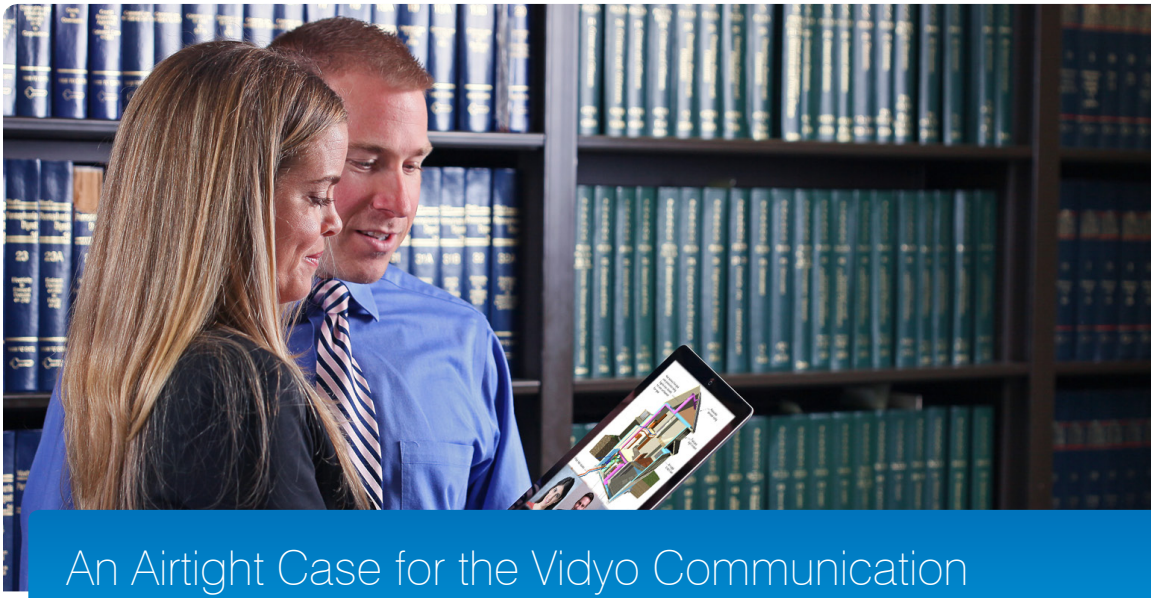
Case Study



An Airtight Case for the Vidyo Communication and Collaboration Platform

Challenge

Upgrade/replace the firm's existing legacy video conferencing system in order to enhance communications, reduce travel time and costs, and ease the process of scheduling video conferences

Solution

VidyoPortal™
VidyoRouter™
VidyoGateway™
VidyoRoom™ HD-220
VidyoRoom™ HD-100

Key Results

Easy scalability to support company growth

Increased flexibility to connect from a variety of devices

High quality and affordable global telepresence

VEDDER PRICE

Vedder Price P.C. is a business-oriented law firm composed of 265 attorneys with offices in Chicago, New York and Washington, D.C. The firm offers clients a wide range of services in three core practice areas: Corporate, Labor & Employment and Litigation. Within each of these core services are a number of boutique practices. For example, the firm holds a world-class status in asset-based finance; banking; executive compensation; investment services (mutual funds); and aircraft and equipment finance.

Vedder Price incorporated video conferencing into its daily practices several years ago and, like many law firms in the U.S., has come to realize the value of video communication for a variety of company-wide applications. Due to its numerous benefits, including significant productivity gains, cost savings and employee safety, video conferencing is high on the list of technological innovations within the past decade that have the greatest impact on helping a law firm increase its revenues. When people cannot be physically present in the same location, video conferencing serves as an important medium of communication.

Indisputable Evidence Points to the Value of Video Conferencing

Along with cutting costs, a clear benefit of video conferencing to law firms is increased efficiency. It allows for more flexible scheduling of depositions or meetings, as travel and delays in attendance no longer need to be factored into planning. In a profession where unnecessary "billable hours" are a frustration to clients, the use of video conferencing ensures that a lawyer's time is not wasted in airports and cabs. This is a benefit to lawyers and their clients, alike. Additionally, law professionals can now use video conferencing to perform depositions, deliver training, and comply with mandatory continuing legal education. And, any of these above-mentioned video meetings may be recorded for later viewing on the attorney's, court reporter's or judge's desktop or laptop computer.

However, until just recently, to gain all of the advantages that video conferencing has to offer, law firms have had very little choice but to use expensive, IT-intensive systems that require dedicated networks specifically designed to support high-end room systems. This meant a law firm needed to make a large investment in a dedicated network, purpose-built equipment and a technical staff. Scheduling a meeting, booking a conference room, conducting a remote interview,

or understanding how to work a product feature, would involve contacting a third-party for support. The process was costly and complicated.

Video Conferencing vs. VidyoConferencing™
VidyoConferencing has done away with the need for expensive dedicated networks and complex purpose-built equipment. Vidyo's unique platform provides the highest quality transmission and reception of telepresence-quality video over shared IP networks (including the Internet) on standard computers.

> *"VidyoConferencing has given us a tremendous advantage, allowing us to expand in the future and achieve equipment freedom and geographic flexibility."*
>
> Maureen Durack, MIS Director

Though Vedder Price had initially invested in a Polycom VSX 7000 system, after using it for five years, they determined that they needed something more versatile, scalable, and affordable. According to Maureen Durack, Director of MIS at Vedder Price, "We were looking for video systems that could provide us with multiple endpoints on multiple devices as opposed to the standard room-to-room connections. We needed a system that would provide HD capabilities with minimal network load and provide scalability for future expansion. Vidyo delivers a natural, life-like experience that is important for legal proceedings and services: the ability to clearly observe participants' reactions; even subtle expressions, and body language."

Lonnie Horvat, A/V, Multimedia Specialist at Vedder Price, explains, "Our objective, when evaluating a new video conferencing solution, was to choose a system that was not tied to a propriety standard, network or equipment. Vidyo offers amazing flexibility in terms of the 'off-the-shelf' equipment and devices that can be used as endpoints. Polycom and Tandberg offer ancient technology. They can only go so far re-engineering what they've been using for years. Vidyo is designed for the future; it's a state-of-the-art platform that is capable of upgrading and moving forward as new technologies and equipment become available."

The Verdict is In
After extensively testing the Vidyo system for several months, Vedder Price was more than convinced that Vidyo was the way to go. By unanimous decision, Vidyo was the firm's choice to replace its existing video conferencing system. "VidyoConferencing has given us a tremendous advantage, allowing us to expand in the future and achieve equipment freedom and geographic flexibility," said Durack. Now that the company has switched to VidyoConferencing, they are able to use video communications and collaboration much more than they were able to with their former system -- for CLE (mandatory continuing legal education that all attorneys need to complete each year), regular legal meetings between all offices, administrative meetings between office managers, and for depositions that once required extensive travel and time consumption.

According to Lonnie Horvat, "Since we deployed Vidyo, more and more of the Vedder Price staff are discovering how great it is and want to use it. It's a 'if you build it, they will come' scenario. What we're seeing is that our employees now know that Vidyo is a valuable tool at their disposal; the more they use it… the more they love it, and they use it again and again."

In her closing statement, Maureen Durack says it best: "To me, Vidyo is an extension of what we always try to do with our firm's technology … to say 'yes we can'. With Polycom … we were saying 'no we can't do that' too often. With Vidyo, no matter how many curve balls you throw at it, it still is easy to use, works well, and achieves what we need it to do."

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