



Integrated voice, network  
and virtualisation solutions

**Case Study : Autosmart European High Definition Video Conferencing**

**October 2011**



Established in 1979, Autosmart International is the largest supplier of vehicle cleaning products to the trade, operating in many

territories around the world through an international network of franchisees.

Autosmart have been in the practice of flying their network of European Franchise Managers to the UK for monthly sales meetings and routinely fly to European offices to interview potential franchisees. The cost in time and resources of these practices led Autosmart to consider a video conferencing solution.

### **The Challenge**

Autosmart had been looking at Video Conferencing for a few months when Abtec contacted them on an un-related matter. A number of conversations later an on-site test was organised and all parties were impressed not only with the quality of the video and audio equipment but with Abtec's attention to detail.

"Abtec not only has a complete understanding of Video Conferencing, they understand the technology around the solutions and can advise on and supply all of the relevant parts of the solution. We don't have to guess if it's right".

### **The Abtec Solution**

Convinced by Abtec's expertise and features of their proposal, Autosmart chose to go with the solution put forward and in the summer of 2011 a pilot installation was supplied for use between Autosmart Headquarters and their French office.

## The Benefits

A great feature of the Abtec solution lies in the immediate savings to be made in both travel costs and increased productivity.

The solution is also easily expandable and can be re-deployed to another location when necessary.

With the system is up and running, **Sophie Atkinson, Managing Director of Autosmart International Ltd** says:

*"We now take less flights and talk a lot more with our French office, subsequently work briefs are clearer, executed quicker and of a higher standard.*

*An added bonus is that our French Bank is now able to witness signatures by video."*

In addition to the obvious cost savings behind this solution there are considerable environmental benefits, offering a noticeable contribution to the reduction of the Autosmart environmental footprint.

