

Sainsbury's Logistics Increases Efficiency with Thirteen Locations Using Video Conferencing Solution

BACKGROUND

J Sainsbury Plc is a leading major UK food retailer with interests in financial services. It consists of Sainsbury's Supermarkets, Sainsbury's Local, Bells Stores, Jacksons Stores and JB Beaumont, Sainsbury's Online and Sainsbury's Bank. Sainsbury's now employs over 148,000 staff across the UK, with over 488 retail stores serving 16 million customers a week.

SOLUTION

Sainsbury's logistics required a solution that would reduce travel time for colleagues attending meetings but at the same time provided the same interaction as a face to face meeting. Audio conference calls are distracting to colleagues, as well as confusing as to who is speaking. Video conferencing requires participants to actively listen to the person speaking and allows for good interaction and the reading of body language. Video conferencing systems were needed throughout thirteen locations. The use of video conferencing also supports Sainsbury's corporate social responsibility agenda.

OUTCOME

AVM was employed to expand and improve Sainsbury's logistics visual communications infrastructure. Polycom VSX8000 and VSX6000 systems, displayed on 42" plasmas were integrated across twelve sites. Sainsbury's logistics previously only distributed video conferencing over ISDN, which after calculation, it was proved that an IP solution was a more cost effective solution. BCS Global Networks, specialists in video conferencing services, engaged with AVM to provide a managed IP video conferencing service, Virtual Presence. This service guarantees performance and reliability, by providing instant meeting capability with no need for reservations. Virtual Presence's unique video exchange means that Sainsbury's logistics colleagues can connect to virtually anyone on any network or system.



BENEFITS

- Less distraction than audio conferencing
- Reduced time and costs through reduced travel and ISDN to IP migration
- Improved quality of life for colleagues
- Reduced carbon footprint
- Managed service for instant meeting capability

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