



Bristol-Myers Squibb Company



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Better Video Collaboration Equals Better Health Products

At Bristol-Myers Squibb Company, video communications systems are helping scientists around the world collaborate so they can more quickly identify and make available pharmaceutical therapies. Since the beginning of 2000, the company's Pharmaceutical Research Institute (PRI) has installed more than 70 ViewStations from Polycom, a worldwide provider of broadband communications solutions, at primary research sites. This is part of an effort to extend expertise across multiple projects and partner more effectively with leading biotechnology firms and academic institutions.

Although PRI scientists and staff were already the most active users of interactive video in the company, Peter S. Ringrose, PhD., president of PRI and chief scientific officer for Bristol-Myers Squibb, felt the existing systems were inadequate, prompting the decision to standardize on the Polycom ViewStation.

While the transition to ViewStations is still far from complete, the benefits are already clear. *Videoconferencing usage has doubled, travel costs have been reduced by \$600,000, and the company conservatively estimates its productivity savings to date at \$2.5 million*, according to Mark Lamon, director of Informatics.

The 100 percent increase in usage is attributable to the ViewStation systems' ease of use, high-quality video and audio, and remote site management capabilities. Both scientists and executive users are able to initiate video calls on their own, without extensive training, thanks to the systems' universal address book and a user interface that one executive described as, "easier than my VCR."