



Volunteer: the charity co-ordinates and trains workers with mvision kit

## VSO uses vcon in global operation

**VCON** International development charity VSO has rolled out mvision's managed videoconferencing service in five of the seven continents.

Tandberg-based systems in Kenya, the Netherlands, Philippines and the UK allow VSO to better co-ordinate the recruitment and placement of 1,600 volunteers in 42 countries.

VSO previously had Polycom videoconferencing equipment in two offices in Putney, but staff preferred to travel between the buildings rather than use it. Over the years only a handful of vcon meetings had taken place as a consequence. Users of the system also

complained that the central-reservation-style connection often resulted in a 15-minute wait.

Uzma Kazmi, systems manager at VSO, said: 'Having face-to-face communication is increasingly important. There was an example recently where one of our medical teams was delivering training by video and was able to interpret facial expressions to know that one of the trainees had not fully understood it. That visual detail enabled the team to immediately address the issue.'

[www.mvision.co.uk](http://www.mvision.co.uk)  
For more, see People, page 8

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Hiring Proud has had a visible and tangible impact on mvision's business. Since Natalie and her team took over our account we have seen a significant jump in both my profile and that of the company in our market sector. We have had a tremendous response to our campaign especially the direct pieces which have appeared in all verticals of the press. Natalie is a top class PR professional and I would not hesitate to recommend her services to anyone wanting to promote their business. **Terry Dwyer, Managing Director**”

## Mvision lines up vcon for Kelkoo

**VIDEOCONFERENCING** Mvision has installed videoconferencing systems at online shopping site Kelkoo's 10 international offices in a bid to reduce business travel for senior executives.

Philippa Hollister, PA to the chief executive at Kelkoo, was responsible for the project. She said: 'Our executives still have a need for business travel, but our chief executive has cut down unnecessary time out of the office by a third, which is extremely valuable.'

'Videoconferencing has played an important role in bringing our people together. Not only can our monthly "all hands" meeting now be seen by everyone, but on a practical level it has

helped us overcome some of the challenges associated with conference calls. This was particularly useful as we rolled out a new centralised finance function recently.'

Terry Dwyer, managing director at Mvision, added: 'Kelkoo now has four Tandberg C20 systems – two in London, one in Paris and one in Grenoble. There is also an E20 desktop video-phone in Hamburg that has proved so successful, that five more were quickly ordered for the other offices.'

Mvision's videoconferencing network and systems were installed during an office refurbishment in Kelkoo's London headquarters.  
[www.mvision.co.uk](http://www.mvision.co.uk)

## CLIENT CASE STUDY

# mvision

**Award-winning managed video service provider, mvision removes the last two great barriers to video conferencing adoption; expense and infrastructure. The Company's solutions include a dedicated vendor agnostic network. From the technology itself, right through to its costing structure, the managed service enables organisations that are new to the technology to take advantage of simple, capex-free world-class video conferencing.**

### The brief:

mvision asked Proud to increase its press exposure to not only support lead generation and establish a thought leadership position, but to further strengthen its relationship with sole technology partner, TANDBERG.

### The answer:

To support the ongoing PR pAn ongoing PR programme was implemented Over a six month period alone, the results from the PR programme included:

- Publication of 90+ pieces of coverage representing an advertising value equivalent of approximately £40,000

- Feature comment placed in The Times
- Four press meetings and one analyst briefing secured
- Four other press interviews
- Won VC Insight editor's award as Managed Video Conferencing Services Provider 2009
- News jacking; created stories, coverage, opinion and service offerings around industry issues such as heavy snowfall, Cisco/TANDBERG acquisition
- Seven by-lined articles created; with many of them placed in the press
- PR content repurposed for direct marketing; 'The Time Saver' mock newspaper with articles, news etc
- Customer reference programme leveraged with case studies and press releases

### For more information:

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