



von Drehle Finds Travel Alternative with Highfive Standard Video Conferencing

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— Matthew Roosa, Systems and Network Administrator at von Drehle



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| Industry | Manufacturing |
| HQ | Hickory, NC |
| Location | Cordova, NC; Maiden, NC; Memphis, TN; Natchez, MS; Las Vegas, NV |
| Employees | 500 |
| Use Cases | Video conferencing; screen sharing; connecting distributed workforce |



Problem

Depending on travel for face-to-face meetings

With six different offices spread across the country and no video conferencing solution, employees at von Drehle found themselves having to travel every time they wanted to hold a face-to-face meeting.



Solution

Easy, reliable video conferencing with Highfive Standard

Requiring virtually no training, von Drehle employees began using Highfive Standard to connect many people at once for daily meetings, presentations and even product demos.



Results

Significant cost and time savings, enhanced collaboration and productivity

von Drehle saved tens of thousands of dollars by choosing Highfive over Polycom, and saved additional time and money by reducing their travel in favor of face-to-face Highfive meetings, which resulted in closer and more efficient collaboration.



PROBLEM



A Reliance on Travel for Cross-Office Collaboration

Manufacturing company von Drehle is doing its part to keep the planet green by taking in recycled material to convert into paper towels, tissue and more. Although the corporate headquarters is based in Hickory, North Carolina, von Drehle has over 500 employees located across six facilities in four states. With executives having to meet with vendors at all of the different locations, and certain managers being responsible for teams in other facilities, traveling to in-person meetings was the norm — but they knew they could find a better way.

After being tasked with finding a video conferencing platform, Matthew Roosa, Systems and Network Administrator at von Drehle, began his search. Initially, he was discouraged by the prohibitive cost of video conferencing platforms. But after a little more digging, he came across Highfive.

“We first looked into Polycom, but there was no way to justify the cost. Highfive was well within our price range, though, and very easy to use — at first, it almost seemed too good to be true,” Roosa said.

But luckily for Roosa and von Drehle, video conferencing with Highfive turned out to be just as easy as they had hoped. And after a quick trial, he and his team chose Highfive Standard.



SOLUTION



Sleek and Simple Multi-Person Video Conferencing With Highfive Standard

“Ease of use is incredibly important for us. You can have a really nice system, but if your end user can’t operate it without calling IT, it’s just not practical. With Highfive, you just connect the device and it works,” Roosa said. “When we first asked employees to set Highfive up on their own, we got a lot of hesitant looks. But I didn’t get a single request for help. I actually overheard people saying, ‘This is so cool!’ and ‘I can’t believe I could do that — I didn’t think this was going to work!’”

After a set-up process that was “as simple as it gets,” Roosa and his team began to train employees how to use it. Knowing how easy it was to get up and running, the team decided that the only training necessary would be sending around an instructional document — and sure enough, employees were able to pick it up right away.

With everyone well-versed in how to use the product, several different teams began leveraging it.

“In the IT department, we set up regular calls with one of our remote team members, and executives used it to visit facilities without having to leave the office. Recently, the HR director had to give a presentation to the entire company, and she did it all through Highfive video conferencing and

screen sharing. Before Highfive, she would have had to visit each facility in person,” Roosa shared.

“Our sales team is really ramping up their use, too. We have a salesforce all over the US, and we can connect them all through one platform. Prospective buyers can even dial in using Highfive to see our entire product line in our showroom and learn how to use them. We’re even using it to cross-train employees on-site instead of sending them to different offices.”

With so many different von Drehle employees and customers already using Highfive — and ever-growing adoption rates — the increased number of endpoints that Highfive Standard allows was critical. The von Drehle team also took advantage of Highfive Standard’s other benefits, like custom branding and audio-only dial-ins.

RESULT



Premium Collaboration Without a Premium Cost

“At a large company like ours, the increased number of endpoints was huge. I also love the fact that with Standard, we can tailor Highfive to our brand — our marketing efforts have grown a lot, and sending a customized domain for meeting links helps reinforce that. I think the audio dial-in will be really popular too. Whether you’re out of town or just camera shy, it’s great to have the option to call in from your phone and join,” Roosa said.

Despite his initial concern that Highfive was too good to be true, Roosa is now a firm believer in the product. What’s more, Highfive has helped his company save time and money.

“Everything has been amazing with Highfive. When you can send somebody a link, click on it, and instantly be connected to them without having to involve IT, choosing Highfive is a no-brainer. And not only is it reasonably priced — it’s about 82% cheaper than the other system we were looking at — we’ve also been able to reduce spending on plane tickets, hotels, meals and all the other expenses that come with traveling to an in-person meeting.”

Beyond time and cost savings, Highfive has also fostered a sense of connection between employees based out of different offices that wasn’t there before, making collaboration more effective than ever.

“There are some people who have worked together every day for five years, but have never seen each other’s faces until we started using Highfive. They feel like they’re finally meeting for the first time, and really getting to know each other. It makes working relationships so much better,” Roosa said.