



## Case Study



## Challenge

To modernize communication and collaboration in support of nationwide retail expansion.

## Solution

- VidyoRouter™
- VidyoPortal™
- VidyoRoom™
- VidyoDesktop™
- VidyoGateway™
- VidyoMobile™

For Leading Retailer, Video Conferencing Plays a Key Role in Successful Business Expansion



Te queremos... bien.

As Mexico's leading pharmacy/retailer, Farmacias del Ahorro manages more than 1,000 full-service stores in 23 states nationwide. The company attributes its business leadership and profitability to having the right store locations, products and business model to deliver exceptional customer service from store to store. Managing a retail franchise expansion can be difficult, particularly at the national level, and communication takes on special significance as business leaders deal with new communities, development projects, employees and suppliers.

A decision was made early on to beef up communication and reverse this trend by bringing video conferencing into its expansion plans.

## Key Results

Accelerated workflow for project management

Streamlined communications in new site construction

Reduced travel-related time and expenses

For Farmacias del Ahorro, business growth meant its executives and regional managers were spending more time on the road but less time meeting with people and guiding projects, and budgets were being consumed by the heavy travel and associated expenses. A decision was made early on to beef up communication and reverse this trend by bringing video conferencing into its expansion plans.

While the company had existing Polycom room systems at its Mexico City headquarters, there was no flexibility to extend video conferencing capabilities to regional offices without additional investment in MCU equipment and dedicated QoS networks. And that approach would still not address the company's need to extend video conferencing beyond conference rooms to mobile and desktop endpoints across their nationwide operations.

According to Alejandro Oropeza, Director of Infrastructure and Support at Farmacias del Ahorro, "Our executives wanted a better way to connect with major global suppliers, who use a wide variety of video conferencing systems, as well as local or regional vendors who in some cases have no video conferencing inhouse. They also wanted a video conferencing solution that any employee can use directly from their desktop or mobile devices without the need to travel distances to physical conference rooms."

"Business leaders at Farmacias del Ahorro were frustrated by the limitations of legacy video conferencing systems and they were ready for a change," said Raul Cardenas of Factor 3i, a Vidyo Premier Reseller. "When they described their new goals for business collaboration, we knew that Vidyo would be the best fit."

"We tested Vidyo in their real-time business environment including their regular management meetings," said Cardenas. "Company executives were pleasantly surprised at the quality of video and audio over ordinary IP networks, which was a top priority. Based on their past experience with video conferencing, they expected Vidyo might be complicated to use, so they were equally surprised at how quickly we were up and running, and how easy it was to join or host a meeting from their desktop and tablet computers, and to add others to a meeting."

*"Meeting face-to-face via Vidyo helps us cover more ground, gauge attitudes, surface issues that need to be addressed, and get things done in real-time."*

Alejandro Oropeza,  
Director of Infrastructure and Support

According to Oropeza, "Our CEO appreciates the ease with which we can video conference with partners anywhere in the world, some of whom are using traditional video conferencing and who are amazed at how easily we can connect them into a meeting with no special configuring of hardware, battling with firewalls or provisioning of dedicated bandwidth."

"When we saw how the Vidyo platform dynamically optimizes the video conferencing experience regardless of what endpoint devices we use or whether we're dealing with less than optimal internet connections, we were sold," said Oropeza. "Our admins like the straightforward web interface and flexible conferencing options of VidyoPortal, and our end users like its self-service ease of use. We chose VidyoRoom systems for our headquarters and nine regional offices for high-quality multipoint video conferencing, and VidyoDesktop and VidyoMobile soft clients for downloading to desktop, smartphone and tablet devices. With VidyoGateway, we have connected our Vidyo solutions with legacy equipment at our main warehouse, as well as a variety of systems used by external suppliers and partners. It all works flawlessly."



"Vidyo allows us to scale video conferencing to hundreds of endpoints across our national operations at less than half the cost of other solutions," said Oropeza. "Not only in upfront cost, but also the cost to scale up and manage video conferencing for our growing user community."

"Demand for Vidyo has spread among our employees, and there's no lengthy training or learning curve so our end users can quickly become productive. Vidyo has changed how we operate, facilitating better cross-team collaboration. Our general manager, directors, marketing analysts and salespeople report that they can share plans and data more easily than before. Meeting face-to-face via Vidyo helps us cover more ground, gauge attitudes, surface issues that need to be addressed, and get things done in real-time."

"Within the first year, we've begun using Vidyo in franchisee training programs to provide them with best practices, technical assistance and support in core business processes before and after opening each franchise."

The company is also using Vidyo to support centralized management of its new store construction projects, where time is money and decisions must be made quickly based on accurate project details. "Our site supervisors can provide real-time visibility into activity at these sites using VidyoMobile to connect with us from their tablet devices," said Oropeza. "This has the potential to yield tremendous savings by helping us to avoid potential construction problems and delays."

"If I had to sum it all up," said Oropeza, "what we appreciate about Vidyo is its combination of quality, scalability, affordability, and ease of use for everyone from VIPs to administrative staff."

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