



The Cleveland Clinic

High Performance Under Pressure Conditions

CHALLENGE

The Clinic has a large main campus in downtown Cleveland, Ohio. It also comprises a network of family health and surgery centers around Northern Ohio along with facilities in Florida and Toronto.

The Clinic began deploying videoconferencing technology in the early 1990s, primarily to deliver continuing medical education to four or five Clinic sites at a time. The technology was also used for meetings with other Clinic locations and to communicate with external medical providers around the world.

Over the years, the videoconferencing network has grown substantially, as the Clinic has expanded its presence across Ohio and its interactions with global partners. The task of managing the associated videoconferencing needs has likewise grown.

The Clinic's challenge today is to maintain the current network's high level of performance while simultaneously:

- planning the migration to higher-quality high-definition (HD) technology,
- planning the migration to IP networking, and
- supporting the growth in audiovisual and videoconferencing needs as new facilities are added.

Dealing with Rapid Facility Growth

In 2007 the Clinic expanded its downtown campus and acquired a new administrative campus in the nearby suburb of Beachwood, Ohio.

The Beachwood campus posed a particularly vexing challenge, as plans called for these new buildings to be occupied mere months after the completion of interior renovations. For the Clinic IT team managing the conferencing infrastructure, this meant deploying audiovisual solutions throughout the new campus in a very compressed timeframe.

AT-A-GLANCE

The Cleveland Clinic, one of the largest and most respected hospitals in the world, is a not-for-profit, multi-specialty academic medical center that integrates clinical and hospital care with research and education. U.S. News & World Report consistently ranks the Clinic among America's Top Hospitals across most specialties.



The Clinic sought a company that was skilled in all aspects of audiovisual integration and could get this job done right. In addition, the firm had to meet the tight deadline for the Clinic team to continue managing its increasing workload of other conferencing responsibilities.

SOLUTION

Once the Clinic chose Videré Conferencing to handle this challenge, there was no time to waste. Fourteen conference rooms required technology solutions, which had to be installed in conjunction with the interior renovations. These implementations ranged from basic audiovisual support technology to high-end rooms with videoconferencing, control and audiovisual support.



Operating under these high-pressure conditions, Videré Conferencing finished the work on time and with minimal oversight from the client. The first six audiovisual systems were installed within 40 days of project launch. All the remaining systems were up and running 40 days after that.

Videré Conferencing's years of experience in creating custom conferencing environments was a critical factor in accelerating the turnaround time. The firm was able to meet with Clinic personnel and quickly develop an understanding of their requirements for the new rooms.

From there, Videré Conferencing called upon its extensive knowledge of videoconferencing, audiovisual and related technologies to identify the appropriate lineup of products for the jobs. Videré Conferencing project managers prioritized the Clinic job and assigned the necessary onsite personnel to finish the job rapidly.

Meanwhile, Videré Conferencing senior management took the initiative to offer flexibility to the Clinic procurement team. Allowing standard purchasing processes to run in parallel with the room installations eliminated the normal time delays of purchase requisition.

Customization a Necessity

The Clinic's audiovisual systems involved a great deal of customization. Each conference room had a unique design and thus different challenges and requirements. In some rooms, Videré Conferencing technicians had to integrate the systems with existing audiovisual elements. In other rooms, they started from scratch. All of this work had to meet the Clinic's standardized approach to room layouts and equipment control.

Meanwhile, the videoconferencing rooms were outfitted with Polycom 8004 HDX systems. This represented a major

"Videré Conferencing worked exceptionally well with our IT team while displaying a real commitment to meeting the project budget, goals and deadline. The project was a major success."

Name TK,
Title TK of The Cleveland Clinic

advancement in the Clinic's migration from legacy standard-definition conferencing to the vastly improved user experience afforded by HD technology.

Throughout the project, Videré Conferencing carefully coordinated its efforts with those of various outside contractors. As a result, all parties were able to do their jobs with minimal conflict and maximum efficiency.

RESULTS

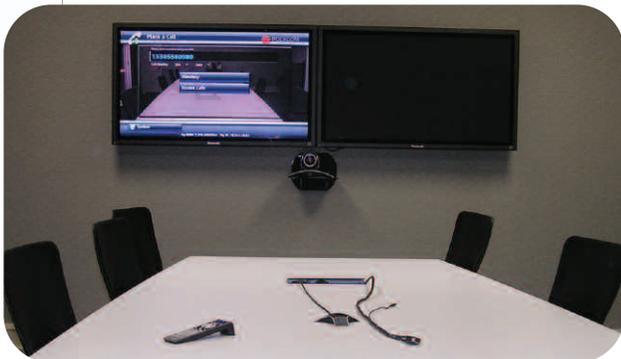
Besides completing this work on schedule, Videré Conferencing stuck to the budget, avoiding the added costs that typically occur in such a large construction project.

Videré Conferencing's contributions meant the Clinic IT team overseeing the project could do its other work without having to devote significant time to the Beachwood implementation. And personnel were able to use the conferencing technology as soon as they moved into the buildings at the Beachwood campus.

Thanks to the joint efforts of Videré Conferencing and the Clinic IT team, the Clinic now enjoys excellent conferencing solutions in its Beachwood campus conference rooms. All rooms feature simple, standardized approaches for control of audiovisual technology. In the videoconferencing rooms, HD technology displays people on one screen along with PC and other content on a second screen.

The bottom line? Having vastly improved conferencing capabilities helps the management team to keep The Cleveland Clinic at the forefront of the medical field.

Videré Conferencing: delivering the next generation of HD videoconferencing, audiovisual and networked solutions.



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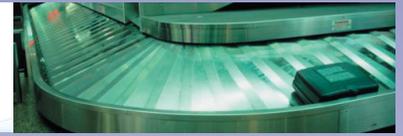
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Sure, you could fly to that business meeting. If you like driving to the airport, killing two hours in the terminal, squishing into your airplane seat, having your ears pop, picking up your rental car, navigating an unfamiliar city and then flying back that night.

Or, you could talk to Videré Conferencing. We'll set you up with a full range of HD videoconferencing, audiovisual and networked solutions.

Isn't it time your organization kicked its flying habit? Videré Conferencing can show you how.



Going the distance, so you don't have to.



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Retro can be cool. But you'll never hear anyone waxing nostalgic about their old videoconferencing system.

At Videré Conferencing, we couldn't stand the poor video and audio quality either. So we decided to start a company that would deliver the next generation of HD videoconferencing technologies. A vibrant and lifelike picture, crystal-clear sound, video that actually syncs with the audio: This stuff is the next best thing to being there.

Videoconferencing really has come a long way. See for yourself with Videré Conferencing.



Going the distance, so you don't have to.



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A conferencing system in a box? That's about as satisfying as a TV dinner. Advanced conferencing technologies and services from Videré Conferencing? That's like a meal at the best steakhouse in town.

At Videré Conferencing, we understand most businesses investing in a video or audiovisual conferencing system need a little hand-holding. So we offer everything from product selection, design and implementation through ongoing service, training and support.

High-touch service actually can be part of your conferencing experience. Let Videré Conferencing show you how.



Going the distance, so you don't have to.



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