



Sainsbury's Logistics turns to BCS Global for IP visual communications across the UK

24 June 2008, London, UK – In order to reduce the amount of time spent travelling to and from meetings and enable colleagues to be more productive with their time, Sainsbury's Logistics Division, has selected BCS Global to supply the very latest visual communications technology. By using BCS Global's IP video conferencing solution, Virtual Presence, in ten locations across the UK, the Sainsbury's Logistics division plans to utilise new channels for collaboration, reduce the hassle of scheduling meetings and introduce new ways of working that support its CSR principles.

Although Sainsbury's Logistics Division previously used ISDN video conferencing for ad-hoc internal communications, it quickly found that video quality suffered from stringent bandwidth restrictions and the price per call was far too prohibitive. As a result, Sainsbury's Logistics Division turned to BCS Global and AVM to eliminate these barriers. Based on its ease of use, fixed monthly charge and reliability, BCS Global's Virtual Presence offers Sainsbury Logistics Division a managed IP video service which improves inter-location collaboration, reduces travel and introduces cost savings.

"When we updated our video conferencing system, it was absolutely crucial to find a partner like BCS Global who understood our business and how we work," says Nigel Hough, Logistics Communications Manager for Sainsbury's. "We weren't interested in video conferencing just for the sake of it. We wanted a solution that encouraged greater colleague collaboration, faster decision-making and reduced the need for travel. Doing our part to protect the environment is just as important as making sure colleagues can finish their meetings and get home at a reasonable time!"

"Beyond the improvement to the way we do work, BCS Global's Virtual Presence Solution also helped us overcome the limitations inherent with ISDN video conferencing. We now have a very versatile facility in the form of BCS Global's Virtual Presence's IP visual communications solutions. Within the logistics divisions, we have 24/7 availability and constant connectivity, therefore allowing simultaneous meetings with no drop in quality. We

pay a monthly managed service fee under one umbrella so we can use as many hours of BCS Global's Virtual Presence's IP video conferencing as we want without having to worry about costs adding up," added Hough.

Since Virtual Presence's deployment in February 2008, Sainsbury's Logistics Division has used the services for a variety of applications, including multi-location project management and team meetings. Rather than using email or the phone, colleagues are choosing to get together over video instead, making it more personal and collaborative.

Clive Sawkins, BCS Global's CEO, added, "At the heart of a successful organisation is communication, collaboration and social awareness. Video communications is an ideal solution to address these three areas and with the growing acceptance of IP connectivity these can be addressed in a more effective manner. At BCS Global, we are very excited about the work Sainsbury's Logistics Division is doing with our Virtual Presence solution. They are embracing BCS Global's service and realising smarter working benefits visual communications can offer."

Over the next few months Sainsbury's Logistics Division will be rolling out Virtual Presence to the remaining locations. As the service is used more frequently, Sainsbury's Logistics Division will be looking for ways to enhance the application for monthly briefings, presentations, training and DVDs.

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Additional Information

About BCS Global

BCS Global is a next-generation worldwide provider of visual communications and collaboration services, connecting small businesses and large enterprises to a unique visual collaboration experience. The company owns the world's only fully deployed Global Video Exchange, which enables users across the world to meet instantaneously regardless of their video equipment, network provider or type of connection. BCS Global is a dynamic young company with a mission to make visual communications available on every desktop and boardroom, and as part of a new-generation business life. Their Virtual Presence suite of services provides a scalable application that can traverse ISDN, IP, 3G mobile, and standard broadband video connections to enable on-demand virtual meetings. Headquartered in London, with offices in New York, Shanghai, Toronto and Hong Kong, BCS Global is the future of visual collaboration. www.bcsglobal.com

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