



IPQ SUCCESS STORY

GREEN SUPPLIER TO THE COATINGS INDUSTRY AVOIDS \$10,000 PER MONTH IN TRAVEL

Lorama made the commitment to video conferencing but struggled with the quality - IPQ Network Appliances ensured the quick and compelling ROI

As Pat Amiel, CEO of Lorama Inc. explains it, the management team had high expectations for video conferencing and IPQ played a key role in delivering on those expectations.

Lorama, Inc. is a privately held supplier to the international coatings industry and maker of Lorama Polysaccharide Resin Technology (LPRT), an innovative and environmentally friendly resin technology that reduces the environmental impact and the costs of manufacturing paints, stains and lacquers.

In 2007 the company, based in Milton ON Canada, made a bold move. It acquired its largest customer, a company based in Miami Florida with operations in The Barbados. "The business combination has been great for both parties," says Amiel, "but I won't pretend that merging the two company cultures was the easiest."



Initially, there was a great deal of travel required and countless audio conference calls. "The travel costs were very high but we needed to move fast and we felt we had no options: we had to be there in person to achieve our goals." The audio conference calls, on the other hand, were much less expensive but without the visuals, Amiel couldn't be sure that all participants were engaged and involved at all times. He wasn't convinced that travel or telephones were the best tools to help manage company growth and performance. He believed he needed presence and impact that he got by flying in for meetings but he was naturally attracted to the low costs of conference calling. That's when he decided to look into video conferencing.

"Video conferencing is, to use the common expression, a no-brainer," claims Amiel. "We can meet in person on short notice at very low cost." When CBCI Telecom came in to demonstrate various video conferencing systems solutions, Amiel and his team were impressed by the qual-

ity of the experience. They were also informed that running video conferences over the top of the public Internet could put the quality of the experience at risk of damage from packet loss. They also learned that the typical choice is to go with an MPLS network for video conferencing.

"That was not an option," says Amiel. "The high monthly cost of an MPLS (Multiprotocol Label Switching) link from Milton to Miami was one reason and, at the time, we couldn't get MPLS into our Barbados facility at all." Lorama decided to go with video conferencing over the public Internet.

Amiel describes a transition period he and his staff had to go through before becoming comfortable with video conferencing. "It was a bit disconcerting at first and that feeling was very pronounced when packet loss hit us," says Amiel. "I didn't know it was packet loss at the time," he says, "but I knew that the blocky, smeared faces and disembodied voices was an irritation getting in the way of effective communications."

Ray Gordon offers a more technical assessment. Gordon is with Miltown Computer Services, an independent IT consulting services company that supports Lorama's Milton offices. He handled the installation of the network changes that were first needed to get Lorama's video conferencing up and running. "The initial quality was just okay and quite grainy," says Gordon. "It certainly was not an HD experience."

"The quality of the video conferencing experience running over the top fell short of our needs," says Amiel. He didn't abandon his video collaboration strategy but he was prepared to resort to expensive and time-consuming travel for meetings he considered too important to risk with poor quality video.

Fortunately, CBCI Telecom, through their newly formed relationship with IPeak Networks, was able to propose a better solution. Less than a month after the initial video conferencing system installation, Gordon got another call. Three IPQ VC2 network appliances had been delivered and they were ready to be installed.

Gordon credits the design of IPQ as well as IPeak Networks' customer care personnel for one of the easiest network equipment installations he has ever done. "It really is plug-and-play," says Gordon, "and when we ran some video conferencing a/b tests to see the difference with and without IPQ, it was crazy." Gordon describes the drop in the level of packet loss as uncanny and says IPQ made video conferences the HD experience it was meant to be.

For his part, Amiel says he is fully satisfied with the outcome. Staff and managers across

the company are collaborating through video conferencing two and three times every day and Amiel believes that the high quality IPQ-enabled video experience is saving his company more than \$10,000 per month in avoided travel costs.

There is one area in particular where the value of IPQ really stands out, according to Amiel. "Most of our sales are international and we are still travelling around the world to make those sales." Before his IPQ-enabled video conferencing solution was in place, the sales professionals from three separate locations had to find a way to get together to prepare. That used to mean travel costs on top of travel costs. "Now we maximize the effectiveness of our preparations for those international trips and we do it on very short notice."

Pat Amiel, CEO of Lorama, Inc. says that high quality IPQ-enabled video conferencing is saving his company more than \$10,000 per month.

Amiel says that IPQ is easy to recommend to companies looking for a premium video network without having to pay for an MPLS SLA. "And we're ready and waiting for the day when all of our customers are using IPQ with their video conferencing systems."

Lorama, Inc. provides innovative technologies to coating customers worldwide including Lorama Polysaccharide Resin Technology (LPRT) that reduces environmental impacts and raw material costs while maintaining customer product quality. Lorama is a privately held company with its facilities in Milton, Ontario, Canada, Miami, Florida, and Barbados. www.lorama.com

IPeak Networks offers IPQ-based solutions that enable high quality-of-experience video conferencing over the public Internet. www.ipeaknetworks.com

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Miltown Computer Services is a full service IT, software and hardware consulting services company providing qualified installers, Certified Technicians and Consultants to clients in Milton, Ontario and throughout Southern Ontario. www.miltown.com