

CONNECTING ACROSS THREE CONTINENTS: HOW THE CLARY TEAMS WORK TOGETHER USING THE ONESCREEN™

COMPANY PROFILE

Clary Icon

- Clary Icon is subsidiary of Clary Company (est. 1954)
- Launched the OneScreen in 2012
- HQ in San Diego, offices in Pakistan, Columbia and Miami
- Sells through global reseller and distribution channel



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~ Sufian Munir
CEO, Clary Company

As the CEO of Clary Company, whose subsidiaries include Clary Business Machines, Clary Icon and Clary Solar; Sufian Munir is well acquainted with the challenges that come from running a global company. To work with a complex network of regional offices, partners, distributors and resellers, he and his team deployed video conferencing systems and interactive whiteboards. They quickly discovered the limitations of these products, most notably in ease of use.

RESULTS

- Significantly reduced travel between offices
- Increased sales and improved training delivery
- Created strong connections with customers and partners
- Increased feeling of unity between remote teams

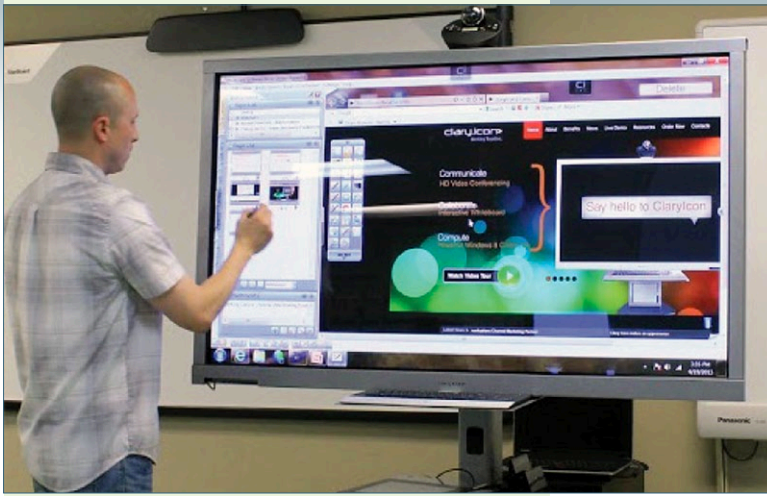
“I’d walk in a conference room and we’d try to do a video call,” said Sufian Munir, CEO of Clary Company. “Twenty minutes later we’d still be trying to make the connection instead of actually starting the meeting.”

Because Clary Business Machines is a distributor of office equipment including video conferencing systems and interactive whiteboards, the Clary team crafted a customer survey to determine if their customers’ experiences with video conferencing and interactive whiteboards mirrored their own.

They did. An unfortunate 40 percent of customers who had purchased an interactive whiteboard or high-end video conferencing solution were not using it regularly because it was too difficult to use.

This customer feedback combined with Clary’s own experience led Munir to found a new company—Clary Icon—and create a better solution, one that integrates core conferencing and collaboration functionality into a single, easy to use product—the OneScreen™.





TECHNOLOGIES THAT WORK TOGETHER

The driving force behind the OneScreen was to create a device that people would actually use. “Our idea was to make it as simple as possible for companies and people to have productive meetings in a conference room,” said Munir. “We wanted to give them the tools for everything that they could think of to do in a conference room, with one device that they feel comfortable using.”

CHALLENGES

- Improving sales demos and training sessions
- Strengthening relationships between partners and customers
- Managing teams in four different offices

SOLUTION

- Clary OneScreen (5)
- HD PTZ camera (1)

To do this, Munir and his team took a unique approach. Rather than engineer each component themselves, they began to evaluate best-in-class technologies for video conferencing, interactive whiteboarding, video streaming, display, computing, and collaboration.

IDENTIFYING LEADING TECHNOLOGY

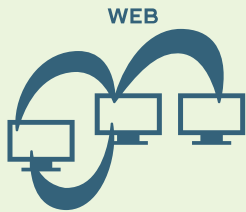
“We knew who had the best technologies. Publications like PC Week identify the best technologies for this type of communication,” explained Munir. “And we thought, ok, if these are the best technologies, why not just incorporate them into a single integrated solution and offer that to the customer instead of telling the customer what the best individual components are—just give them a solution that is built from all the best technologies in the industry.”

