



## Challenge

Eliminate extensive travel and time expenditures of budget-conscious charity organisation

## Solution

- VidyoRouter™
- VidyoPortal™
- VidyoGateway™
- VidyoProxy™
- VidyoRoom™
- VidyoDesktop™



# Macmillan Cancer Support Achieves Time and Travel Savings with the Vidyo Conferencing Portfolio



Macmillan Cancer Support is the largest cancer care and support charity in the UK. The organisation was established in 1911 as the Society for the Prevention and Relief of Cancer, founded by a young man named Douglas Macmillan who, motivated by his father's battle with cancer, wanted to help offer services of value to those coping with the disease. The charity was originally created to provide advice and information to all people with cancer, homes for patients at low or no cost, and voluntary nurses to attend to patients in their own homes. Today much of Douglas' legacy lives on.

## Key Results

Money and time saved by reduced travel

Working more flexibly and productively

Ability to join conferences from variety of endpoints

As treatments for cancer improve and patient survival rates increase, the number of people living with the disease and its aftermath is also growing and, accordingly, so grows the need for extended medical help as well as practical, emotional and financial support services for the people and families affected by this challenging disease. Today Macmillan provides assistance to patients, their caregivers, families and communities with a variety of support services. The organisation funds nurses and other healthcare professionals and invests in cancer care centres. Macmillan Cancer Support specialists listen and advise, share valuable information and help people who need financial assistance to cope with the extra costs that can be incurred due to cancer.

The charity currently operates numerous offices across the UK, employs approximately 1,000 people, and has an extended network of volunteers. To coordinate the operations of such a large and widely dispersed organization,

Macmillan staff members are required to regularly attend meetings and training programmes, often travelling to different offices and distant regions or needing to participate in conference calls. This type of regular travel consumed a large chunk of the Macmillan budget and staff members' time and they felt that the alternative option of telephone conference calls was neither a collaborative, productive experience, nor did it promote the building of valuable personal relationships.

### Vidyo: A Natural Fit for People Needing to Connect to Healthcare Resources

To address these issues, Macmillan sought a video conferencing solution with specific requirements: it would need to enable participants joining from all types of endpoints -- from room-to-room systems to desktops and laptops or tablets. They wanted a system that was able to deliver natural video communication even over connections with limited bandwidth.

And lastly, they needed a solution that would be interoperable with other manufacturers' equipment, easy to use, and scalable enough to accommodate future requirements.

Charities and not-for-profits need to be concerned with business and operating costs, and Vidyo is extremely well-suited to help these organisations conserve their budgets.

"With services and offices across the width and breadth of the UK, our staff regularly attends meetings and training sessions in many different regions and offices," said Ian Humphreys, Macmillan's ICT Infrastructure Project Manager. "Until we deployed Vidyo, excessive traveling was the only way to accomplish what we needed to be done. When we added up the costs of transportation, hotel accommodations, cost of subsistence, not to mention the stress to our staff because of such long hours, we realized we needed to find a more efficient way to communicate and work; a better way to exchange information productively."

Macmillan tested and considered many video conferencing solutions before finally selecting the Vidyo platform, aided by First Connections, a UK-based systems integrator that supports the video conferencing and telepresence marketplace. The decision was based not only on an impressive demonstration of the solution, but also on the team's willingness to work alongside Macmillan in order to achieve its business requirements. "We decided that only Vidyo offered the optimum combination of scalability, quality, simplicity and affordability that we needed to satisfy our present and future communication needs," said Humphreys.

One of the major advantages of the Vidyo solution is that it supports multiparty participation, without the need for complicated or costly technology, or the risk of poor quality video that can result with legacy systems, which need to transcode through the use of MCUs (multipoint control units).

Macmillan also utilises Vidyo's "guest link" which means that users can send invitations to people outside of the Macmillan Vidyo network so that anyone can instantly participate in a Vidyo conference. Humphreys added: "Interaction with our customers and business partners is very important, so our decision to deploy Vidyo took into account how easy it would be for them to communicate with us via the guest link."



Another important consideration for Macmillan was security. Because the VidyoDesktop client incorporates Vidyo's VidyoProxy Firewall Traversal technology, Vidyo conference participants are able to traverse firewalls and communicate directly. This is easily achieved without any changes to the corporate network, making the solution an easy and seamless method of communication within the organisation.

The original Vidyo deployment included touch-screen PCs that are now used in the various regions for Vidyo delivery. The touch-screen capability offered the Macmillan staff an easy way to access the video conferencing solution on a PC that could also be used for other purposes and applications.

### **Cutting costs and enhancing the meeting experience**

"Face-to-face meetings that previously would have required travel by at least one party, are now still face-to-face, but without any travel involved," said Humphreys. "The high quality and natural interactions that can be achieved on Vidyo make this possible. In addition, we have been able to conduct certain business-critical meetings that we would have had to cancel due to the poor weather during winter months. Clearly our use of Vidyo has saved a huge amount of staff time and expense."

The Vidyo system was purchased in early 2010 and rolled out across the regions and into the UK Head Office in London by the end of August. From the start, the Macmillan team was able to work more flexibly and productively, which generated a huge demand for the access to the video conferencing solution. Now the team can meet whether they are working from home, on the road or at their offices.

Vidyo recently received the Videoconferencing Project of the Year Award for the Macmillan Cancer Support solution which is a prestigious accolade from *AV Magazine*.



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