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### The Challenge

One World Direct stands apart from its competitors as a result of its comprehensive range of services that encompasses not only order fulfillment, but also logistics, a call center and ecommerce. One World Direct describes itself as “the Swiss Army Knife of ecommerce”, offering a full range of value-added, direct-to-business logistics services and direct-to-consumer services that can encompass anything from delivering thousands of Sony products to consumers in a single day to shopping cart integration and custom gift-wrapping for e-tailers.

“Our clients range from Fortune 500 companies to startups. Their only common trait is that they need an accurate, fast, web-integrated order fulfillment partner who will do whatever it takes to keep their businesses running,” said Bob Fulkerson, Director of Ecommerce at One World Direct. “We pride ourselves on our flexibility, our high-touch culture and our wide range of order fulfillment services.”

For CEO Thomas Unterseher, maintaining the tight knit, personal culture of the company and the close relationships that are the foundation for its success is a key objective. This has been challenged by the company’s expansion over the past two years from one to four locations, and an employee base that has grown to about 200 people.

How could the company make sure that distant employees would still think of each other as colleagues, rather than faceless voices in remote locations? Video communications was the answer, and One World Direct selected Tely’s Skype™ certified Tely HD Base Edition appliance as their solution for three key reasons: affordability, functionality, and simplicity.

### The Solution

“Stable connections, clear picture quality, and extreme ease of use combined with the very affordable price point make the Tely HD a brilliant choice, and it is so simple. You just put a TV and a Tely HD in a conference room, plug them in and you’re good to go,” commented Fulkerson. “You don’t need IT support to hold a meeting, and we love the fact that it doesn’t require a lot of hand-holding. Our

### Company

One World Direct

### Industry

Logistics

### Location

Mobridge, SD

### Product(s)

Tely HD Pro video conferencing appliance, Tely Cloud service



managers find video meetings to be much more productive than phone calls: they like being able to make eye contact with everyone present and being sure they have everyone's attention.”

Users can login to Tely HD appliances with their Skype IDs and instantly access their existing Skype contacts, making it quick and easy for One World employees to start making video calls. To further streamline the system, the IT department maintains a central list of employee Skype IDs using Skype Pro management system, so that it takes only minutes to add or remove names as employees come and go, and just seconds for users to initiate a video call.

## **The Benefits**

Based on the success of smaller-scale video meetings, One World Direct decided to use its Tely video conferencing appliances to allow employees in all four company locations to see each other in its regularly scheduled all-hands meetings. To link four locations in one live video call using traditional enterprise video conferencing technology would normally require an investment of tens of thousands of dollars in equipment and infrastructure, plus a substantial level of IT involvement for every call.

Tely, however, had recently turned the video conferencing world on its head by introducing the Tely HD Pro. At a fraction of the cost of legacy video conferencing solutions, Tely HD Pro enables rich functionality such as SIP standard support for interoperability with Cisco, Polycom and other systems and networks, and integration with Blue Jeans Network cloud service as well as Skype HD video calling. But most importantly for One World Direct, Tely HD Pro also includes a subscription to Tely's cloud-based virtual infrastructure – Tely Cloud - for affordable cloud-based, multi-party video conferencing without the heavy cost of installing and running an on-premise video conferencing infrastructure. Fulkerson contacted Tely and within days was in possession of the upgrade activation codes that enabled One World Direct to use their Tely appliances to share video, voice and content between up to six different locations.

It was quick work for the IT team to install the new software. Fulkerson performed one installation himself, noting that it only took 10 minutes to set up. This enabled One World Direct to hold their next quarterly meeting by video conference for the first time, linking all employees in four facilities.

“Tely delivered good quality video conferencing for a gathering of the entire company, even though Tely HD Pro is actually designed for smaller, room-based meetings,” said Fulkerson. “Everyone was very pleased, especially the executive team.”



## CASE STUDY

“With my background in software and technology, I’m excited by any technology where I won’t get a support call,” Fulkerson added. “We run a very tight IT team, and it would be inefficient to introduce a video conferencing system that users couldn’t run on their own. The Tely HD Pro appliance is so simple that it makes life very easy. I think the total investment of time that I have into installing it is about ten minutes, and it’s priced so you don’t need to agonize about whether to buy it or not. The update process worked beautifully and the Tely team was extremely responsive to us.