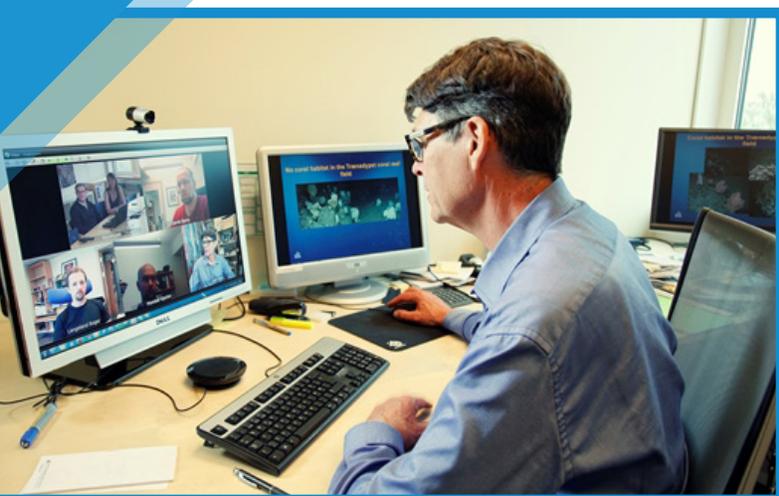




Vital Marine Research Flows Swift and Sure with Vidyo



Challenge

Harness the power of video to support the Institute's marine research and advisory services on land and at sea.



ABOUT ORGANIZATION

For the people of Norway, the sea is a source of economic growth, from fishing and shipbuilding to oil and gas exploration. They understand the need to protect their natural resources. Thanks to the Institute of Marine Research (IMR), Norway has access to research and guidance to support this need. The Institute collects, analyzes and publishes data on the aquaculture and ecosystems of the Barents, Norwegian, and North Seas and the Norwegian coastal zone. With ten research programs, 19 interdisciplinary teams and a workforce of 800 people, IMR's success depends on swift and sure communication on many levels. Vidyo plays an important role in making this happen.

FOUNDED: 1900

HEADQUARTERS: Bergen, Norway

"By turning to videoconferencing, and Vidyo in particular, we have been able to rethink our way of organizing, planning and executing on complex projects and processes," said Per Wilhelm Nieuwejaar, Director of IMR's Research Vessel Department. "Our work demands a lot of collaboration with people all over the world. We are headquartered in Bergen, which is not a major airline hub, so it was not unusual for us to travel two days for a half-day meeting. With Vidyo we can eliminate much of the travel and stack our meetings to get more done in a day."

For most of the year, the Institute's research vessels are used to collect data on marine topology, geology, biodiversity and ecosystems. They also serve as remote classrooms for distance learning programs with land-based schools. The design, construction and maintenance of these vessels requires close communication between IMR and its suppliers, shipbuilders and shipyards.

"Today our ships are designed from the ground up with the ability to use videoconferencing," said Nieuwejaar. "Despite the limited bandwidth conditions at sea, we need clear, reliable communications with all of our stakeholders no matter where they are or what device they choose to connect with. Vidyo works very well in this regard."

"Vidyo is just as good as being at the same table. We can present maps, spreadsheets and drawings, and zoom in on design details without losing clarity and crispness of the images."

*-Richard Zweifler, M.D.
Ochsner's System Chair of Neurology*

According to Nieuwejaar, scientists aboard the vessels are in constant communication with IMR headquarters and field stations across Norway. "Vidyo is just as good as being at the same table. We can present maps, spreadsheets and drawings, and zoom in on design details without losing clarity and crispness of the images. Unlike communicating by phone or email, we can cover a lot of information, observe the reactions of colleagues, and make decisions or revisions during the meeting. We save time and effort by eliminating a lot of emails back and forth."

"Unlike traditional videoconferencing systems we've tried, we don't have to fight over a conference room or rely on IT to set up a meeting and bring other users through our firewall. With Vidyo I simply open Outlook, pick a meeting date and time, provide email addresses of my guests, and hit send. They receive an email with a link to access my virtual meeting room at the appointed time, and we're in business."

In his role as IT Manager at IMR, Hans Victor Koch understands well the value of modern videoconferencing to the Institute's efficiency and productivity.

"We have used traditional videoconferencing technology. Access was tied to a conference room and expensive special-purpose equipment, and the quality of communication was poor."

Koch's team completed on-boarding of the software-based Vidyo platform within just a few hours. "In our past experience with Tandberg and Polycom, all our budget went into MCUs. Instead of buying 12 meeting rooms, with Vidyo we got 800 for the same price, and all our people have their own virtual meeting rooms."

IMR stays in close touch with the Norwegian government, which provides its funding, and it provides consulting services to other institutes and nations around the world.

"Our research teams are using Vidyo for weekly status meetings, which are webcast and recorded with Vidyo's solution. It's a convenient way to keep up with project details and refer back to presentations. We are also able to share recordings with our clients as well as other research libraries."

The Institute's Human Resources department also uses Vidyo for employee recruitment and training courses are provided in a Moodle learning portal powered by Vidyo.

"Last week we interviewed candidates as far away as Mexico and Canada. They connected in minutes with just an internet-connected laptop and a headset. Both candidates expressed that it was a very good experience."

Torfinn Grav heads up IMR Field Station operations and infrastructure. From his perspective, Vidyo plays a critical role in advancing scientific research at IMR.

"We have a lot of data to share with colleagues around the world. With Vidyo it's easier for us to arrange meetings on the spot and connect using the equipment we have in the field. Vidyo meets expectations when it comes to visual and audio quality, particularly when we are sharing images and data in the process of identifying a new marine species."

"With Vidyo we've redefined the notion of a meeting room from a formal, physical place to a familiar, everyday way of connecting in the cloud," said Koch. "For our employees it is immediate, and convenient. From a smartphone or tablet, it's like having video in your pocket wherever you go."