



## Customer Success Story

### **Video Conferencing at Magaldi Power Promotes Business Development, Improves Efficiency and Reduces Costs**

**In 2008 Magaldi Power S.p.A chose to invest in the improvement of its internal communications network with the installation of video conferencing systems connecting the headquarters in Salerno with the assembly plant in Buccino, Italy.**

The [Magaldi Group](#) was founded at the beginning of the last century and rapidly expanded thanks to the introduction of innovative patents in the field of super conveyor belts. The Group of companies operates worldwide in the fields of development, planning, production and installation of technology and machinery mainly destined for the extraction, cooling and handling of bottom ash from pulverised coal-fired boilers.

Magaldi Power S.p.A. was founded in 2002 and is the Group's youngest member. It commercializes Magaldi's dry bottom ash handling systems for solid fuel-fired boilers in the power generating industry, and is the only system in the world able to extract dry ash without the need to utilize water. This permits the company to offer high performance technology that reduces environmental impact and energy consumption. Saving millions of gigalitres of water a year, eliminating pollutants from the refluent waters of thermoelectric power stations and returning captured heat energy back to the boiler, are just some of the environmental advantages offered by Magaldi products.

Through its own technological solutions Magaldi Power is able to offer diverse solutions that answer the efficiency and eco-sustainable needs of their clients, and is intent on managing its own business in the same way. In Aethra, leading provider of video communications solutions, Magaldi Power has found the perfect answer for reducing costs and increasing efficiency all in complete respect for the environment.

Following expert consultation and advice from Aethra staff, Magaldi made a strategic step purchasing the [Aethra Vega X5 set-top solution](#) - high-performance system at the cutting-edge of set-top technology - to improve their internal communications.

The refined lines created by Paolo Villa Design and the high-performance cutting-edge technology make the Vega X5 the ideal solution for medium and large-sized videoconferencing sessions that require enhanced audio and video quality.

Following the success of in-company video conference communications, use of the solutions has been extended to video conferences with clients situated all over the world, including Australia, Japan, Chile, USA and Germany.

Through use of video conferencing technology the company has facilitated the expansion of its sales network to cover geographical areas worldwide, highlighting the fact that video communications technology not only results in significant savings in terms of a reduction in down-time and business travel, but that such direct and immediate communication is a fundamental strategic sales tool. In fact, overall the company has recognized that video conferencing has resulted in significant savings that are clearly visible without the need to quantify the ROI.

“The possibility to share files – data, presentations, or video content - during the video conference meeting and the ability to interact contemporarily with the diverse groups involved in a project are just some of the functions of the system that we have found particularly useful” explains Letizia Magaldi, Human Resources Director for the Magaldi Group. In fact thanks to the integrated Multipoint Conferencing Unit ([MCU](#)) Vega X5 can connect up to 9 different locations in mixed mode (ISDN and IP), allowing all participants to see and hear each other simultaneously.

Overall the introduction of video conferencing has notably improved the efficiency and effectiveness of work practices and processes as well as contributing to the development and valorization of the services offered by the company. As a result the company is currently carrying out a project to extend the use of video conferencing to its collaborators in-the-field, who can connect up to the headquarters in video conference via the Hydra software from Aethra.

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