

▶ **Industry**

Government

▶ **Daily Use**

- Staff meetings
- Management meetings
- Project planning
- Status reviews

▶ **Solution**

- Reliable, standards-based Polycom infrastructure that integrates with Microsoft® Office Communications Server for reliable, on-demand UC environment
- Employees can escalate communication from IM to phone call to video call, all through Microsoft Office Communicator
- Users can join a video call just by dialing six digits
- SKC Communications completed integration of Polycom® RMX® 2000 and Microsoft OCS in just three days

▶ **Results and Benefits**

- By conducting meetings over video, MDC trims fuel costs while reducing carbon emissions of agency vehicles
- Video conferences save up to eight hours of driving per participant; replacing agency-wide meetings with video calls allows agency workers to recapture several 'man weeks' of productive time
- Polycom's renowned ease of use means joining a video conference is quick and simple
- Polycom's partnership with Microsoft and support for open standards enables a true UC environment at MDC

## Missouri Department of Conservation Shrinks Costs and Carbon Footprint with Unified Communications Solution from Polycom, Microsoft and SKC

### Overview

The Missouri Department of Conservation (MDC) manages the state's fish, forest, and wildlife resources. The agency serves citizens through its headquarters in Jefferson City and seven other regional service centers. Until recently, multi-office meetings required driving—and plenty of it, since some offices are four hours from Jefferson City.

But tightening budgets have led MDC to ferret out new, cost-effective ways to communicate and collaborate without the money and time lost to travel. The answer: a unified communications (UC) environment built around a standards-based Polycom video communications infrastructure and Microsoft Office Communications Server (OCS) 2007.

MDC integrated and deployed the solution with SKC, a Polycom Platinum Partner. The team created a reliable, on-demand UC platform that makes attending video meetings as easy as making a phone call. In the process, MDC is saving money, reducing its carbon footprint, and improving productivity, while laying the foundation for a tightly integrated collaboration environment to deliver on the promise of "location liberation" for more MDC employees.

### Saving Money and Time

For many of MDC's 1,600 employees, the task of administering 975,000 acres of Missouri wilderness typically meant putting in some serious windshield time. The department's eight regional service centers are scattered around the state, reaching from St. Joseph in the far northwest down to Cape Girardeau in the southeast. Important meetings regularly drew managers and staffers to MDC's Jefferson City headquarters in the center of the state, causing many workers to lose an entire work day to driving. Multiply that by the number of attendees, and just one meeting could cost MDC several "man weeks" of productive time.

Like most states, Missouri has cut back in the face of a soft economy, trimming \$1 billion from the state's 2010 budget. For MDC, that meant changes, as well. "MDC issued a directive to reduce fuel usage in our company cars, and that obviously meant finding other ways for people throughout the state to get together," says Todd Holt, network coordinator at MDC. "We had to do the best we can with a shrinking budget."

That's when Holt decided to make more strategic use of Polycom video communications systems already installed in six of MDC's largest offices. Working with SKC Communications, a top-tier Polycom partner and solution provider from Shawnee Mission, Kansas, Holt saw an opportunity to

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*Todd Holt, Network Coordinator, Missouri Department of Conservation*

take a strategic approach to MDC’s communication infrastructure. The idea: Integrating Polycom solutions with Microsoft OCS to create an easy-to-use, anyone-can-join UC environment.

To get there, MDC deployed a Polycom® RMX® 2000 conference management platform, which allows several video conferencing endpoints to participate simultaneously in multiple video calls. And just as importantly, says Holt, the RMX solution offers a way to integrate video communications with Microsoft OCS.

“I can start an Instant Messaging conversation, elevate it to a phone conversation, and then elevate it to a video call—all within OCS,” says Holt. “And because Polycom integrates so tightly with OCS, I don’t need an extra client on every desktop to make video calls happen.”

What’s more, Holt says users simply dial a six-digit number to join a video conference, or click through using Office Communicator. “Imagine how easy that is for our users,” he says. “It’s like a phone call.” A Polycom RSS™ 2000 solution also allows video conferences to be recorded and played back on demand.

### Turning Vision into Reality

If MDC’s initial experience is any indication, Holt says the vision will soon be a daily reality. The infrastructure has already saved dozens of trips to Jefferson City for large-scale meetings involving representatives from three or more offices. Weekly staff meetings that once took place over the phone are now handled over video, with resoundingly positive results. “The communication is much better when you can see the other party,” says Holt.

MDC also is reducing the carbon emissions of its fleet vehicles. A round trip between Cape Girardeau

and Jefferson City pours nearly 50 pounds of carbon into the atmosphere. “We’re a conservation agency,” says Holt, “so it makes perfect sense for us to do this.”

In evaluating vendors for its collaboration environment, Holt says Polycom stood out for its support of open industry standards, quality of experience, and reliability. But that’s not all. “Polycom has a genuine partnership with Microsoft, whereas all the other vendors just promised to somehow ‘make it work.’ That’s what sealed the deal for us,” says Holt.

He also gives sterling marks to SKC. “SKC gets it when it comes to video—not just the platform but the service,” he says. “We need solutions that allow us to deliver a rock-solid, easy-to-use UC environment to our users. SKC has been a big part of achieving that goal.”

Six regional offices are equipped with Polycom endpoints. The remaining two will receive Polycom HDX® telepresence systems as funds become available. It’s all part of MDC’s goal of empowering every employee to be face-to-face without always having to be in the same place. “We want every employee to use video conferencing whenever they can to reduce travel, save time and cut carbon emissions,” says Holt. “With the UC environment we’re building with Polycom, Microsoft and SKC, that’s now entirely possible.”

### Learn More

To find out how Polycom solutions can help your organization, visit us at [www.polycom.com](http://www.polycom.com) or speak with a Polycom Account Representative.

### ► SKC Communications

[www.skccom.com](http://www.skccom.com)



### ► Product Listing

#### Real-Time Communication and Collaboration

- Six Polycom® video communications systems
- Polycom RMX® 2000 multipoint conference management platform
- Polycom RSS™-2000 recording, archiving and streaming solution

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