



## CUSTOMER SUCCESS STORY

### **Aethra Videoconferencing Technology Helps Italian Research Consortium Become Distance Learning Leader**

CIRM - Consorzio Italiano per la Ricerca in Medicina – is a Consortium specializing in Medicine research. CIRM promotes and coordinates technological projects at both national and international level and collaborates at national level with multiple networks active in the health and social service sectors. At international level CIRM acts as technological partner for the developed countries and promotes research and development in the countries of the third world.

Among its ground-breaking projects, the CIRM has developed a new integrated learning model for professional education, currently applied to the medical sector, but also applicable in many other sectors. These new learning methods have been developed to promote the movement of knowledge from centers of excellence to hospitals and health institutions all over the country. The methodology integrates traditional learning techniques with new mediums, including CD, DVD, Internet, e-learning and distance learning.

Videoconferencing solutions have become a fundamental part of CIRM's distance learning program and have allowed CIRM to become a leader in the distance-learning sector.

Courses at the CIRM's school are held in multi-media rooms equipped with videoconference solutions able to connect with up to 6 other videoconference systems contemporarily. Depending on the needs of the teachers and/or students, connectivity can be extended to up to 48 sites by connecting through *Meetinvideo*, a service provided by Aethra.net where expert staff support, manage and coordinate the entire event for its duration.

In 2005 the CIRM purchased videoconferencing equipment to connect a network of 45 sites in the Lombardy region of Italy. The network was set up to replace the time consuming and costly *in person* conferences that the organization had previously used to periodically meet and exchange information. Thanks to video communication the consortium has now been able to radically reduce conference costs by cutting out travel expenses and staff downtime –resulting in significant savings in terms of both finances and efficiency.

CIRM chose Aethra solutions thanks to their renowned reliability and a widespread national presence offering first class post-sales and maintenance services.

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