



# AMEY



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MEL EWELL, CHIEF EXECUTIVE,  
AMEY

## Growing greener, getting leaner as video rules the road

Amey is Britain’s leading public services company, managing transport networks and local services from 200 sites across the UK. This understandably required extensive travel from many of its 11,000 staff, but compromised Amey’s commitment to cut its carbon footprint – 80% of Amey’s emissions come from travel and transport.

“Lots of people were driving long distances for fairly short, routine meetings” says Keith Sexton, Amey’s Director of Health, Safety, Environment and Quality. “This brings fairly significant safety risks, not to mention lost productive time.” Consequently, Amey started investigating video conferencing.

## Calculating demand, quantifying returns

To gauge demand Peter Garratt, Amey’s Director of IT, held a roadshow with TANDBERG, “by far and away the most responsive company that we asked.” The event allowed employees to try different products and explain where and how often they expected to use video conferencing.

The feedback helped convince Amey’s board, to a point. “They insisted on clear financial and environmental returns, with targets set out from the start,” says Mr. Garratt. Such stringent conditions made Amey’s choice of supplier crucial. They chose TANDBERG: “Usability was key: clearly people use video more if they’re comfortable with it and TANDBERG’s systems are very easy to use.”

Amey installed a number of Edge 95s and 1700 MXPs, as well as TANDBERG’s Management Suite. “It’s a great product,” says Mr. Garratt. “We liked the look and feel of it from the start, and it’s made our technical guys much more comfortable managing what is now nearly 50 systems around the country.”

## Full payback in one year

To meet the Board’s conditions Amey created the ‘VMeeting’ brand, enabling staff to schedule virtual meetings and register attendees through its intranet. This then used government data to capture and calculate cost and carbon savings.

## BUSINESS ISSUES

Extensive employee travel between different sites compromised carbon reduction commitments, brought occupational health risks and affected productivity and work-life balance.

## SOLUTIONS

TANDBERG video conferencing solutions placed in 50 different sites to enable routine meetings to be conducted remotely.

## RESULTS

Large, quantified cost and carbon savings, improved communication, productivity and work-life balance and greater competitiveness when bidding for new contracts..

## FUTURE

Further roll-out is expected across the UK, with the parent company investigating TANDBERG solutions for use across its multi-national group.





## BENEFITS OF VIDEO CONFERENCING

Video conferencing enables colleagues, partners and customers to reach out and connect with each other across geographical boundaries – reducing the need for time-consuming and costly travel. In this way, organisations can accelerate decision-making, enhance collaboration, share knowledge, and increase productivity while improving work-life balance for their employees.

Since installation one year ago this system has shown that TANDBERG's video conferencing solutions have enabled Amey to cut 40,000 kilos of carbon emissions and save £180,000.

But that's just the half of it – literally. Video conferences have become so accepted that many take place on an ad hoc basis. As a result, Mr. Garratt has calculated that the captured savings, which imply an ROI of 78%, represent only around 50% of the real figure: "Our analysis suggests the figures are very conservative – but we've certainly more than got our money back within the first year" he says.

### Sharpening Amey's commercial edge

Savings apart, video conferencing has helped Amey improve its employees' safety and work-life balance. It has also boosted productivity, according to Mel Ewell, Amey's CEO: "TANDBERG's solution has made us a far more efficient organisation and has enhanced our ability to communicate as a company."

Every six weeks Mr. Ewell updates his colleagues on Amey's progress. Where once he spoke in person to just head office staff, his 'state of the nation' updates are now transmitted to a dozen locations. "Last Monday, around 500 people watched online," he says: "TANDBERG's solution makes my time more effective and efficient and that's very valuable."

And video conferencing is invaluable when bidding for new contracts. "Certainly with government contracts, if we can prove we are actually reducing our carbon footprint, it gives us a commercial edge" says Mr. Ewell.

### Expanding the network abroad

Such success has prompted greater interest. "The return on this investment has been first class, so there's more we can do," says Mr. Ewell. Besides more hardware, Amey plans to fully integrate TANDBERG's systems with other internal communications.

It also wants to cut unnecessary flights, including those to Spain, home of Amey's parent company, Ferrovial. Good news travels fast, and Ferrovial itself is interested in taking video conferencing group-wide. "The ROI for video conferencing is so transparent it's just not arguable – it's a very easy business case to make," says Mr. Ewell.

Looking back, Mr. Garratt is pleased with his decision. "TANDBERG's equipment has been outstandingly reliable. People like it, they find it easy to use and it works: you can't ask for much more than that."

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Contact TANDBERG today to learn  
how our solutions can support your  
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