



## CUSTOMER SUCCESS STORY

# KPMG Australia Deploys Polycom® RealPresence™ Video Solutions, Unifying Communications Across the Enterprise, Driving 90% Adoption and ROI in 12-24 Months

### Industry

Professional Services

### Applicable Use

- Global executive meetings
- Internal management meetings
- Recruitment
- Training
- Business continuity

### Solution

A complete open-standards end-to-end UC environment, from the boardroom, to the desktop, mobile devices and beyond to support working from anywhere, anytime and over any device.

### Results and Benefits

- 90% room utilisation
- ROI in 12-24 months
- Improve customer service and strengthen client relationships
- Greater global collaboration between teams
- Improve workforce agility
- Enhance learning & development opportunities of consulting staff

### Overview

KPMG is one of the world's leading professional services networks and a leading provider of audit, tax and advisory services, offering industry insight to help organisations negotiate risks and perform well in dynamic and challenging business environments. In Australia, KPMG has more than 5,500 employees nationwide, including 400 partners throughout its 10 offices, located in Sydney, Melbourne, Perth, Brisbane, Adelaide and Canberra.

With a key business driver to increase productivity and enhance collaboration, whilst reducing travel costs and improving operational efficiencies by being able to support mobile employees and teleworkers to collaborate anywhere, anytime, over any device, KPMG Australia underwent a complete visual communications rollout from Polycom. The complete unified communications (UC) solution was designed to integrate with Polycom RealPresence Network (formerly the Halo®/HVEN network acquired from HP in 2011) that was already being used extensively across the company to communicate with global executive teams, with the goal to drive greater efficiencies across the organisation, extending video collaboration beyond just the boardroom, right through to the desktop and mobile environments.

### Visual Collaboration Supports Flexible Working

"Overall, the guiding principle was to improve our customer service delivery and strengthen client relationships through video collaboration by expanding our existing UC solution across the company, integrating with open standards platforms such as Polycom's," said KPMG Australia CIO, Chris Robinson. "We were looking to drive greater efficiencies within the organisation and ultimately, provide our customers with instant access to global experts and teams, while at the same time improving our workforce's ability to be agile and enhance their learning and development," he added.

KPMG started with seven highly utilised immersive video rooms across the Melbourne and Sydney offices, and soon expanded the solution to support mobile employees and teleworkers, deploying Polycom® RealPresence™ Immersive, RealPresence™ Room based systems, RealPresence™ Desktop, RealPresence™ Platform, connected to Microsoft® Lync™.

Being a client-focused business, 80 percent of KPMG Australia's employees are client facing and working outside the office, so they needed unified communications and productivity-enhancing apps, beyond just the typical office environment to allow them to stay connected anywhere, and at any time, using their device of choice, according to Robinson.

"Ultimately we wanted to drive better connectivity and collaboration amongst our employees to enable them to be as productive as possible, wherever they were located. We also wanted to ensure that downtime and travel costs were reduced and that operations were running as efficiently as possible and also supporting work/life balance," he said.



"The key to choosing the right solution is the ability to integrate UC tools and applications with existing infrastructure to avoid unnecessarily retraining of users - enhance what works, not replace it."

Chris Robinson, CIO, KPMG Australia

“KPMG employees have taken very quickly to the video collaboration solutions from Polycom, with 90% adoption rate and ROI in 12-24 months. This provided a very compelling business differentiator for us and the proof we needed to expand our collaboration environment beyond just a boardroom-style environment.”

Chris Robinson, CIO, KPMG Australia

**Business Efficiency Driving Utilisation**

To maximise the use of video within the organisation, KPMG integrated its flight booking system with the video meeting room manager, prompting employees to consider using visual collaboration solutions, rather than travel for meetings. Recommended rather than an enforced rule, the majority of employees chose video over travel. The success rate has contributed towards 90% room utilisation and realising ROI in 12-24 months, according to Robinson.

“KPMG staff has taken very quickly to the video facilities, and if you don’t have the right cultural environment and performance metrics in place to encourage behaviour, you don’t get adoption,” said Robinson. “With such high adoption rates of the technology within the company, this provided a very compelling business differentiator for us and the proof we needed to expand our collaboration environment beyond just the boardroom,” he added.

Such benefits also transfer directly to clients who recognise that KPMG can deliver high quality work at a cost-effective price. Clients are happy to have the best people working on projects - wherever they may be located - without the extra cost, thereby improving client relationships.

KPMG see the use of video collaboration as a continually evolving process that will become more sophisticated over time as the organisation explores new ways to communicate beyond traditional methods.

Visual collaboration solutions are also used within other functional departments of the organisation, including HR to help with recruitment. Additionally, from a training perspective, virtual classrooms can be set

up, bringing experts together from across the company to enhance professional development.

**Integrate Don’t Replace**

According to Robinson, the strategy at KPMG is to look for best-in-breed communication solutions. Polycom was chosen not only because of its dominance in video and telepresence but because of its open standards and rich integration with UC partner platforms - such as Microsoft, IBM and HP, delivering a truly unified communications environment.

“The key to choosing the right solution is the ability to integrate UC tools and applications with existing infrastructure to avoid unnecessarily retraining - enhance what works, not replace it,” said Robinson.

**Looking to the Cloud, Mobile and Social**

The next phase for KPMG is to expand its UC environment to incorporate desktop video solutions and mobility applications to tablets.

KPMG is also exploring opportunities to conduct more client-facing communications using video and telepresence and offering clients use of the solution for their own needs.

“The key will be holistic integration of desktop video, unified communications, instant messaging and telepresence, and mobility, bringing it all together and continuing to deliver tight integration across UC applications and solutions,” said Robinson.

**Learn More**

To find out how Polycom solutions can help your organisation, visit us at [www.polycom.asia](http://www.polycom.asia) or speak with a Polycom Account Representative.

**Product Listing**

**Polycom® RealPresence™ Immersive**

- Polycom RealPresence Network (formerly the Halo®/HVEN network acquired from HP in 2011)
- Polycom® ATX™ 300

**Polycom® RealPresence™ Room**

- Polycom HDX® 8000 Series

**Polycom® RealPresence™ Platform**

- Polycom® RealPresence™ Collaboration Server (RMX® 2000 and RMX® 4000)
- Polycom® RealPresence™ Resource Manager (CMA™ 5000)
- Polycom® RSS™ 4000
- Polycom® RealPresence™ Virtualisation Manager (DMA™ 7000)

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