FORGING STRONG PARTNERSHIPS

Clary Icon partnered with the Hitachi StarBoard team for the interactive whiteboard component and Logitech for the camera and wireless keyboard. An LG 60” or Sharp 70” HD display, Windows 7 computer, and Vidtel video conferencing services rounded out the conferencing and computing capabilities. Clary Icon integrated the components and developed a simple interface that allows quick access to the unit functions. The first units rolled off the assembly line in 2012.

TOOLS FOR COLLABORATION

Once the OneScreen was available, the Clary teams began using them to solve their own inter-office challenges. One troublesome area was the communication between the Pakistan office and the San Diego office. When the sales team in the San Diego office sent email to the engineers and technical support teams in Pakistan, their questions were often misunderstood. Getting to the answer created extra steps and delayed projects.



CONFERENCING



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CEO, Clary Company

“When you try to ask them something via email, you don’t necessarily get the answer the first time. They misinterpreted what you were asking,” explained Munir. “Even though we’ve always had tools like the phone and video conferencing, we didn’t use them to call Pakistan because it was too difficult to connect.”

The follow up emails required to clarify and provide additional information made a 48-hour turnaround the minimum timeframe for questions. These delays have a significant impact on business and inter-office relations. To solve these issues, the Clary team installed a OneScreen in their Pakistan office and one in the San Diego headquarters.

TRANSFORMING COMMUNICATION

The way these two offices work together now has been completely transformed. The team decided to keep a live video stream open between Pakistan and San Diego using Skype. With this live video, the OneScreen provides a virtual window into each office. Workers in San Diego and Pakistan (night shift) can literally walk up to the screen and talk to their counterparts as though they are all in the same room.

STRENGTHENING RELATIONSHIPS

The increased access has strengthened the relationships between the employees because they see each other all day and can engage in casual conversation.

More importantly, employees can now work together more effectively. From the OneScreen, the teams can open any document and review and change it in real-time. They can search for information together. They can open the specific orders they have questions on and immediately address them.

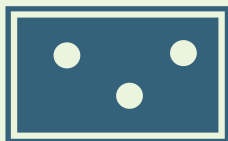
In addition to San Diego and Pakistan, the teams in Miami and Columbia also use the OneScreen to interact with their colleagues in different parts of the world. Besides engaging in more productive meetings, the teams meet and communicate more frequently.

“I feel more connected to all of the employees outside of San Diego than I used to,” said Munir. “I can walk through the demo room and call the other offices. Since our system is set up in a way that it auto answers, I can immediately see and start talking to them.”

REDUCING THE NEED FOR TRAVEL

Improved communication and collaboration between offices has created another benefit for Clary. “One of the biggest advantages I’m seeing is

INTERACTIVE



WHITEBOARD

Leading an interactive whiteboard discussion results in a 50% higher lead conversion rate and a 29% shorter time to productivity.

Aberdeen Group

reduced travel,” said Munir. “I used to have this burden that every 2-3 months I had to go to Pakistan, and Columbia, or Miami. And I don’t have that burden any more. I haven’t been to Pakistan in about two years now. In terms of the actual cost of travel, it has been a big help.”

INTERACTIVE SALES MEETINGS

The OneScreen has been instrumental in changing the way the Clary teams sell and work with external partners. According to Munir, 70-80% of OneScreen use is sales related—and that’s no surprise.

Using interactive whiteboards and video conferencing is a proven way to positively impact sales. Research firm, the Aberdeen Group found that leading an interactive whiteboard discussion resulted in a 50% higher lead conversion rate, 29% shorter time-to-productivity, and 15% shorter average sales cycles.

PRESENTING ENGAGING DEMOS

The Clary Icon sales team uses the OneScreen to demo its capabilities while the Clary teams on the distribution side use it to sell other office products. Clary has a unique demo room that uses a Clary OneScreen the included HD PTZ camera. When prospective customers go to www.onscreencamera.com, they are able to see a live feed from the PTZ camera mounted on the back wall, so they can see the sales rep and the OneScreen.



