



Move your meetings online



CASE STUDY

CRU CONSULTING

Communication is key to productivity and efficiency for CRU

CRU is the independent authority in mining, metals and fertilizers, providing market analysis and consultancy services at a global level.

The company employs around 250 people across offices in London, Beijing, Pittsburgh, Santiago, Mumbai and Sydney, as well as a handful of remote workers.

The result is a diverse and disparate workforce who speak over 25 languages and a company that faces challenges when it comes to communication and efficient people management.

This is where Brother's OmniJoin came in. It helped the organisation to improve productivity and efficiency by providing an online meeting solution that connected the office network.

CRU's IT Operations Manager, Suki Mcnair, commented: "Previously there was a bit of a 'them and us' mentality between employees in our London HQ and those in our global offices. I think they felt a bit out on a limb and not able to integrate properly."

CONNECTED OFFICE NETWORK ACROSS 6 CONTINENTS

INTEGRATION OF LONDON HQ AND GLOBAL OFFICES

HIGH LEVEL ENCRYPTION OF CLIENT DATA

SUBSTANTIAL SAVINGS COMPARED TO OTHER VIDEO CONFERENCING SOLUTIONS

ENHANCED PRODUCTIVITY FOR INTERNATIONAL TEAMS

"OmniJoin is a vital communication tool within our business. We use it across several continents."

SUKI MCNAIR, IT OPERATIONS MANAGER AT CRU

Communication is key

Suki explains: "OmniJoin has become a vital communication tool, especially as we have a number of teams who are managed cross-continent where weekly meetings are integral to the smooth-running of the business. Traditional video conferencing would be too expensive for this due to the huge number of licenses we'd need so OmniJoin is the perfect solution."

Quality collaboration

"What's more, teams can connect up, see each other face-to-face, share their desktops and collaborate on spreadsheets and documents", Suki added.

"We also like the fact that we can easily connect people in from several locations, including our homeworkers. As a result, productivity is enhanced.

"We can use it with our clients too which is a great added benefit. Some systems and software can't be accessed by financial institutions but, thanks to the ease of use and security of OmniJoin, we have no problem setting up online meetings with these clients, making life quicker and easier."

"OmniJoin means that there's no longer a 'them and us' mentality between our London HQ and the global offices."

SUKI MCNAIR, IT OPERATIONS MANAGER AT CRU