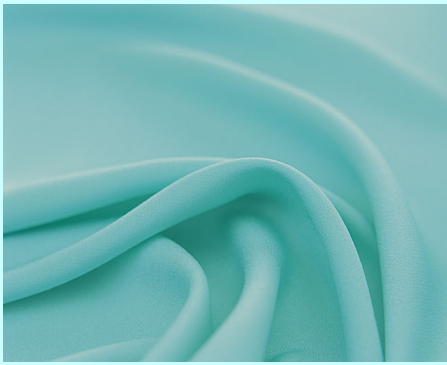


Conduct Video Conference & Product Display Simultaneously



ICT Video Conferencing Rental Service

Advantages

- Cost-effectiveness
- High Productivity
- High Scalability
- Shorten Sales Cycle
- Support Full High Definition Screen
- Enhance Green Image of Company

ICT Technologies & Services Limited

General Inquiry

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Email: inquiry@ictts.com

Sales

Email: sales@ictts.com

Technical Support

Email: css@ictts.com

Manful Beaded Fashion Limited (Manful) is one of Hong Kong's reputable fashion manufacturing companies. It has established more than 40 years ago to provide different kinds of fashion items, including fashion garment and accessories with beadwork, embroidery and crochet, which required a lot of skilled workers.

It built factories in Shantou, China where ample of skilled workers were available for working in this kind of labor intensive industry. And it located a showroom in Hong Kong where all the latest samples were displayed and maintained a group of dedicated staff to handle the order processing needs. Hence, communication between Hong Kong Office and mainland factories becomes an indispensable element for their business operations.



Challenge

Meeting with staff from mainland branch was one of the important tasks for Hong Kong Headquarter to ensure the normal operation and product

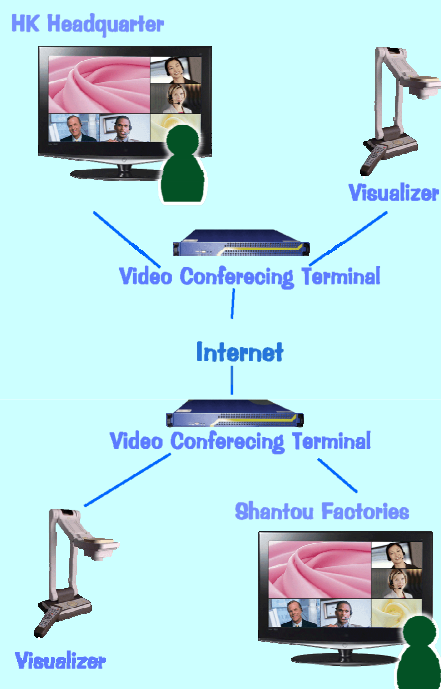
from factories. From design to outsourcing, tailoring to quality control, they kept discussing, discussing and discussing in order to optimize the fashion items. Telephone conference and business trip were the major ways for them to communicate with each other. They used to visit mainland branch regularly to discuss handwork pattern, color design and raw materials of the cloths. Without face-to-face meeting, it was difficult for them to have consensus about product.

Time concern was another factor arousing them to seek a better way to improve internal communication. In the past, they needed extra time to arrange the trip, and there were difficulties to instantly talk with mainland staff for urgent condition. It was not only low efficiency, but also wasted much time on arrangement and transportation of business trip which might incur product delay.

Therefore, they were looking for a solution that would shorten the communication cycle that would be easy and cost-effective to manage and maintain. ICT video conferencing solution which integrated video conference and visualizer helped address their concerns.



Video Conferencing Configuration



Solution

After a period of assessment, Manful decided to invest in an ICT Video Conferencing system with visualizer to deliver high quality communications supporting a more cost-effective, agile, and secure business environment. This solution is comprised of CS-1500-4C Video Conferencing Terminal, AV500 remote P/T/Z conference camera, CHAT-150 (3x omni-directional mic with speaker built-in) and Visual HV860. This solution is used to support employees at its headquarters and at Shantou. The ICT solution provides a platform for them conduct conference and product display at the same time. With hardware connection, the staffs from both Hong Kong and Shantou are instantly shown on the screen, and the product which is put on the visualizer can also clearly be seen on the same interface. Whether color and fluency, Manful is satisfied with video quality as their product is clearly shown on the screen.

Moreover, from consultation to site-check, solution design to implementation, ICT spent only three weeks to finish the project. The high efficiency and quality satisfy Manful.

Benefits

In the past, face-to-face meeting was always one of the essential tasks for back office and factories from garment industry. They were impossible to continue manufacturing process without seeing the real product.

However, the ICT Video Conferencing Solution help Manful enjoy the benefits almost immediately. The integration of conferencing system and visualizer helps them reduce unnecessary meetings and business trips, which effectively cut down on the hours spent arranging trips. They can now arrange meetings with Shantou staff more easily and instantly, and focus more on the meeting content rather than the arrangement. Workflow becomes more efficient and the solution has enabled better use of their resources and manpower.

This rental services specially suit the need of those who have sustained need of video conferencing but not want to invest any new server for the conferencing system, like Manful. Its high flexibility helps them save costs, especially on international calls and business trips.