

Case Study

CAPSA FOOD



Overview

CAPSA FOOD is the leading Spanish dairy manufacturer, with six production centers distributed throughout Spain. With a strong presence in more than 40 countries, CAPSA FOOD is the source of employment for more than 1,300 people. The group supports the primary sector and rural areas, promoting healthy living, nutrition and respect for the natural environment.

Challenge

The organization began their search for a video conferencing provider to cut back on travel time, costs and carbon emissions for their 1,300-person staff. After trying a few different solutions, employees started encountering reliability issues that required IT intervention just to make and receive calls. Beyond that, the equipment cost was exceeding budget and adoption was suffering.

Solution at a glance

Industry

[Manufacturing](#)

Employees

1,300

Customer Since

2015

Conference Room Systems

17

Reduction in Travel

25%

Why Lifesize

- Hardware and software together
- Secure and reliable
- Easy to use
- Cost-efficient
- Interoperability
- Streaming and recorded training sessions

Solution

After analyzing the group's specific needs, Lifesize delivered a solution that improved the internal management of the company's network of employees, partners, clients and suppliers. By deploying an initial 10 video conference room systems throughout the region and enabling individuals with Lifesize accounts to connect from their laptops and personal devices, CAPSA FOOD had a solid foundation for video communication. The company saw an immediate improvement in quality and reliability, and the response from employees and department executives within the organization was very positive.

"We chose Lifesize because we needed a cloud-based solution with a low implementation cost that would be easy to use, a feature our employees needed because the previous solutions required them to contact the tech department whenever they wanted to have a video conference."

— **José Luis Vega Pardo, infrastructure and security manager at CAPSA FOOD**

In addition, Lifesize meeting room systems are interoperable with Skype for Business, which CAPSA FOOD also uses. This integration provided the company with greater flexibility to both solutions and promoted their combined use.

"The solution provided by Lifesize perfectly adapts to our needs and offers us excellent value for our money and interests."

Outcome

CAPSA FOOD has cited a 25% reduction in the number of trips required to visit facilities and client centers. Now, end users have the choice to meet via video — internally and externally — with greater ease from their own personal devices and more autonomy to manage their own collaboration sessions. Lifesize solutions are used by all departments at CAPSA FOOD but primarily in the areas of business development, marketing, human resources, production and exports. The company now also utilizes streaming and recording to share training sessions with remote employees.

"With Lifesize, our meeting rooms are always connected. Its cloud-based service is helping us experience connectivity on a whole new level."

Tens of thousands of organizations around the world use Lifesize. Get your team started on Lifesize today. Visit www.lifesize.com for more information.



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