



## CUSTOMER SUCCESS STORY

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# For Severstal, the Polycom® RealPresence® Platform Brings International Teams Face-To-Face

### Industry

- Iron and steel industry

### Daily use

- Large international company meetings
- Regular team meetings
- Constant connection between office in Moscow and manufacture in Cherepovets
- HR department for interviews with potential employees
- Connection with employees during business trips

### Solution

- For one of the largest companies in Russia the Polycom® RealPresence® platform is key to their daily operations.

### Results and benefits

- Improve communications
- Facilitate knowledge sharing
- Reduce costs
- Work efficiency increase

### Overview

OAO Severstal is one of the world's leading vertically integrated steel and steel related mining companies, with assets in Russia, USA, Ukraine, Latvia, Poland, Italy, Liberia and Brazil. Severstal's gold business, Nordgold, was established in 2007 and comprises of mines and exploration projects in Russia, Kazakhstan, Burkina Faso and Guinea. Severstal currently operates facilities in ten countries and employs a workforce of 84,000.

### Challenges

In 2003 Severstal engaged in an expansion programme, which included the opening of a new office in Moscow. The staff based in Moscow, were required to regularly meet with their manufacturing head office in Cherepovets, which is some 500 kilometers away. Severstal needed to maintain regular face-to-face meetings and hold its summit conferences, and find a way to avoid lengthy and frequent business trips. Video collaboration was chosen as the best solution, and Polycom® was selected as the vendor of choice.

### Implementation

Polycom specialists offered the experimental installation of its solutions to demonstrate and test its capabilities, functional flexibility, usability and quality. Andrey Kozyrev, Director of the technical department at Severstal-Infocom explained: "When a new office was opened in Moscow, we initially chose Polycom as the video collaboration supplier. We tested the Polycom solutions for a month. We were able to assess the quality, and benefits, and were quickly convinced we had made the right choice."

Severstal has its own team of professional staff responsible for installation and technical support of the solutions. "In the past, we have installed other video systems, but we've always returned to Polycom, with whom we have formed loyalty and we trust them to continue delivering the best the market offers", said Andrey Kozyrev.



“After testing the Polycom solutions for a month, we were able to assess the quality and the benefits, and were quickly convinced we had made the right choice.”

Andrey Kozyrev, Director of technical department, Severstal-Infocom

## Results

Video collaboration is now widely used within Severstal, with 102 terminals installed in offices, globally, including Europe and the United States. Severstal first chose the Polycom® VSX® video system, and upgraded to the Polycom® HDX® Room Solutions. The video collaboration rooms range from small conference rooms to large halls with a capacity of 500 people. To bring all sites together, Severstal chose the Polycom® RealPresence® Platform, comprising a Polycom® RealPresence® Collaboration Server (RMX) and Polycom® RealPresence® Resource Manager (CMA). This platform creates a seamless UC environment driving adoption through ease of use. Now, Severstal holds two or three summits per day using the Polycom solutions. Regular in-house team meetings are held, and there is a permanent connection between the Moscow office and manufacturing site in Cherepovets.

Meetings on an international level are regularly carried out via videoconferencing, involving five plants in Europe and the USA, where management can easily interact with all employees. “During these sessions there are up to 30 points connected simultaneously — thousands of people, this is a great way for our company to deliver our messages. On average, Polycom equipment pays for itself in just six months”, says Andrey Kozyrev. In addition, video collaboration is widely used by the HR-department during the recruitment process. With video, a candidate can be interviewed by several people in the organisation, from any location, in just one visit as the solutions deliver lifelike video and voice quality and full motion content sharing securely.

Initially, using the new technology took some getting used to for the employees. Today, at all levels, from top managers to labor collectives, the use of the Polycom solution is completely normal, and so easy, they forget about the technology.

According to a study conducted in January and February 2011 by Coleman Parkes Research commissioned by Polycom, 50% of Russian companies regularly use video conferencing on a daily basis. This statistic is not surprising to Severstal who compiles averages of 590 hours of video meetings per month.

## Open collaborations & unified communications

To further enable users to collaborate from their desks, on the road, from home or from a conference room, Severstal deployed Microsoft® Lync™ Server and integrated with their Polycom RealPresence Platform. “This unique open-standard approach of the Polycom Platform supports our large-scale deployment, and allows us to add new business applications such as Lync.” Confirms Kozyrev. Today, anyone can join a meeting by video from where ever they are.

## The next steps forward

The near-term plan for Severstal is to create the unified field of interactive communication for all exception with the help of Polycom video collaboration systems. They are piloting the Polycom CX phones to optimize Lync. The objective being to deploy the Polycom® SoundStation® IP 7000 in the conference rooms, and the Polycom® CX600 on the desktops.

Severstal developed the objective to integrate personal terminals of different types in the videoconferencing network by the end of the next year, which will provide an opportunity to connect any person to a session regardless of the location. This project will connect video clients in stationary meeting rooms, mobile clients and those who currently are not equipped with the necessary solutions yet.

## Learn more

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

“We hold meetings across 30 sites, re-grouping thousands of employees. This is a great way to deliver our messages, in a very cost effective manner. Each Polycom solution pays for itself in six months.”

Andrey Kozyrev, Director of technical department, Severstal-Infocom

#### Product listing

##### Voice solutions

- Polycom® SoundStation® IP 7000
- Polycom® CX600 IP Phones

##### Video and telepresence systems

- Polycom® VSX® 7000
- Polycom® HDX® 8000 Room Telepresence Solution
- Polycom® HDX® 7000 Room Telepresence Solutions

##### Infrastructure

- Polycom® RealPresence® Collaboration Server (RMX 4000)
- Polycom® RealPresence® Resource Manager (CMA)
- Microsoft® Lync™ Server 2010

## About Polycom

Polycom is the global leader in standards-based unified communications (UC) solutions for telepresence, video, and voice powered by the Polycom® RealPresence® Platform. The RealPresence Platform interoperates with the broadest range of business, mobile, and social applications and devices. More than 400,000 organizations trust Polycom solutions to collaborate and meet face-to-face from any location for more productive and effective engagement with colleagues, partners, customers, specialists, and prospects. Polycom, together with its broad partner ecosystem, provides customers with the best TCO, scalability, and security for video collaboration, whether on-premises, hosted, or cloud-delivered. Visit [www.polycom.com](http://www.polycom.com) or connect with Polycom on Twitter, Facebook, and LinkedIn.

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