



## Manufacturing – CPG

### Daily Use

- Executive Meetings
- Administrative/Team Meetings
- Project Management
- Remote Site Communications
- Vendor Management

### Solution

- 12 Polycom® HDX™ 9000 room telepresence systems
- 12 Polycom Video Conferencing Codecs
- Polycom RMX 2000® real-time media conferencing platform
- Consulting and integration by Level 3 Audio Video (L3AV)

### Results and Benefits

- Dial employees can collaborate with Henkel HQ and worldwide offices, even as travel is reduced 80 percent
- Expense reductions and improved productivity from fewer trips
- Centralized Polycom environment enables AV Department to increase workload without adding employees
- Marketing can review ad content in HD and in real-time with Chicago agency

### Partner

- Level 3 Audio Video (L3AV)  
<http://www.l3av.com>

# Henkel Dials into Worldwide Workforce with Polycom® Telepresence

Henkel is a Fortune Global 500 company headquartered in Düsseldorf, Germany. With more than 52,000 employees worldwide, the company delivers trusted products and technologies in approximately 125 countries.

Through Henkel North America (created in 2004 with the acquisition of Dial Corp.), the consumer goods giant delivers some of America's best-known brands. From Dial® soaps to Purex® laundry detergents, göt2b® hair styling products, Right Guard® antiperspirants, and Loctite® adhesives, Henkel brands are part of the daily lives of millions of consumers.

When Henkel-owned Dial Corp. opened its new consumer products headquarters in Scottsdale, Arizona, the company combined its once-separate R&D and administrative offices into a four-level, 350,000-square-foot facility.

The move provided a golden opportunity for Henkel to broaden its use of a proven time and money saver: video collaboration. As a global company, Henkel relies on a network of some 200 Polycom video communications solutions to enable daily, face-to-face collaboration between its facilities worldwide.

"We were given the opportunity to build the Scottsdale facility from the ground up," says Greg Wolf, AV manager for Dial Corp. Working with Mesa, Arizona-based Level 3 Audio Visual (L3AV), Wolf saw to it that 39 conference rooms in Scottsdale were pre-wired for video, audio and data communications. L3AV then helped Dial outfit 12 of those rooms with Polycom® HDX™ 9000 room telepresence systems.

"Polycom video communication is a big part of the continued integration of our organizations and corporate cultures," says Wolf. "We have to be in constant touch with Germany and Henkel offices in the U.S. and around the world. The ability to see who you're interacting with really enhances that experience and that communication."

### Managing Calls from a Central Location

The backbone of the video communications infrastructure in Scottsdale is a 12-unit Polycom Video Conferencing Codec (VCC) farm that allows Dial's three-person AV team to centrally manage and support all video, audio, and data transmissions from the 12 meeting rooms equipped with Polycom endpoints. Wolf's team uses the VCC farm to manage video calls, routing

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them to the next available codec as video conferences are requested. The Polycom RMX 2000 real-time media conference platform allows Wolf to manage multiparty conferences on demand.

“In our old building, we had six mobile Polycom units that we had to physically roll from one room the next whenever someone wanted to have a videoconference—a time-consuming and labor-intensive system,” recalls Wolf. “With this new facility, we’ve gone from 29 meeting rooms on one floor to 39 rooms on four floors. But because we have an efficient, centralized Polycom network, we’ve increased our workload without having to add any people.”

A browser-based interface for each Polycom VCC simplifies administration. “It’s totally managed through the Web browser,” he says. “Instead of going to each room to dial the call, we’ve set it up so that an employee can simply press a touchpad button to request a video conference. I can call up the IP camera, see what’s going on in the room, and I can dial the call, make changes on the fly, and never leave my office. It’s a big time saver.”

The touchpad system, a product of Crestron Electronics, Inc., provides an intuitive front end for meeting participants, and allows them to engage a variety of media sources, from video conferencing to DirecTV transmissions, by touching a single button.

“We listened to the AV team at Dial and designed a solution that allows users to call up anything they want simply by pushing a button on the touchpad,” said James Pitts, Design Engineer at L3AV. “And Dial’s AV team can manage it all from their head-end office.”

Jeremy Elsesser, COO & CIO of L3AV adds: “Given the opportunity to build the ultimate AV system for Greg Wolf and the Dial/Henkel facility, Level 3 accomplished what they do best, the creation of an enterprise wide AV solution utilizing Polycom as their backbone for worldwide conferencing.”

“Ease of use has been excellent,” reports Wolf. “We haven’t had to do any training. That’s a testament both to L3AV and to Polycom.”

## **Replacing Travel with Video Meetings**

These days, 75 to 100 employees in Scottsdale engage in 20 to 25 video conferences a week. But Wolf expects those statistics to rise, particularly as Henkel, like all companies, seeks to reduce employee travel in the face of a challenging global economy.

“Every time we conduct a meeting over Polycom instead of flying to Germany and back, we’re saving at least \$3,000 to \$4,000, plus the travel time,” he estimates. “In the past couple of months, we’ve seen our travel drop 70 to 80 percent, and that has definitely given video conferencing a more vital role.”

Conducting meetings by video not only saves time and money, but it helps the company reduce its environmental footprint. Between 2004 and 2008, Henkel decreased its carbon emissions by 6 percent. Replacing physical travel with video conferences contributes to that success.

And it allows some groups to do things differently. “Our marketing department can now do video conferences with the ad agency in Chicago and review ads and video in HD,” Wolf says. “They couldn’t do that before.”

## **Preparing for Growth**

“People are thrilled with Polycom’s picture quality,” says Wolf. “We’ve had no problems with call drops, broken data streams or bad video. And our people are very happy that they can share files, video, or other content. It’s a fairly new thing for people in our company, but I expect it to be very popular.”

As use soars, Dial will be ready. Wolf says his team can easily add video conferencing capabilities to any of Scottsdale’s 32 remaining meeting rooms because they’re all pre-wired—and because Dial’s Polycom-based head-end offers the flexibility to address growing capacity.

“With this Polycom infrastructure, I can even add another meeting room to a video conference if the first room runs out of space,” he says. “We’ve only had to do this once or twice so far, but I expect it to happen more.”

## **Learn More**

To find out how Polycom solutions can help your organization, visit us at [www.polycom.com](http://www.polycom.com) or speak with a Polycom Account Representative.

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