

Case Study
Using Telepresence at
Xerox Audio Visual Solutions



Return on Investment is measured in more than just cost. It's also measured in the time and efficiency lost when key members of the organization are traveling on business.

Making Budget Meetings more efficient through telepresence.

Xerox Audio Visual Solutions is a multi-location company with Headquarters in Atlanta, Georgia and six regional offices throughout the East Coast. Each regional office functions as the hub for the sales/service activity within its geography. The managers of these offices are the key drivers of daily activity, and therefore their presence in the local community is very valuable.

Annually, all our regional offices prepare budgets/plans for the next year. This planning process consists of completing common templates furnished by Headquarters using assumptions/directions such as annual salary increases should be X%, commercial market is expected to grow Y%; benefit costs are expected to grow Z%, etc.

Normally this budget process would require several face-to-face meetings as follows:

- A group meeting with all six Regional Managers and Headquarters personnel to discuss forms, templates, assumptions, etc
- Two or three individual meetings with each Region to discuss and fine tune their individual submittals, etc.

The cost and time (and aggravation) for field personnel to come to Atlanta, or headquarters personnel to go to the field for these meetings is quite high as shown below:

(1) Six Regional Managers come to Atlanta for one kick off meeting:

• Airfares (6 x \$425).....	\$ 2550
• 1 Night Hotel (6 x \$125).....	\$ 750
• Meals (6 x \$60).....	\$ 360
• Airport Parking (6 x \$18).....	\$ 108
	<u>\$ 3768</u>

(2) Regional Manager comes to Atlanta (or Headquarters goes to Region) for at least one follow-up meeting
 Same as above.....\$ 3768

In addition, this would require the senior management team of a 200 employee firm to be away from the office/home for at least 4-5 days/year to conduct these meetings. By using telepresence, Xerox Audio Visual Solutions not only eliminates the out of pocket cost of \$7536 and unproductive travel time of its senior management personnel, but it allows us to conduct more than one meeting per field operation to allow more flexibility of field people to attend.

And also consider the savings of actual time and frustration of having the company's key management personnel travel?

If this seems like an application that would benefit your organization, we will be glad to set up a personal demonstration for you about how telepresence can make your business more efficient and effective.

Daniel G. Boylan
 President
 Xerox Audio Visual Solutions

