



CUSTOMER SUCCESS STORY

Viet-UC Seafood Corporation

Collaboration improves manufacturing processes and strengthens R&D partnerships

Industry

Manufacturing

Daily use

- Regular sales meetings
- Senior executive meetings
- Recruitment and training
- R&D collaboration

Solution

- Polycom® RealPresence® Group Series 500 and 700
- Polycom® EagleEye™ IV-4X Camera
- Polycom® RealPresence® Collaboration Server

Results and Benefits

- Improved manufacturing processes
- Strengthened collaboration with scientific R&D agencies overseas
- More frequent sales meetings to compare share results and pricings
- Facilitated new methods of training
- Regular Executive communication with sites, reducing need for travel



Viet UC Seafood, a leading shrimp farming company in Vietnam, has turned to innovation and collaboration technology to not only improve internal processes but to also raise the bar on industry standards. Brackish water shrimp farming is a rapidly growing business area in Vietnam's fisheries industry and in keeping with global trends in shrimp farming, Viet UC is using technology to improve the status of fishing standards in the country through strong collaboration with scientific research partners overseas. With the deployment of video conferencing solutions across 10 sites around Vietnam, the company's investment in collaboration technology has improved manufacturing processes, saved valuable time for busy teams and executives, and facilitated new methods of training for the HR team.

Among the video solutions deployed at the organisation are room solutions, Polycom® RealPresence® Group Series 500 and 700 along with Polycom EagleEye IV cameras, built with 180-degree panning for use in any room environment. In addition, multiparty video, voice and content collaboration has also been enabled through the RealPresence Collaboration Server, a solution which integrates with hundreds of business and communication applications to make it easy to meet face-to-face with internal and external parties.

Video helps overcome collaboration challenges

From production and sales teams to the senior executives and farming communities, technology is reaching many facets of the organisation to enable a truly collaborative model of business. Advanced video, audio and content sharing capabilities have transformed the meeting experience to ensure a regular cadence of communication. "Previously if our sales teams required face to face meetings, they would either have to travel or use freely available consumer-grade apps," said Tri Vu, Business Operations Director, Viet UC Seafood. "This would



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Tri Vu, Business Operations Director, Viet UC Seafood

not be the most effective way of communicating – unstable connections would interrupt the call, the users could not share screens or content, information had to be emailed round to several people, and meetings were largely audio only. With enterprise-grade video, the sales teams not only meet frequently but are able to compare notes, share results, pricing and targets in real-time.”

Among the biggest benefits are the savings in time and travel cost for the company’s executives; in fact, the technology investment was recovered in cost savings within six months of deployment. “Previously, our executives had to travel to each site around the country to ensure regular meetings with our manufacturing teams and technical production teams in seven factories,” said Tri Vu. “From start to finish, these site visits could take anything from one month to an entire quarter due to scheduling conflicts. Add to that flight arrangements and accommodation costs, it was a costly and time-consuming exercise.” With video, he says, executives have been able to schedule regular sessions and hold meetings with teams around the country simultaneously, therein creating a more collaborative organisational culture. “Connecting with direct reports more frequently also hastens decision-making and troubleshooting,” he said.

For the HR teams, the recruitment and training processes have considerably improved with increased collaboration. Potential candidates are brought in at multiple stages of the interview process via video conferencing; this practice has ensured that the talent pool is not restricted to one geographical area and neither candidates nor interviewers are required to travel across cities. “In 2016, we are looking to utilise video

collaboration to provide training and workshops for our employees, which will help us to upskill our workforce quicker,” said Tri Vu.

Strong R&D ties across borders

In 2014, Viet UC accounted for 22% of total market demand and have continuously aimed to achieve excellence in the industry by introducing new technologies and methods in shrimp farming. “What has been most exciting for us is the increased opportunity for collaboration with agencies overseas,” said Tri Vu. “For a long time now we have had a strategic agreement in place for R&D efforts to improve our farming methods and sustainability initiatives. But due to high costs of travel as well as the logistics of scheduling the delegates’ time, obtaining visas to Vietnam, arranging travel, site visits and so on, we were not collaborating in the most efficient or productive manner. Video has brought about remarkable changes for us and we are looking forward to strengthening our alliance and ongoing research with our foreign partners and improving knowledge transfer.”

From boardroom to grassroots

With plans for expansion to more sites on the horizon, the company is also considering new applications in video collaboration. “We are looking to add two more farming locations in Vietnam and expand operations to 14 sites,” said Tri Vu. In addition, the company is actively investing in greenhouse farming – a growing area of opportunity for them. “As the size of our business increases, so too will our need for collaboration, especially as we look to collaborate more closely with our farming communities.” Tri Vu added that future video collaboration capabilities via desktop, mobile and cloud solutions would provide increased potential for the organisation.

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About Polycom

Polycom helps organizations unleash the power of human collaboration. More than 400,000 companies and institutions worldwide defy distance with video, voice and content solutions from Polycom. Polycom and its global partner ecosystem provide flexible collaboration solutions for any environment that deliver the best user experience and unmatched investment protection.

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