

# Case Study

## A Stucki integrates AVer Video Conferencing to Increase Operational Efficiency and Streamline Communication Effectiveness

### Background

Since 1911, A. Stucki has been a world leader in the development and application of railcar dynamic control products. A. Stucki products and services have enabled rail car owners to lengthen time between maintenance intervals, reduce maintenance down-time, and thus increase transportation time and profitability. Servicing national and multi-national customers, A. Stucki provides products and services on a global scale.

### The Challenge

Integrating all three operating companies between the headquarters in Pennsylvania and five sister locations spread throughout the US and Mexico, physical distance between site, management teams and staff created communication barriers. Current tools were not enough to maintain effective communication between locations, and thus encouraged A. Stucki to seek new options.

Where physical travel became logistically and financially restrictive, the need for virtual face-to-face communication became apparent. A. Stucki attempted a variety of web-based communication tools, from free Voip video services to fee-based online meeting tools. "The free services are – free and we got what we paid for, choppy, broken, lagging video streams (think Max Headroom from the 80s)," says the Manager of Information Systems, A. Stucki Company. "The online meeting tools were clumsy, and the company a bear to work with. They were happy to sell the product, but had no interest to support its use within our companies. No benefit. We quickly stopped using it."

### The Solution

With the need for effective communication still growing combined with the inadequacies of other products attempted, A. Stucki was left without a solution to fit their needs. Turning to CDW for new options, A. Stucki was introduced to AVer Video Conferencing solutions and the AVer sales team. "The AVer Sales Team was a key factor in selecting our systems. They took the time to understand our company and our needs instead of pushing products onto us, and thus were able to propose a solution that was a perfect fit. We quickly purchased two systems, then two more, then two more, and I'd say we're not done yet!"

"The purchase was 1-2-3 simple! The installation was just as simple. I did have an issue with some internal systems, but AVer's technical support narrowed down the issue in about 15 minutes. The level of support we've received from AVer is absolutely fantastic, both before and after the sale!"

### The Applications

- 1. Executive Meetings:** The President prefers face-to-face meetings with his executive management team without the logistical requirements and cost of physical travel. He feels more comfortable exchanging sensitive or confidential information when he can clearly see and hear his staff rather than just voice alone.
- 2. HQ and Sister Office Communication:** Office and department management, as well as sales and operations communication. Increase in communication effectiveness and frequency while reducing travel cost.

### Next Steps

As a multi-location organization with customers around the world, A. Stucki will continue to expand its communication reach through AVer's Video Conferencing solutions. Current internal communication will be expanded while external client communication will also become more effective and efficient.

### Final Thoughts

The success, longevity and growth A. Stucki continues to experience are a testament to their history, foundation and commitment to both their internal teams and external customers. Continuously expanding best practices such as video conferencing communication will enable A. Stucki to continue to grow, streamline operations and maximize overall efficiency.

