



## Customer Success Story

### **At Zoppas Industries Rapid Decision Making and Reduced Travel Costs with Video Communication Solutions from Aethra**

**With manufacturing facilities, branch offices and strategic partners located globally, Zoppas Industries has been benefiting for over 10 years from the increased efficiency and reduced costs offered by video communications technology with a total of 23 locations connected in video conference worldwide.**

Zoppas Industries SpA is the parent company of an Industrial Group which operates in the business segments: Heating components for small and major household appliances and industrial systems through IRCA SpA, and systems for the production of plastic containers through SIPA Spa.

The Group maintains 11 manufacturing facilities located in 8 countries and offers products with strong international appeal, with approximately 33% of revenue for the year 2000 derived from sales in Italy, 23.5% in Europe (excluding Italy), 43.5% in the rest of the world.

The company's mission is to supply customers with complete solutions that guarantee a competitive advantage to the client and to be a global partner and supplier for worldwide customers. The company has a solid commitment to innovation demonstrated by investments in R&D in order to anticipate market demands, widen the product range and optimize the production processes.

The company also operates a policy dedicated to developing a corporate culture oriented to the safeguard of the environment, in particular by carrying out energy and resources saving policies.

A demonstration of Zoppas Industries' innovative and forward thinking, is the fact that the company began utilizing video conferencing equipment in 1998 and over the last 10 years have been consolidating and its use between the countries and remote sites where the company operates.

"The decision to use Aethra video communication solutions has improved efficiency and productivity within the company thanks to a reduction in travel costs and by providing a more efficient way of communicating between the various sites of the group," explains Federico Zoppas, XXXX of Zoppas Industries. "This has facilitated us greatly in the process of improving not only our products but also the range of services that we offer."

The company can now boast a video conferencing network comprised of 23 sites connected in video conference located in Italy, China, USA, Romania, Brazil, Mexico, Russia, Turkey, France, Germany and Finland. Video conferencing sessions take place on a regular basis with participants averaging 10 per location, and although an exact calculation has not been carried out, the company has noted a significant reduction in terms of the costs associated with staff travel between the company's locations worldwide.

For a company with global business interests such as Zoppas Industries, video conferencing is a fundamental way to speed up the decision making process as well as to improve the flow of internal communications in general.

For all its video communication needs, the Zoppas Group has always adopted Aethra video conferencing systems thanks to the reliability of the products, the compatibility with company networks and Aethra's worldwide presence in over 65 countries.