



T.D. Williamson

Tulsa, Oklahoma



A World Leader in Pipeline Services Redefines Collaboration

T.D. Williamson (TDW) has a long history of agility and innovation. Its ability to adapt to changing market forces and develop leading-edge solutions for customers has made the company a world leader in the pipeline services industry. To build on this success, TDW needs reliable technology that helps global teams collaborate, exchange information and share knowledge.

With the SMART Room System™ for Microsoft® Lync®, TDW's global teams can work together in a new and dynamic way, which helps the company reduce expenses and bring its products to market faster. The SMART Room System is a turnkey solution that combines touch-enabled displays with an HD video camera, console, microphones and speakers. It enables seamless video, audio and data collaboration within Microsoft Lync.

Challenge

With global operations in 53 countries, T.D. Williamson needed a faster, more efficient way for its engineering teams to collaborate. The company's existing videoconferencing technology was difficult to use, which resulted in a high demand for IT support and a frustrating collaboration experience for employees.

Solution

T.D. Williamson found an easy-to-use solution that worked seamlessly with its existing unified communications platform, Microsoft® Lync®. The SMART Room System™ for Microsoft Lync enhanced TDW's collaboration capabilities by bringing real-time interactivity into the meeting room. The company installed systems in six offices worldwide.

Result

- Global collaboration has been enhanced
- 100% uptime of the SMART Room System globally has significantly reduced the demand for IT support calls
- Time to market for pipeline equipment and services has been reduced
- Design-related travel for TDW's engineers has dropped by approximately 30 percent



Tapping into the potential of a global workforce

“One of the biggest challenges our industry faces is communication, getting the right information to the right person at the right time,” says the company’s Chief Technology Officer, Jeff Wilson.

With the SMART Room System, TDW employees anywhere in the world can fully participate and contribute in meetings that are both productive and engaging. This is critical given TDW’s diverse range of work environments worldwide, which includes small sales offices, large manufacturing plants and field locations such as oil refineries and offshore platforms.

The SMART Room System is also helping TDW tap into the amazing talent of its employees around the world. “It gives us a way to reach out to the global organization and capture intellectual capital very quickly and more effectively than we’ve been able to in the past,” says David Turner, Director of HT&P Technology.

Past attempts at remote collaboration were awkward and usually involved employees emailing design sketches back and forth. It made brainstorming a challenge, especially for remote participants. “They really wouldn’t engage or participate – it was just too difficult and cumbersome,” says Turner.

Now employees anywhere can collaborate in real-time on a shared, dynamic workspace. “It’s very powerful to have content displayed and someone using the pen to sketch a modification on how they would improve something,” says Jeff Wilson. “That clarity is very difficult to achieve on a static workspace.”

Simplifying collaboration eases frustration and saves money

TDW’s previous collaboration challenges were compounded by a video conferencing system that employees found difficult to use.

When TDW went looking for an interactive solution to replace it, there were two key requirements: the technology had to be easy to use and enable real-time remote collaboration. Since the company was already using Microsoft® Lync®, the SMART Room System for Microsoft Lync seemed like a natural fit.

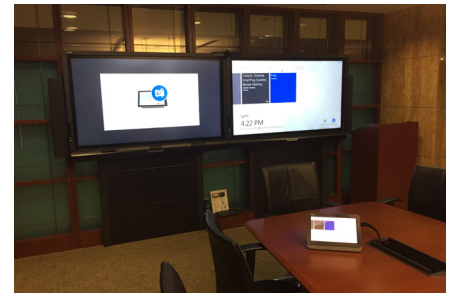
“After attempting two prior conferencing solutions, we had not fulfilled the needs of our organization. Users struggled to understand and use the systems effectively,” recalls Drew Stuart, a Global Telecom Administrator with TDW. “Between IT staff hours and recovering from several outages during critical meeting times, it was clear that we needed a stable, versatile system.”

Since installing the SMART Room System just over a year ago, the collaboration process has improved significantly. There has also been a 100% uptime of the system globally which in turn greatly decreased demand for IT support.

Customer Quote

“With the SMART Room System, we’ve been able to reduce OPEX by cutting our travel expenditures by approximately 30 percent and we’ve also increased our speed to market.”

Jeff Wilson
Chief Technology Officer, T.D. Williamson





“From an IT customer service delivery perspective, the SMART Room System has been an epic success. Our employees love it,” says Drew Stuart. “Training has been easy, enjoyable, and the touch interfaces are user friendly. It is great to have a system that people use, as opposed to constantly troubleshooting it. The collaborative capabilities, audio/video clarity, and overall stability, make the SMART Room System the best conferencing solution on the market.”

Design collaboration used to require engineers to travel great distances at significant expense for face-to-face meetings. Now many of those sessions are being done virtually, which means employees no longer need to travel to collaborate.

“With the SMART Room System, we’ve been able to reduce OPEX by cutting our travel expenditures by approximately 30 percent. We’ve also increased our speed to market because we’re not having to hit pause in the design cycle to gather people across different time zones,” says Wilson.

Looking forward to even greater results in the future

TDW ultimately chose the SMART Room System for its technical capabilities. A decision, David Turner says, has been validated by SMART’s ongoing commitment to help the company expand its collaboration capabilities.

Turner describes how he mentioned to SMART representatives that marking up CAD drawings would be a great benefit to his engineering teams. SMART later demonstrated a newly developed feature called Interactive Sharing with the exact functionality TDW was looking for. He hopes it will take design collaboration to a whole new level and make meetings even more productive.

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Drew Stuart
Global Telecom Administrator



About SMART

SMART Technologies is a leading provider of collaboration solutions that transform the way the world works and learns. We believe that collaboration and interaction should be easy. As the global leader in interactive whiteboards, we bring more than two decades of collaboration research and development to a broad range of easy-to-use, integrated solutions that free people from their desks and computer screens, so that collaborating and learning with digital resources are more natural.

SMART Technologies

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