



Finance

Daily Use

- Branch office communication
- High-touch customer contact
- Corporate training
- Vendor management and collaboration
- Interviewing

Solution

- Polycom® VSX® 7000 and VSX 8000 group video conferencing systems
- Polycom HDX 9000™ high-definition installed room systems
- Polycom V700™ small meeting room and executive desktop solution
- Polycom RendiManager® SE 200 management and scheduling solution

Results and Benefits

- Face-to-face interaction yields closer working relationships, faster decision-making
- Northern Trust expertise delivered through video strengthens customer loyalty, enhances relationships
- Lower interview costs permit managers to interview a wider range of talent and hire offshore
- Video training allows more employees to train at lower costs

International Investment Leader Northern Trust Connects Employees, Boosts Customer Satisfaction

With assets under custody in the trillions of dollars and assets under investment management approaching the US\$8 billion mark, Northern Trust Corporation is a leader in investment management, asset and fund administration, and fiduciary and banking solutions for corporations, institutions, and affluent individuals worldwide. Started in 1889 as a single-room banking endeavor to serve Chicago's wealthy residents and companies, Northern Trust has grown into an international network of 105 offices around the globe.

Although Northern Trust employees are geographically dispersed, the company makes every effort to keep its team connected and to ensure that customers continue to receive the high-touch service for which it is known.

“Less than 50 percent of Northern Trust's corporate population works at its Chicago headquarters. Thus more than half the workforce is spread out at locations around the world,” explains Joe Pappalardo, a vice president within Desktop and Network Services for Northern Trust.

Northern Trust chose high-quality, interactive video conferencing to maintain effective communication among team members and keep customer satisfaction high. To jump start its existing but underused video conference deployment, the company looked to Pappalardo.

A New Communication Paradigm

In 2005 the Northern Trust video conferencing network lacked a cohesive strategy. With the goal of creating a more interconnected collaboration system, Pappalardo took advantage of an IP network upgrade to expand and standardize video conferencing at Northern Trust. In addition to retrofitting existing conference rooms and outfitting newly built rooms with state-of-the-art Polycom video solutions, Pappalardo and his team established a video conferencing room standard to ensure the technologies and the conference rooms are uniform throughout the company, regardless of location.

“In the last six months alone, video use has increased by almost 70 percent,” he says. “I attribute this growth to the ease of use enabled by our standardized conference room model. Having a consistent, Northern

“Nearly every department uses these (video-enabled) rooms on a regular basis to improve communication and simplify day-to-day operations.”

Trust-branded interface and the same equipment in every room makes it very simple for our employees to make a video call from any office to anywhere in the world.”

Video for Training, Interviewing, and Service

The Northern Trust video conferencing network is used at all levels of the company and across almost all its lines of business. Pappalardo reports that training now represents a significant portion of the company's video use, with four to five training sessions every week.

“We recently built a custom video room for our Global Learning and Development department to use for training,” he says. “The group offers ongoing personnel training every month on topics such as project management skills and how to be an effective presenter.”

In addition, instead of opting for expensive onsite training in Northern Trust's Bangalore office, they train through video conferencing.

Interviewing is another growing application on the Northern Trust video network. The banking business units use the video deployment for interviews by sending a candidate to the nearest Northern Trust office to connect in real-time with a remotely located interviewer.

Northern Trust's technology group also conducts interviews with outside consulting firms and off-shore contractor firms and uses video frequently for team meetings with employees and contractors located around the world. And, according to Pappalardo, “not only does video promote teamwork, it's what really enables us to use offshore employees.”

Northern Trust even uses video to stay in touch with its customers. A core value of Northern Trust is first-class customer service, and video conferencing has become an important vehicle for delivering that. Northern Trust can connect its customers with any of its subject matter experts around the world by inviting the customer to a local branch office and using video for a face-to-face meeting.

A World-Class Solution

“At Northern Trust, we have a goal to be world class in communication, so it was an obvious choice for us to pick a world-class communication provider like Polycom,” says Pappalardo. “Thanks to the easy-to-use technology and the simplicity of standardizing conferencing rooms, we've seen mass adoption from the staff. Nearly every department uses these rooms on a regular basis to improve communication and simplify day-to-day operations.”

To date, Pappalardo has deployed 54 Polycom video conferencing solutions, including the company's VSX 7000 at Northern Trust locations around the world, and a Polycom VSX 8000 system in the company's main assembly room in Chicago. Five more Polycom solutions are scheduled for installation by the end of the year.

Northern Trust has also implemented two Polycom *ReadiManager* SE 200 devices which provide a full suite of tools for conference and device management, scheduling, and gatekeeper functions.

“We've realized three important benefits by deploying the *ReadiManager* SE200 devices, all related to ease of use and ease of administration,” says Pappalardo. “First is the time savings thanks to the availability of the centralized address book; second is the ability to remotely manage the devices; and finally, the simplicity of gathering metrics to help us better understand usage patterns and plan for future expansions. In all, we estimate that our *ReadiManager* SE200 devices will save our organization a total of 200 hours of labor per year.”

As demand for video conferencing grows at Northern Trust and it becomes more difficult to secure a conference room with a video unit, Polycom's V700 solution for small meeting rooms and executive desktops is beginning to be deployed as a mobile offering. In addition, because of its small footprint and the fact that it doubles as a PC monitor, the V700 is being considered for executives to use in their offices.

Northern Trust has deployed Polycom's flagship HDX 9000 high-definition video conferencing solution in its 100-person presentation room to record senior executive presentations in the highest quality possible. The Northern Trust media group is then able to easily collect and distribute the content to a wider audience. And as the need for new video conferencing systems arises, Pappalardo and his team are deploying Polycom's group HDX solutions. While they're not currently being used to conference in high definition, Pappalardo has an eye on investment protection. He anticipates Northern Trust enabling HD conferencing in the future and when that time comes, his systems will be HD-ready.

“High-definition systems bring the video conferencing experience to the next level,” he says. “Ideally, we will use HD in all of our video-conferencing suites that have sufficient bandwidth.”

About Polycom

Polycom is the global leader in telepresence, video, and voice solutions and a visionary in communications that empower people to connect and collaborate everywhere.

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