

## case study: conferencing

# Siemens Medical Solutions Deploys Verizon Business Conferencing Solutions

## To Connect Employees and Clients Around the World

### Company Background and Industry

Employing more than 41,000 people worldwide and operating in more than 130 countries, Siemens Medical Solutions—a unit of Siemens AG (NYSE: SI)—is one of the world's largest suppliers to the healthcare industry. The company has a reputation for bringing together innovative medical technologies, healthcare information systems, management consulting, and support services to help customers achieve tangible, sustainable, clinical and financial results. Siemens' innovations contribute to the health and well-being of people across the globe, while improving operational efficiencies and optimizing workflow in hospitals, clinics, home health agencies and doctors' offices.

### Key Business Challenges

In the fast-moving world of healthcare technology and imaging, Siemens Medical Solutions conducts recurring training sessions for its staff to stay up to speed on the latest software developments and imaging advancements. With a diverse global workforce, it was very difficult from a time, location and cost perspective to get employees—located everywhere from London to Frankfurt to Kansas City—to a central training location.

"We really didn't have the technology in place that would allow us to communicate and collaborate remotely and, as a result, we would have to move people from their individual locations to a central place for training," said Paul Dow, Solution Implementation Education Services Specialist for Siemens Medical Solutions. "The cost of travel from moving people around the globe, several times a year, can really add up."

*"This service gets high-quality information out to our people in a timely fashion, significantly reducing the time and cost necessary for traveling, and allowing us to concentrate on our core business—and our customers."* **PAUL DOW**, EDUCATION SERVICES SPECIALIST, SIEMENS MEDICAL SOLUTIONS

In addition to training its staff, Siemens Medical needed a way to communicate software upgrades and technology changes to its clients in a fast, efficient and cost-effective manner.

It was clear that Siemens Medical needed a more streamlined, organized approach to communicate to a global employee and client base.

### The Solution

Siemens Medical looked to the advantages of collaboration technologies to address its communications needs.

Collaboration is a key driver of business performance, according to "Meetings Around the World: The Impact of Collaboration on Business Performance," a study conducted in 2006 by Frost & Sullivan and sponsored by Verizon Business and Microsoft Corp. The study—which defined collaboration

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as an interaction between culture and technology such as audio and net conferencing, e-mail and instant messaging—also found that professionals around the world see their collaborative efforts as highly productive and believe that collaboration through communications technologies can provide a competitive advantage.

To meet its goals, Siemens Medical identified several key criteria a conferencing and collaboration solution would need to meet, including scalability, flexibility, ease of use, low cost and easy billing.

Verizon Business Conferencing Solutions met the criteria. Verizon Business, through its expansive global network, is a leading provider of conferencing and collaboration services, enabling organizations to conveniently and effectively collaborate, virtually anytime, anywhere, and helping them improve response time and productivity, without the costs associated with business travel.

Using Verizon Business's web conferencing services, known as Verizon Net Conference, and audio conferencing, Siemens Medical is able to train employees and clients on new software upgrades, allowing participants to ask questions and interact directly with instructors. The web conferences take place in a secure, encrypted and access-code-protected environment, and all it takes for Siemens Medical employees and clients to participate in the courses is a PC with an Internet browser and a phone. For those unable to attend live, Siemens Medical is able to provide a recorded Net Replay, available on its website, with instructions and responses to frequently asked questions.

In addition, Verizon Business audio conferencing provides Siemens Medical with the ability to handle everything from small, impromptu meetings to global corporate events. Leveraging the expansive Verizon Business global IP network and international call centers, Siemens Medical receives a high-quality, cost-effective means of collaborating around the world with conference calls routed through local access points. Additionally, Siemens is able to collaborate more quickly and manage its conferencing structure more efficiently, while taking advantage of advanced administrative features such as Event Registration, operator-assisted calls for larger audiences and recording capabilities.

From a pricing and billing standpoint, Verizon Business provides Siemens Medical with an all-in-one offering, combining connection and service fees.

In addition to providing Siemens Medical with Verizon Business Conferencing Solutions, Verizon Business also provides fully managed MPLS Services to Siemens business units around the world. Verizon Private IP supports the Siemens corporate network, the communications link between various global business units that carries all of the company's business-critical applications as well as voice-over-IP (VoIP), SAP and e-mail applications. By unifying its enterprise locations on a single communications infrastructure, Siemens benefits from flexible and efficient voice and data communications.

### Results and Next Steps

By using Verizon Business Conferencing Solutions, Siemens Medical is able to make its communications more dynamic and productive, keep employees and clients current on the latest imaging technologies and software upgrades, and limit the expense and downtime associated with business travel.

"This service gets high-quality information out to our people in a timely fashion, significantly reducing the time and cost necessary for traveling, and allowing us to concentrate on our core business—and our customers," Dow said.

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