuitive experience that employees expected.

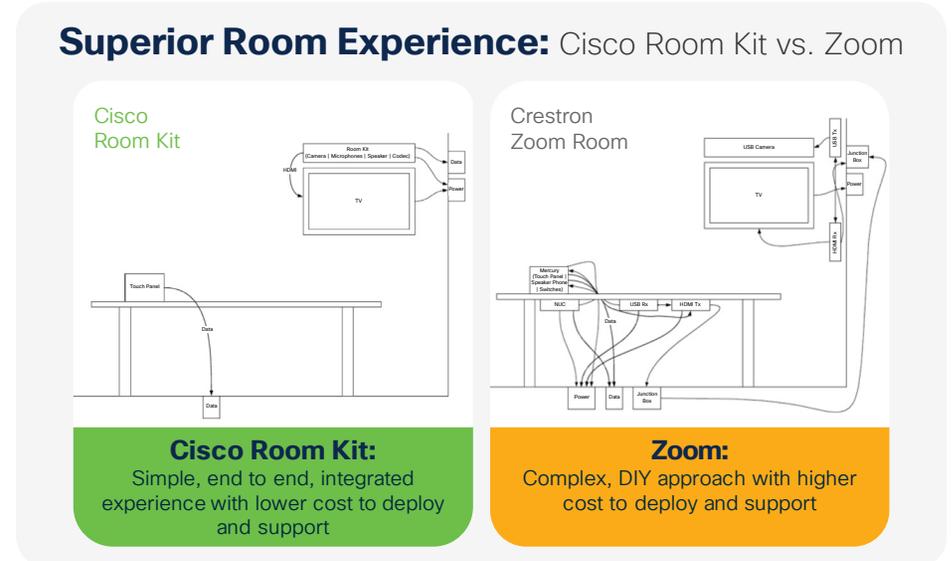
The company eventually decided to switch from Zoom to Cisco Webex, in large part because of Cisco’s comprehensive, end-to-end ownership of the entire system. Trying to integrate all the third-party products with the Zoom software had added complexity to the process of collaboration, the thing employees needed most to work together effectively. The last thing they needed was to have to try and figure out the technology.

The decision became final, Elmore says, when company executives considered their need in relation to all the collaboration spaces and conference rooms where that collaboration happens. “It’s very challenging to bring together [Zoom and all the third-party products],” says Elmore. “They don’t have the one-size-fits-all features or multiple kits that Webex has. That’s really where the value came in for us.”

The Zoom solution was cobbled together from various vendors, so the user experience was very inconsistent and often depended on how technical the users were or how good they were at figuring out the problems on the fly. Elmore and his team wanted to be able to deliver the same reliable, simple user experience to every job site and every conference room regardless of who was using it or how. “We saw an opportunity for every job site to have a Webex room and get the high level of functionality and reliability that they didn’t have with our Zoom experience.”

Cisco Webex Room Kits are video systems that offer a simple, end-to-end integrated experience that costs less to deploy and support. Other than power and data cables, the entire Cisco Webex Room Kit setup consists of a single cable connecting the video device to the TV (see Figure 1). The Zoom Rooms, on the other hand, were more complex and needed a lot of DIY integration work to operate and maintain. That underlying complexity was typically the cause of the trouble tickets Elmore’s team had to handle.

Figure 1. Cisco Webex Room vs Zoom Room



In addition to Cisco Webex Room Kits, the company boosted collaboration capabilities even further with Webex Teams, Webex Meetings, and Webex Control Hub.

Within the company, more than 300 employees use Webex on a daily basis, whether it’s to discuss an ongoing project with a colleague or provide details to a customer. They also use Webex endpoints at every job site to host virtual meetings with project teams and meet with customers to review project statuses and more.

Truebeck Construction also liked the idea of saving money with Cisco Webex—on top of the savings they’d realize with few or no trouble tickets. They would no longer have to pay monthly fees for each video endpoint. With Cisco, the initial price includes unlimited device support, for both on-premises and cloud endpoints.

“Really it came down to the opportunity to provide a higher level of service for a lower cost over the same amount of time for our employees,” says Elmore.

