



Industry

Manufacturing

Daily Use

- Management meetings
- Administrative meetings
- Supply Chain Management
- Remote Quality Assurance
- Team meetings
- Remote site communications
- Partner interaction
- Demonstrations or presentations

Solution

- Polycom® HDX® room and personal telepresence solutions
- Polycom Converged Management Application™ (CMA™) server and client solutions

Results and Benefits

- Significant reductions in travel expenses
- Improved productivity by replacing time devoted to international travel with video meetings
- Minimal time lost to miscommunication, thanks to extraordinary quality of Polycom HD video and audio
- Streamlined product development and delivery of new products due to inspection of factory samples via telepresence
- Ability to collaborate face to face with overseas suppliers, even those who don't use Polycom systems, saves additional time and money

With Polycom, Targus Cuts Costs, Boosts Productivity and Streamlines Product Delivery

It was the introduction of the laptop computer case 25 years ago that created the mobile accessory product category, and the company behind it all was Targus. Since then, the Anaheim, California-based company has advanced the category with products that liberate users to work in any and all environments with the utmost convenience and comfort.

It's no surprise, then, that Targus would take a similar approach to its own operations by collaborating across time zones, continents, and cultures with high-definition (HD) video communications solutions from Polycom. In the process, Targus has improved productivity, cut operating costs, and streamlined product introductions.

Going Global with Polycom

Like the industry it serves, Targus has a global presence. It operates 45 offices worldwide and directly distributes its products in more than 145 countries—virtually anywhere there's a demand for carrying cases and accessories for notebook computers and other portable electronics.

The company's video communications infrastructure connects Targus headquarters in Anaheim, where most products are designed, with five other facilities worldwide. In three years, the video network has become a standard tool for board meetings, financial and regional operations reviews, marketing and IT staff meetings, and product development sessions.

"We use the network several times per week," says Chuck Farner, CIO at Targus. "There's nothing like meeting with someone face to face."

Providing crisp HD images and smooth, lag-free video, Polycom® HDX® 9000 room telepresence solutions link Targus employees in Anaheim, London, and Hong Kong, while Polycom HDX 4000 personal telepresence solutions equip offices in Boston, Toronto, and Sydney.

The worldwide economic downturn prompted prudent companies everywhere to slash travel budgets. But because Targus has been able to replace in-person meetings with videoconferences, travel reductions haven't been a hardship. "If someone is in Hong Kong and needs to attend a board meeting, we save them at least a couple of days by allowing them to participate over video," says Farner. "They interact with the other board members as if they're all in the same room, and we save on their travel costs. Everybody wins."

The financial and productivity benefits add up fast. A trip from the United States to Asia can cost upwards of \$10,000, and executives can lose three days they would otherwise spend in the office.

"A proprietary video communications network would not be workable for us. Polycom lets us collaborate with anyone."

Chuck Farner, CIO, Targus

“Polycom buys us more time to make more changes and refinements to products in development. The result is a better, more refined product.”

Todd Gormick, Senior Global OEM Product Manager, Targus

“Our senior management team regularly travels to London and Hong Kong to meet with managers in those regions,” says Targus CFO Vic Streufert. “But last year, many of those meetings were successfully handled over video. Polycom saves us the time and expense of traveling, and that contributes to our profitability and our productivity.”

Streamlining Product Introductions

Polycom telepresence is also helping Targus streamline its product launch processes. Product managers in Anaheim use the network to coordinate production of new cases and accessories and to review samples of goods assembled in factories half a world away.

“Developing a new bag from a blank piece of paper to completion can take a year,” says Todd Gormick, senior global product manager in charge of Targus’ OEM laptop bags, manufactured for companies like Dell and HP. “Before Polycom, the solution was just to fly to Asia to get the ball rolling and keep it rolling. Now you can get a lot of that work done here in the office and be home for dinner with your kids. Polycom eliminates a lot of trips to Asia, particularly the last-minute trips, which can be the most expensive and the most disruptive.”

Gormick, whose product lines typically must be launched by a certain date to mesh with OEM launch schedules, used to evaluate bags headed to production by inspecting factory samples shipped to him from Hong Kong. Shipping alone could take three days. Now using Polycom telepresence, Gormick and his colleagues can view details like stitching, wheel mounts, tooling marks or rivets, all in HD. “Polycom buys us more time to make more changes and refinements to products in development,” Gormick says. “We still need to see physical samples, but we don’t need to see as many, and we can iterate designs faster and more efficiently over video. The result is a better, more-refined product.”

Collaborating Across Cultures and Networks

For Targus, face-to-face communication also saves time when collaborating with overseas colleagues and suppliers. “It helps to see the body language to ensure that you’re getting your message across,” says Ron DeCamp, senior product manager for mice, mouse pads, power adapters and other accessories. “We’ll sketch on a whiteboard and zoom in with the HD camera, so our counterparts in Hong Kong know exactly what we’re talking about. Communication and collaboration are more accurate with Polycom.”

HD over IP—Reliable High Quality

One advantage that impresses Farner, the CIO, is Polycom’s ability to attain a reliable HD connection over an IP network. “We’re running all of this outside our VPN,” he says. “Normally, I’d worry about response times and video quality over IP. But with Polycom, the quality and reliability are excellent. We’re conducting HD, multipoint video calls across a network of Tier 1 ISPs around the world, and it works great.”

And because Polycom’s open standards-based solutions are designed to protect customers’ investments by supporting multivendor networks, Targus can interact directly with suppliers in China, even those without Polycom systems. “A proprietary video communications network would not be workable for us,” Farner says. “Polycom lets us collaborate with anyone.”

Now, Targus has its sights set on expanding its network. With the Polycom Converged Management Application™ (CMA™) solution, Targus can turn any employee’s desktop or notebook PC with a video camera into a videoconferencing system. “We cover more than 40 countries in Europe, and CMA would allow our managing director in London to get face-to-face with sales managers on a more frequent basis,” says Farner.

To keep its infrastructure operating flawlessly, Targus engages Polycom Professional Services for full-time support. “Polycom Professional Services showed considerable expertise in implementing our room telepresence solutions, and they were invaluable in many regions where our IT presence is light,” says Farner. Still, the need for support is minimal. “Polycom systems are easy to use and maintain. It takes one click to launch a video call. There just aren’t any issues.”

Learn More

To find out how Polycom solutions can help your organization, visit us at www.polycom.com or speak with a Polycom Account Representative.

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