

Case Study



The VirtuaLive™ service enables GlaxoSmithKline to increase the pace of its drug research efforts while saving tens of millions of dollars in travel costs.

Company Description

GlaxoSmithKline is one of the world's leading research-based pharmaceutical and healthcare companies with 2004 sales exceeding \$39 billion. The company has more than 100,000 employees worldwide of which some 15,000 perform R&D functions at 24 sites in seven countries.

Goals

Maintain and, if possible, improve collaboration between globally dispersed research teams

Reduce travel expense

Increase decision-making speed

Decrease overall time frames for R&D

The Challenge

Maintaining leadership in drug development is mission-critical to GlaxoSmithKline's continuing success. Seeking competitive advantage, top management challenged its researchers to lower travel costs by 20-40 percent, increase productivity and bring new drugs to market faster.

Traditional videoconferencing had not been effective in helping Glaxo's globally dispersed R&D units collaborate. Poor technical quality and system reliability prevented researchers from using these facilities to convene scientific teams in multiple locations for important discussions and decisions.

The company's R&D leaders had to find a way to replicate the highly productive human dynamics of face-to-face scientific meetings without the oppressive expense of international business travel.

The Teliris Solution

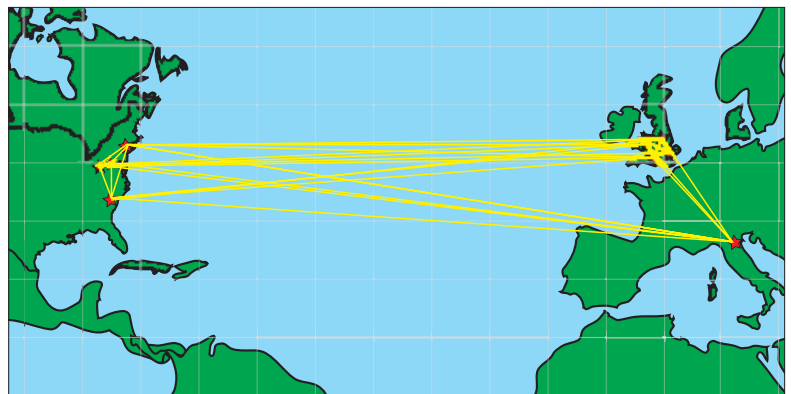
R&D leadership concluded that to meet the goals set by top management, they had to find a highly reliable videoconferencing system capable of replicating the human dynamics of live meetings. After reviewing alternatives and, in fact, installing several rooms provided by another company (which were subsequently decommissioned), GlaxoSmithKline selected Teliris as its videoconferencing partner.

Teliris developed a strategic plan to replace ten traditional videoconferencing rooms at key international locations with VirtuaLive™ installations. These were expressly designed to accommodate the multi-point collaborations required by Glaxo's drug discovery process.

VirtuaLive™ rooms replicate a life-like meeting experience through a combination of the following:

- Superior, DVD-quality images
- Realistic "eye-to-eye" interaction, even for multi-point meetings
- Real-time, synchronous, high quality, multiple source sound reproduction
- Fully managed service, 24/7
- 99+% level of technical reliability

The company completed its first installation of the ten VirtuaLive™ collaboration rooms in 2003, adding three additional rooms in 2005.



GlaxosmithKline has VirtuaLive™ in Italy (1), England (5) and the U.S. in Pennsylvania (4) and North Carolina (2).

Case Study - GlaxoSmithKline



Results

GlaxoSmithKline fully met its quantitative and qualitative goals with the installation of VirtuaLive™ systems. Drug discovery collaboration improved dramatically, while travel costs dropped sharply.

- Within three months, the company recouped its investment for the 10-room installation
- Travel costs were reduced 20%, yielding \$25 million in annual savings.
- Lost productivity related to time traveling to meetings was reduced 50%
- Collaboration improved
 - Meetings were held when they were needed rather than when they were able to be scheduled
 - Even for local meetings between researchers in geographically proximate facilities, VirtuaLive™ became an effective alternative to participants traveling for a live meeting

“The Teliris technology simulates in-person meeting environments so realistically that people in different cities - and, in our case, often in different continents - all but forget they’re not physically present with each other. This marks a phenomenal advance, letting us accomplish things in meetings that we could never do with traditional videoconferencing.

“Researchers around the world can now work with each other on drug research as if they’re side by side. Before VirtuaLive™, the company’s executives preferred to travel to meetings, despite the cost and time involved, because videoconferencing had such poor sound and picture quality and overall problems with reliability. The benefits were immediate, apparent and tangible. We find that VirtuaLive™ facilitates and even accelerates decision-making in a number of critical business areas, including product development and executive management, helping us use our human resources worldwide in the best possible ways.”



For more information on VirtuaLive™, visit www.teliris.com or call: NY: 212.490.1065 or London: +44.207.481.1600