Business results

Better collaboration at a better ROI

Since switching the entire company to Cisco Webex, Truebeck Construction employees have seen a big change in how easy it is to meet, share information, make decisions, and complete amazing projects. In the Webex rooms, the technology just works, and the user experience is consistent across devices, says Elmore, which means adoption is higher and Return On Investment (ROI) is faster.

Elmore adds that it can be tough to get employees to adopt new systems and products, especially in the construction world. “But our users are really starting to see the value that the Webex Room Kits provide. They could start using them without problems. It’s hard to mess up and even harder to break,” he says. That’s a plus for Elmore’s team, who no longer has to expend so much time and effort in getting the technology to work.

The platform is so successful, in fact, that deployment has increased significantly over the previous Zoom deployment. “Eight months into this, we’ve gone from seven Zoom Rooms to 26 Cisco Webex rooms,” says Elmore. “So, a huge deployment, mostly across our job sites. Our superintendents, project managers, executives are all talking about how they’re really enjoying the system and how easy and reliable it is to use. And my support team loves it.”

Webex Control Hub simplifies management and operation of all the company’s Webex services from a single pane of glass. IT can do everything from provisioning devices to viewing analytics and diagnostics to configuring policies—to optimize every user’s experience.

Elmore says the company’s relationship with Cisco was also a major reason for the switch. “At the end of our relationship with Zoom, I didn’t know who was in charge of our account,” he says. “Relationships are a big thing to me, and they matter a lot in our industry. Two years before I was ready to commit to bringing Webex to my leadership team, [Cisco Account Manager] Brittney Farmer and I already had that relationship.”

When Truebeck was ready to make the switch, Cisco was there to help ease the transition. “Cisco was an incredible partner with us, first and foremost in user training,” says Elmore. “They partnered with me to develop the training deck and to deliver the training. They helped make sure this thing went off without a hitch.”

Cisco also helped Truebeck create a comprehensive TCO comparison of Zoom and Webex rooms (see Figure 2). The comparison shows a 37.9% savings per user with Cisco Webex over Zoom. That translates to a reduction in TCO by 40% when Truebeck switched to Webex.

Figure 2. TCO comparison between Cisco and Zoom rooms

Conferencing TCO		
3 Year Cost	Zoom	Cisco Collaboration Proposal
Conferencing Licenses	250	300 + 60 (20% Growth)
Conferencing Audio Included	VoIP, Global Toll	VoIP, Global Toll, U.S. Call Me
Video Endpoint Subscription	\$45/Month X 24 endpoints = \$38,880	Unlimited Premise or Cloud
Conferencing Cost	\$146,772	Included
Meetings Cost of Growth	\$35,226	20% Included (60 Licenses)
5 Month Zoom Credit	\$0	-\$20,385
Cost Per User	\$16.31	-38%
Total Cost (3 Year)	\$220,878	-41%

Source: Truebeck Construction

Percentages based on per-user cost of Cisco Webex over Zoom; calculated at \$131,112 for Cisco compared to \$220,878 for Zoom.

In the end, experience, technology, cost, and relationships were the key factors that drove Truebeck executives to choose Webex. “We dropped the cost per user, I got the service and support that I needed from Cisco, and my leadership team got the budget savings that they needed,” Elmore says.

Going forward

Now that Truebeck Construction has nailed down video conferencing and meetings, they're getting ready to tackle companywide chat. "Cisco is going to be a great partner going forward," says Elmore, "because they're working on things like Webex Teams and advanced calling features." The company is looking ahead to growth and maintaining their unified communications systems at scale. Elmore is also looking forward to improved file sharing and file management tools through Cisco.

"We're heavily focused on high-performance systems," he says. He has the confidence that Cisco can help his team implement the collaboration and communication systems that will keep the company performing at its peak for years to come.

Product list

- Cisco Webex Room Kits
- Cisco Webex Meetings
- Cisco Webex Teams
- Cisco Webex Control Hub

Learn more

To learn more about how Cisco Webex compares with Zoom, please visit cisco.com/go/choosewebex.