



CUSTOMER SUCCESS STORY

Videoconferencing Enables Multi-National to Carry Out New Projects Thanks to Improved Distance Collaboration Techniques

Thanks to videoconferencing technology, Italian firm improves communication between its European offices and takes on new business ventures.

Arancho Srl, a multi-national company specializing in multilingual documentation translation and management, is headquartered in Italy and has international offices in Spain and Finland. Thanks to constant growth and development, the group has become a standing reference in the international multilingual communication scenario. Arancho have in fact extended their activities into all languages, including those used in the Baltic countries, Arabic-speaking nations and the Far East.

In 2004, Arancho chose to implement videoconferencing technology to facilitate business processes and improve distance collaboration, in particular between the headquarters and its overseas offices. Arancho selected video communication systems from Aethra (www.aethra.com), a leading provider of videoconferencing solutions thanks to its long experience in the communications industry. Aethra's Vega Star Silver set-top system has been installed in Arancho's three main locations: Italy (Rimini), Spain (Barcelona) and Finland (Helsinki).

For Arancho the implementation of video communication technology has brought about a significant change in the focus and future plans of the company. As confirmed by Arancho's IT manager, Lorenzo Grilli, "Video communication solutions have launched the company into a situation that just a short time ago seemed a utopia. The use of this technology has stimulated the fulfilment of projects, which had been put aside precisely for problems relating to communication and distance collaboration.

Arancho chose to take advantage of video communication solutions as the company has various offices in Europe and plans to open further offices in the future. Aware of the problems that physical distance can in some cases create, the company decided to make the most of the technology available to improve business affairs.

The company uses video communication principally for meetings of the Board of Directors and for meetings between working groups. It is the company's first experience using videoconferencing technology and they are highly satisfied with the results achieved so far, not having come across any problems during the initial set-up period or during normal usage thanks to the simple installation process and easy to use graphic interface.

In addition, video communication has facilitated the company by allowing one of the partners, who lives abroad, to actively participate in all Board meetings. It also allows the sales divisions in the three countries in which the company is currently present to interact whenever considered necessary.

The characteristics of the video communication solution particularly appreciated by users at Arancho are the excellent audio and video quality, allowing smooth communication, and the versatility of the system towards other manufacturer's systems.

At Arancho, video communication users are aware that in some cases face-to-face meetings are necessary, and in fact the company has not implemented video communication as a substitution for all meetings. Videoconferencing allows the company to collaborate more easily and frequently and means the various company functions located in different locations can be in immediate contact whenever necessary.

Arancho Srl	Aethra SpA
www.arancho.com	www.aethra.com
Lorenzo Grilli	Jenny Flack
Tel: +39 0541 760 833	Tel: +44 071 2189 745
Lorenzo.grilli@it.arancho.com	jenny.flack@aethra.com