

## CUSTOMER SUCCESS STORY

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# Polycom delivers efficiencies and cost-savings for the Auchan Group

### Industry

- Retail

### Daily use

- Inter-store communications
- Team collaboration
- Executive meetings

### Solution

- Expansive network of Polycom HDX room and personal telepresence systems, supported by Polycom infrastructure solutions

### Results and benefits

- Increased efficiency
- Improved productivity
- Cost savings and carbon emissions reductions due to reduced travel among store locations
- Rapid ROI driven by high usage of the video collaboration network



With a presence in 13 countries and 240,000 employees worldwide, the Auchan Group serves 1.4 billion customers in 490 hypermarkets, 738 supermarkets, 1,487 convenience stores, 289 shopping malls and various banking institutions. Today, Auchan is the second largest distribution group in France and the eleventh largest in the world.

### A need to reduce cost and improve efficiencies

Whether for safety and hygiene reasons or to meet changes in fashion and demand, distribution on this scale requires fast product rotation. For Auchan, this rotation becomes increasingly more difficult to manage effectively as the number of its commercial sites increases. This creates the need for just-in-time production, optimised deliveries, restocking and efficient exchanges between stores.

To meet these objectives, Auchan established a 'Synergies' program. This involved regular meetings at a central location in each region among store and department managers where they could exchange ideas and take action on stock levels, orders, sales and promotions. However, these meetings were expensive, time consuming and a challenge to organise. Driven by a desire to improve efficiencies as well as to reduce travel time, costs and carbon emissions, the Group's board turned to video conferencing for a solution.

### Meeting key criteria

Eric Roland, manager of the Collaboration Department within Auchan's ICT division, drew up a tender document that highlighted five key criteria a video conferencing solution must fulfill. These were performance, scalability, interoperability, quality and ease of use.

Having best met these criteria, Polycom® was ultimately selected. Auchan was particularly impressed by the redundancy of the Polycom architecture, the attractiveness of its HDX Media Center and the quality of its high-definition telepresence solutions. "Video conferencing was a clear way forward for the Group and we were attracted by the Polycom Media Center, impressed with the quality of the high definition, fantastic audio and great design" Roland explains.

The interpersonal skills and the professionalism shown by Polycom's commercial and technical teams, as well as its partners Comiris and G2J, also impressed the Auchan ICT team.

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### The Polycom solution

Auchan set about deploying the Polycom video conferencing solutions throughout its organisation. The implementations included single-screen Polycom HDX® 7000 room telepresence systems, Polycom HDX 4000 personal telepresence systems and dual-screen, all-in-one Polycom HDX Media Centers.

The telepresence systems are supported by the Polycom RMX® 2000 real-time multimedia conference platform, the Polycom CMA® 5000 Converged Management Application and the Polycom DMA™ 7000 Distributed Media Application multipoint conferencing solution.

### More effective coordination

The Polycom equipment was installed in existing meeting rooms. Priority is given to the ‘Synergies’ program meetings among department and store managers that take place on Tuesdays, Wednesdays and Thursdays.

These joint departmental meetings take place at the regional level. For instance, the Auchan Group’s hypermarket business in France covers five regions, with each region containing approximately thirty hypermarkets. At present, not all of the stores are equipped with the Polycom solutions but travel can be minimised significantly by assembling multiple participants at the nearest video-equipped location.

“The meetings are therefore multipoint, with around eight sites connected in each session,” says Roland. “Staff arriving in the rooms see the other sites on the screen, without having to worry about doing anything other than switching on the microphone and positioning themselves in front of the camera.”

The rooms are available for any other local meetings on the remaining days of the week.

### Efficient scheduling and management

A centralised, internally-developed tool enables meeting participants to book rooms at least 24 hours in advance, giving them sufficient time to prepare for, and attend, the automatic launch of the video conference. This scheduling tool also allows the meeting organiser to access information on the status of all the rooms at the sites that will be included in the multipoint video call, making organisation and coordination much easier.

g2j

[www.g2j.com](http://www.g2j.com)



Comiris

[www.comiris.fr](http://www.comiris.fr)



### Voice Conferencing

- Polycom SoundStation® IP 7000 conference phones

### Telepresence and Video Conferencing

- Polycom HDX® 7000 Series
- Polycom HDX® 4000 Series
- Polycom HDX® Media Center

### Infrastructure

- Polycom RMX® 2000 conference platform
- Polycom Converged Management Application™
- Polycom Distributed Media Application 7000

“An internal audit showed that 90 percent of users found Polycom video conferencing to be effective, with meetings structured and well-prepared.”

Eric Roland, Collaboration Department Manager, Auchan Group

### Increasing usage

Auchan's CEO uses video conferencing to address large groups of staff within Auchan France. The Polycom equipment is also increasingly being used for meetings involving national managers who, in the past, have had to travel to Lille on a regular basis. This not only delivers savings in travel costs and carbon emissions, but also gains in productivity and responsiveness.

### A complete success

After a period of adaptation and a number of months in operation, an internal satisfaction survey was carried out, collecting more than 300 responses. The results met the board's expectations with 90 percent of participants believing that video conferencing was effective and meetings were better organised.

As a result, there is a demand to increase the number of video conferences within the Auchan network. Occupancy rates of rooms are constantly measured and management requests are being issued to increase video conferencing presence where a need is recognised at a particular site.

### About Polycom

Polycom is the global leader in open standards-based unified communications (UC) solutions for voice and video collaboration, trusted by more than 415,000 customers around the world. Polycom solutions are powered by the Polycom® RealPresence® Platform, comprehensive software infrastructure and rich APIs that interoperate with the broadest set of communication, business, mobile and cloud applications and devices to deliver secure face-to-face video collaboration in any environment. Polycom and its ecosystem of over 7,000 partners provide truly unified communications solutions that deliver the best user experience, highest multi-vendor interoperability, and lowest TCO. Visit [www.polycom.com](http://www.polycom.com) or connect with us on Twitter, Facebook, and LinkedIn to learn how we're pushing the greatness of human collaboration forward.

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