LifeSize® Results™

A CUSTOMER SUCCESS STORY

CSC

Jet Propulsion Laboratory

California Institute of Technology

NASA's Jet Propulsion Laboratory Uses LifeSize HD Video Communications to Optimize Meetings, Enhance Collaboration

CSC helps JPL implement remote face-to-face high definition video and audio technology from LifeSize



The Jet Propulsion Laboratory complex in La Cañada Flintridge, California

Organization

Jet Propulsion Laboratory, California Institute of Technology

The Jet Propulsion Laboratory (JPL) is a federally funded research and development center staffed and managed for NASA by the California Institute of Technology (Caltech). In addition to space and planetary exploration, JPL deploys earth-orbiting satellites and develops technologies in fields from public safety to medicine.

JPL's mission requires extensive collaboration within government, academia and the global business community. To improve the efficiency, timeliness and frequency in bringing people together for better decision making and strengthened working relationships, JPL uses high quality remote face-to-face video and audio technology and services from CSC. Better partnerships, environment-friendly cost savings and greater efficiencies are being realized, as well as stronger commitments by team members leading to accelerated project results.

CHALLENGE

Seeking to improve the efficiency, timeliness and frequency in bringing people together for better decision making, JPL was looking to implement remote face-to-face video technology that combined remote collaboration with the positive dynamics of face-to-face meetings - eye contact, direct interaction among participants and lively, productive discussions.

SOLUTION

CSC evaluated commercially available HD video communications solutions against JPL's need for a cost-effective solution that provided ease of use and a high-quality, true-to-life experience. LifeSize® Room™ was selected, pilot tested and is now used at many JPL locations. JPL intends to further deploy this proven solution across selected conference rooms and to additional strategic supplier and partner organizations.

RESULTS

Employees are enthusiastic about participating in remote face-to-face meetings that are as productive and dynamic as live meetings, leading to improved project performance and reduced risk. Less travel has resulted in reduced stress and downtime for participants, lower expenses and a significantly reduced environmental impact from meeting-related travel.

Challenge

JPL's 5,000 employees are situated in over 100 buildings scattered throughout a campus-like environment. Additional employees, contractors and business partners are located in remote offices and in a variety of locations around the world, such as NASA centers and academic institutions. JPL wanted capabilities that remote face-to-face video technologies would provide, including allowing for more frequent meetings between remotely located personnel, more timely idea exchanges, more opportunities to uncover and resolve project-related issues, and better cross-cultural communications. Additionally, traveling between sites was creating non-productive downtime and environment-related costs that JPL wanted to reduce.

When JPL was evaluating available remote face-to-face video options, CSC brought the LifeSize® Room™ system to their attention as a low cost solution. LifeSize® Room™ creates an intimate environment that simulates the experience of working with team members across the table... where eye-to-eye contact and the nuances of body language contribute to livelier discussion, more effective collaboration and greater trust and commitment levels among participants.

AS A FORWARD-THINKING ORGANIZATION, JPL DECIDED TO UTILIZE THE LATEST HIGH DEFINITION VIDEO CONFERENCING TECHNOLOGY TO:

- Create an intimate virtual meeting environment that optimizes face-to-face interaction, enhances productivity and strengthens individual commitment by project team members.
- Reduce the need for meeting travel and its associated expense, downtime and environmental impact.
- Expand and enliven the quality of collaboration by improving the participant experience and enabling more dynamic interaction
- Enable more frequent and timely meetings to reduce project lifecycle time and risk.
- Leverage the Internet for secure teleconference communications instead of proprietary or dedicated technologies.
- Minimize the total cost of ownership by deploying a cost-effective solution that can be rolled out more extensively throughout the organization.

JPL's goal was to identify an exceptional yet cost-effective remote face-to-face capability that could be widely implemented across the organization. The LifeSize® Room™ solution provides 90% of the telepresence experience at the fraction of the cost, enabling JPL to deploy the technology at many more locations, including key subcontractors and partner organizations around the world.



Solution

The remote face-to-face video implementation with JPL was initiated through the CSC Pasadena Innovation Center, in conjunction with CSC's Institutional Services and Support (ISAS) organization and the Collaborative Market Solutions group. CSC selected and recommended a high definition video communications solution from LifeSize® that was practical, cost-effective and at the right costpoint to rollout across several JPL and partner sites.

The LifeSize® systems work securely over the Internet without the need for costly dedicated lines. The project team selected LifeSize® Room™ (which includes the LifeSize® Phone™), providing an integrated system that connects to most HD displays in any size conference room to provide crystal clear video and audio clarity. CSC's practical experience proved invaluable in identifying and installing the remote face-to-face video systems, including making recommendations to improve lighting, audio and other environmental factors based on the characteristics of each room. CSC then helped to set up multiple live demonstrations to help spur user adoption leading to immediate business impact. CSC also developed glossy, simple user guides to improve the overall user experience and minimize support related meeting disruptions.

Results

JPL has already experienced the following appreciable benefits:

• **More productive collaboration** - as evidenced by livelier discussions and more creative problem-solving. This technology has changed the long standing paradigm for videoconferencing. The high definition, virtual presence of remote team members energizes the group and enables more meaningful dialog and participation.

• **Increased participation and commitment** - driven by improved face-to-face connections and greater rapport among participants. Individual nuances and body language can be factored into communications, and relationships strengthened among participants.



The control room at JPL.

• **Improved project performance and less risk** - with reduced cycle times and faster resolution of issues before they escalate into larger problems.

• **Improved employee productivity** - by reducing non-productive travel downtime and conducting more efficient and effective virtual meetings. Hours previously spent traveling are now spent collaborating and accelerating projects to completion.

• **Reduced travel costs** - direct and indirect, and a significantly lower environmental impact from meeting-related travel.

Based on employee feedback and the benefits realized through the pilot test, JPL implemented this solution to a number of its conference rooms. Future plans include expanding the number of installations and linking to select subcontractors and partner organizations to facilitate collaboration and strengthen key relationships.

LifeSize®

Experience Communication in High Definition

Copyright 2009. All rights reserved. April 2009. Information contained in this document is preliminary and subject to change without notice.

Corporate Headquarters:
901 S. Mopac Expressway
Building 3, Suite 300
Austin, Texas 78746 USA

Phone: +1 512 347 9300
Fax: +1 512 347 9301
Email: info@lifesize.com
www.lifesize.com

EMEA:
LifeSize Communications
Toll-free Europe
Phone: 008000 999 09 799

APAC:
LifeSize Communications
Hong Kong
Phone: +852 8239 369