



CUSTOMER SUCCESS STORY

Aethra and the Law Firm Maisto and Associates

One of the most important law firms in Italy, Maisto and Associates, has its main offices in Milan, a branch office in London, and will shortly be opening a further office in Rome. With the number of employees, collaborators and consultants working between these offices almost reaching 40, good communication is a top priority.

The decision to employ video communication technology was originally made in 1998, when the London office was opened. The aim was to render collaboration between Milan and London easy, professional and interactive.

In 2003, STS Engineering presented the firm with Aethra technology, and as a result a special meeting room was created in the Milan headquarters. The room is used for weekly videoconference meetings with the London office, and “sometimes”, explains Dr. Carlo Galli “meetings are also held with other law firms or with clients, who for one reason or another are not able to be in Milan. Videoconferencing”, continues Dr. Galli, “even enables us to resolve unexpected situations rapidly and has proved itself to be a useful tool in a variety of situations. When one of us is in the London office and needs to meet a client in Milan or vice versa, or if a client is not able to be in Milan, a meeting can take place nonetheless in videoconference, meaning fewer delays and increased productivity”.

The possibility to work more efficiently and to interact with remote collaborators more effectively has proved the most significant benefit of videoconferencing for Maisto and Associates.

“We have never calculated how much videoconferencing has saved us in terms of the trips to and from the Milan and London offices that would have otherwise been necessary”, explains Dr. Galli, “When we opened the office in London we believed that videoconferencing would allow us to work much more effectively and we were proved right. This is without a doubt the most important advantage of using video communication technology as far as the firm is concerned, so much so that any financial benefits have been pushed into second place”.

“Thanks to such user-friendly video communication systems, we were able to master using them in only 15 minutes,” underlines Dr. Galli. At Maisto and Associates videoconferencing has become an everyday tool of communication, complementing the more traditional methods, and enriching interaction with collaborators and clients.

“Thanks to video communication we can organize meetings immediately, as and when the need arises and despite the distance. For this reason”, continues Dr. Galli, “we believe this technology to be extremely relevant in a variety of situations similar to our own, that is to say wherever there is a need to communicate with remote sites in an extremely professional way and whenever meeting in person is impossible or avoidable,” concludes Dr. Galli.

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