



## Proclinic improves the quality of their communication between offices by Avaya Scopia Video Conference Solution

**Customer:** PROCLINIC  
**Sector:** Dental distribution

### Customer Profile

Proclinic SA has been distributing dental products, since 31 years ago, with the intention to satisfy the needs of clinics and dental laboratories. It's structure is composed by 10 offices spread through the country (Barcelona, Badalona, Zaragoza, Madrid, Bilbao, Valencia, Alicante, Murcia, Granada and Seville). They have a logistics center in Zaragoza with a refrigerated and automated store from 12,000m2 that allows keeping the products in the best storage conditions for immediate use.

### Initial need

High quality videoconferencing with all their laboratories.

### Solution

Avaya Scopia Video Conference Solution

### Benefits

- Group Video Conferencing
- Improve productivity
- Make faster, more informed decisions
- Maintain business continuity
- Reduce travel expenses
- Ensure access to subject matter experts regardless of location
- Expand virtual reach of your enterprise
- Achieve rapid return on investment

Technology Partner



*"Intel is our main supplier of hardware, software and services for our group. Their commitment is demonstrated every day with custom tracking of our multiple requests. When we presented the need to renew our videoconferencing solution they offered us a solution tailored to the specific casuistry of our delegations, getting a video conference solution that is allowing us to optimize business efficiency and communication in real time"*

Marc Sistac, Proclinic's Systems and Technology Director

### NEED

Proclinic had implemented a video conference solution in all delegations that are part of their group. Their continuing need for meetings between delegations, trainings, product launches, technical and commercial contact, made it a must have solution to maintain business continuity, improve productivity and reduce travel expenses.

However, they owned video conference equipment that weren't available to fulfill those tasks because of its closed and inflexible system.

Therefore, Proclinic presented the need to renew their videoconference equipment with a modern, scalable enterprise solution.

*"We have offices spread around the country and need to maintain daily contact with technical and business areas. They should be able to make presentations with the highest quality and at specific times unifying all our delegations in a single conference. "*

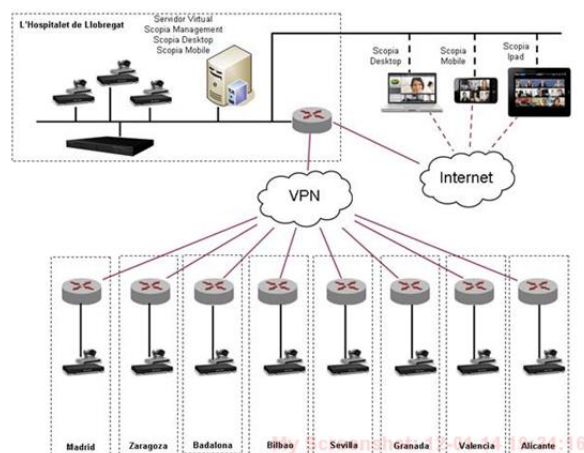


## SOLUTION

Once Proclinc's needs were treated and the casuistry of the delegations was valorized, a pilot test was conducted in Barcelona with AVAYA SCOPIA (the Leading Solution in the Video Conference Market) and Proclinc could evaluate the suitability of this solution.

Having demonstrated its effectiveness, the implantation of the following elements of the solution was started:

- 11 SCOPIA XT4200 Hardware: 3 in Barcelona and 8 in other delegations (Madrid, Zaragoza, Badalona, Bilbao, Sevilla, Granada, Valencia, Alicante)
- 1 MCU ELITE 6110
- 1 SCOPIA MANAGMENT /SCOPIA DESKTOP + SCOPIA MOBILE Software



## BENEFITS

### Systems Department:

- Increased communication quality
- Simultaneous Multipoint Communication (MCU)
- Quick and easy integration with other business solutions
- High communication security (Transversal Firewall)

### Commercial Management / marketing:

- Reduced time and increased productivity: Meetings in real time
- Accessibility to meetings from any place or device
- Decision-making acceleration
- Increased business competitiveness
- Faster diffusion of direct marketing campaigns to all the delegations

### Financial Department:

- Reduce travel expenses
- Fast ROI of the implemented solution

*"The acquisition of the necessary licenses according to our structure has enabled us to have flexibility in different simultaneous conferences. In addition, we have incorporated remote computers (laptops, ipads, mobile phones), with the purpose of involving users from any location"*