



Wpromote Thanks Their IT Analyst For Enabling Highfive in the Office

“When I implemented Highfive at Wpromote I was actually thanked as an IT guy. With Highfive, our work environment had transformed: we’re now working in powerful and productive ways, while also putting an emphasis on creativity and collaboration.”

— Naved Peshimam, Senior IT Analyst at Wpromote

WPROMOTE

Industry	Digital Marketing
HQ	Los Angeles, CA
Location	Dallas, Chicago, San Francisco, Houston and Denver
Employees	300
Use Cases	Video conferencing; Dolby Conference Phone; Screen sharing; Connecting distributed workforces

Problem

An unreliable conferencing system that needed a modern update

At Wpromote, a digital marketing agency, seamlessly integrating various satellite offices is important to ensure teams are collaborating productively and creatively. But with a jumbled mix of various existing conferencing systems, a sleek and easy-to-use solution was needed.

Solution

Outfitting conference rooms with Highfive Professional and the Dolby Conference Phone

To streamline and revitalize their internal communications system, Wpromote replaced a hodgepodge of video systems, like UberConference and Google Hangouts, with Highfive in their strategic conference rooms. And the Dolby Conference Phone now calls every conference room at Wpromote home.

Results

A video conferencing system that directly enables a collaborative work environment

Highfive’s ability to provide a dependable solution empowered Wpromote employees to feel confident speaking up in larger virtual meetings and screen sharing during brainstorming sessions.

PROBLEM



Struggling to spark connections with a hodgepodge of unreliable solutions

“Over the physical phone there was no way we could differentiate between 50 different voices,” says Peshimam. “And the video solutions we were using, like Google Hangouts, didn’t have consistent audio quality. It was a mess. I kept thinking to myself that there had to be a better way to do this.”

Wpromote, a creative digital marketing agency, relies on large team check-ins and brainstorms that often span multiple offices and include over 50 people total. The agency’s senior IT analyst, Naved Peshimam, remembers a dark time when the company’s communications technology just wasn’t doing the trick during team meetings with dozens of participants.

Finding a better internal communications system was so important to the company that the CEO even got involved in the decision-making process.

“Our CEO sat in on our initial call with Highfive actually,” Peshimam remembers. “He got really excited and when we got a demo of the Dolby Conference Phone, we knew there was no going back. ”

After comparing Highfive with a few other video conferencing options and packages, Peshimam and his CEO decided it was a no-brainer: they’d go with Highfive.



SOLUTION



A video and audio solution you can thank your IT analyst for

“Now I don’t have to help people set up their video conferencing meetings. Everyone knows what to do because the process is so straightforward and uncomplicated.”

Wpromote first used Highfive when they were setting up their Chicago office, and got an immediate reaction from employees.

“People had heavily complained about our existing communications tools like Google Hangouts in the past, so when we switched over to Highfive, employees were grateful that we had a conferencing system that worked every time,” Peshimam says. “I actually had people coming up to me and thanking me for bringing Highfive into the office. It’s a great feeling.”

Adding Dolby Voice audio was especially impactful. A couple of Wpromote’s conference rooms had previously been outfitted with Logitech microphones, but when the company switched

to Dolby Voice audio with the Dolby Conference Phone the change was noticeable, especially during those larger meetings where identifying individual voices was initially difficult. “We have over 250 employees from Los Angeles to Dallas to Chicago that use Highfive and they’re always struck by how clear the audio quality is,” Peshimam says. “It feels like you’re in the same room as someone who’s hundreds of miles away. Dolby Voice has changed the game for us.”

Setting up meetings has also been easier than ever with Highfive. One-click links that automatically sync with existing online calendars have saved employees’ valuable time. “It’s almost too easy,” says Peshimam.



RESULT



A CEO-approved conferencing system that fosters open communication

“People are more keen to use Highfive for larger meetings because they know they’ll be able to actually hear one another,” says Peshimam. “It’s great to see employees seamlessly connecting with each other even if one team member is in Los Angeles and another is in Chicago.”

Because of Highfive’s easy-to-use system, Peshimam has seen an uptick in sustained face-to-face meetings at Wpromote and has also noticed that larger brainstorming sessions have fewer technical problems.

Screen sharing has also seen more usage among teams during calls and has allowed for meetings to run openly and organically. Coupled with the clear audio and video quality, the screen sharing capabilities have caused Peshimam to think about integrating more Highfive devices into Wpromote’s offices.

“We started with four devices to see if Highfive would catch on with employees,” says Peshimam. “And it really has. I’ve purchased more devices to add to our other conference rooms, and employees across the board — from sales to C-suite — are more than excited.”