

# Mazda Australia Implements High-Definition Videoconferencing

Mazda Australia

## industry:

Automotive and Manufacturing

## country:

Australia

## business challenge:

To improve internal communications and reduce interstate travel costs

## solution:

A visual collaboration environment that integrates with Mazda's desktop and scheduling environment

## services:

- Planning and deployment services for a TANDBERG videoconferencing solution
- Integration services for Microsoft Exchange 2003 and Microsoft Office Communications Server 2007

## results:

- Mazda is able to deliver on its commitment to continuous communications with staff – and eventually dealerships – while also reducing costs and integrating with the unified communications strategy
- Reduced travel costs and increased employee productivity
- More timely and improved training programmes

## Executive Summary

To bring its staff closer together, Mazda Australia had an **ambitious plan to provide high-definition videoconferencing** in its five Australian branch offices. This would help staff communicate **more efficiently, provide improved training capabilities, increase productivity rates and reduce travel costs.**

Mazda also wanted to improve communications with its dealership network throughout Australia. To meet these needs, Dimension Data rolled out TANDBERG videoconferencing technology, integrated with Microsoft Exchange 2003 for scheduling and management of videoconferences and Microsoft Office Communications Server (OCS) 2007 for better collaboration.

## Client Overview

Mazda Australia Pty Ltd is a pre-eminent distributor of Japanese motor vehicles and accounts for up to 7.4 percent of the Australian automotive market. For more than 40 years Australians have been enjoying the benefits offered by the company's cars and light commercial vehicles.

A subsidiary of Hiroshima-based Mazda Motor Corporation, Mazda Australia employs over 130 people in its Victorian head office and branch offices located in Sydney, Brisbane, Adelaide and Perth. Approximately 5000 people are also employed across its nationwide dealer network. Like any modern company, Mazda has a comprehensive IT infrastructure.

Mazda utilises new technologies to help reduce the environmental impact of its corporate activities in all areas. Additionally, Mazda contributes to global environmental conservation by providing customers with products that incorporate such leading environmental technologies.

## Business Challenge

'One Mazda' is an initiative intended to make all members of the Mazda network look and feel as though they all operate on the same floor in the same building.

A key driver for the IT department was that its 'One Mazda' initiatives clearly demonstrated a return on investment. A project proposal was drafted that highlighted the potential reduction in travel costs, with further cost savings resulting from the in-sourcing of audio and video bridging services that were previously run by external parties.

Further returns were expected to flow from the fact that increased training could be offered to branch office and dealer staff. And finally, travel and transit time reductions meant staff were more available to engage with colleagues, dealers, customers and importantly, their families.

"We wanted videoconferencing to help us reduce air travel for our staff around the country and therefore save costs, but it has also benefited us enormously by improving communications with all staff,"

said **Tim Ballingall, National Information Systems Manager.**

The third challenge was to enable enhanced communication with Mazda's car dealerships around Australia. This component of the project is still to be completed.

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## Relationship History

Dimension Data has a strong relationship with Mazda, which began in 2005 with the consolidation and improvement of Mazda's security management infrastructure. Dimension Data installed a solution based on the Cisco Security MARS (Monitoring, Analysis and Response System) appliance that integrated seamlessly with Mazda's existing IT infrastructure. The solution not only liberated in-house IT staff to work on value-adding projects, it also provided all the necessary information to meet audit requirements.

Dimension Data also provides maintenance on Mazda's Cisco equipment via Dimension Data's Uptime service, as well providing Mazda with a network appliance storage solution.

## Solution Delivered

A TANDBERG high-definition videoconferencing solution comprising five major endpoints was deployed over Mazda's existing LAN and WAN network. TANDBERG Management Suite (TMS) was integrated with Microsoft Exchange to make the scheduling and management of videoconferences easier.

TANDBERG MPS 200, TANDBERG Gatekeeper and TANDBERG Gateway provide the underlying infrastructure, bridging functionality and support for the eventual build-out of the solution into Mazda's dealer network. Finally, the installation of Microsoft OCS and

integration of OCS with TMS allows 'click to videoconference' functionality from the desktop.

Dimension Data also trained Mazda's IT staff in how to use, support, configure and maintain the systems.

Dimension Data's solution provided ease of use and a strategic collaboration outcome.

Specifically, Dimension Data installed:

- Core videoconferencing infrastructure
- Videoconferencing endpoints at five sites using Tandberg Edge 95 units
- TMS for system management and scheduling
- TMS to Mazda's Microsoft Exchange infrastructure for messaging and scheduling
- Microsoft OCS for integration with Mazda's desktop systems
- TANDBERG MPS 200, TANDBERG Gatekeeper, TANDBERG Gateway

## How We Delivered

Dimension Data deployed the solution in three months, and it was business-as-usual with Mazda as they experienced no disruption to their day-to-day activities. Dimension Data also trained Mazda's IT staff in how to use, support, configure and maintain the systems.

## Value Derived

In December 2007, Mazda launched its new CX-9 model from a conference venue in Melbourne. The launch was streamed around the country to branch offices using Mazda's new TANDBERG high-definition videoconferencing – an apt platform to showcase this advanced new family car.

Videoconferencing is also an appropriate green solution that aligns with Mazda's commitment to the environment by reducing interstate travel.

Videoconferencing will deliver ongoing value to Mazda's business by allowing it to deliver on its commitment to continuous communications with staff – and eventually dealerships – while also reducing costs and integrating with the unified communications strategy.

“Our investment in the TANDBERG high-definition videoconferencing solution has delivered both reduced travel costs and increased productivity amongst our staff and it has also benefited us enormously in communications with staff outside of the management group. We are now able to conduct more timely and improved training, and, in the near future, we will have the capability and communication tools to keep our dealerships more informed and engaged than ever,” concluded Mr Ballingall.