“Customers go to onscreencamera.com and that in and of itself creates a kind of wow factor,” explains Munir. “It helps us have a longer conversation because the customer warms up to you when they actually see you. It definitely increases the opportunity for sales.”

Once the sales rep has shown the customer the Clary OneScreen unit, he will initiate a call to the customer from the OneScreen using Skype, WebEx or whatever video conferencing product the customer uses. This action demonstrates how easy it is to conduct a video call from the OneScreen and gives the customer the actual experience of using the product.

VIDEO



CONFERENCING

“It’s an easy step for the customer to connect to the Clary OneScreen. The demo becomes a more powerful when you’re doing a video conference.”

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“When we use OneScreen, the call becomes a two-way video call so we are also able to see the customer,” Munir continues. “It’s an easy step for the customer to connect to the OneScreen. The demo becomes more powerful when you’re doing a video conference.”

THE ULTIMATE TRAINING TOOL

Starting a new manufacturing company also meant Munir needed to hire manufacturer rep firms and set up a reseller channel to sell and install the OneScreen. Clary Icon also brought on a distributor in Mexico. The OneScreen has been an important tool in establishing these relationships.

Of the rep firms and resellers that Clary Icon has brought on, Munir says, “I have not met any of them in person yet. It has all been done through remote collaboration. As these partners are seeing the demo, I dial their computer and they become part of the training. They are able to see my video through the Clary OneScreen camera and see whatever I’m writing on the screen. So that becomes a powerful experience.”

BRINGING PARTNERS UP TO SPEED

A good example of how Clary Icon is using the OneScreen with partners is the interactions with their distributor in Mexico. The Clary Icon sales team calls the Mexican distributor as part of the customer demo. The distributor’s sales team can then hear how the Clary team conducts a demo and improve their own training. They also participate in weekly discussions with the Clary San Diego, Miami, and Columbia offices.

“What we are doing with our distributor in Mexico is kind of the same thing we are doing with our other locations. We frequently call their office when we are doing demos because they also have a OneScreen,” said Munir. “That’s helpful because they can hear us do the demo. And it’s also helped us develop a really strong connection with the reseller because they keep seeing us almost on a daily basis.”

SHARING IDEAS WITH REMOTE TEAMS

Clary Icon has a weekly meeting where all locations will call into the video bridge. They use this meeting to check video quality and discuss demos but also to keep all sales reps seeing each other and talking to each other.

“With the OneScreen the sales teams now see each other so much more and it’s helped strengthen the bond between them. For example, Alan from the Miami office will be doing a demo and call our San Diego office. He shows up on our 60” screen. We hear him talk to his customers and in a few minutes he’ll hang up,” explains Munir. “Even though we’re not talking

EXPERIENCE THE ONESCREEN

Learn more about the
OneScreen and to see
it in action.

Join us for a live demo.
Go to www.claryicon.com
to request a one.



directly, it has helped both teams develop a stronger bond because they get to see each other more often and they get to see what the other team is doing.”

TAKING ONESCREEN ON THE ROAD

Because the OneScreen is so easy to connect and use, the Clary Icon sales team takes it to many roadshows and trade shows throughout the year.

“If I had any other video conferencing system that I wanted to present, I would never dare to take it with me,” said Munir. “With other products, there was about a 5% chance it would work when you take it into a new environment, plug it in, and start making calls. But with the OneScreen, we’ve taken it and used it without any problems at so many trade shows and in different customer environments—primarily because of the Vidtel bridge services.”

CONCLUSION

The Clary teams have seen a number of direct benefits from their use of the OneScreen. Sales have increased, training demos are more engaging, travel is down, and working together—in the same office and with remote teams and partners—has never been easier. The frequent use of video has also strengthened relationships between all offices.

For a live demo: www.onescreencamera.com

ABOUT CLARY ICON

When meeting room technologies work together, companies can realize the promise of people working together. Clary Icon manufactures the award-winning OneScreen, an interactive video whiteboard. The OneScreen combines video conferencing, interactive whiteboarding, unified collaboration, and computing into a single, integrated solution—so people and technology interact naturally.

Headquartered in San Diego, Clary Icon has offices in Miami, Columbia, and Pakistan. See how we’re working together at www.claryicon.com.

clary.icon>
working together

Learn more about OneScreen™ at www.claryicon.com