



ASEGURADORA DEL SUR CASE STUDY

FEATURED PRODUCT— POLY STUDIO

- Best audio quality and voice clarity in its class
- Smart camera automatically focuses in on the person speaking
- Easy setup with a PC or Mac through simple USB connectivity
- Centralized management enables high-scale deployments

OVERVIEW

Aseguradora del Sur is an Ecuadorian company founded in the city of Cuenca in 1990 and is ranked in the top 10 insurance companies. Its mission is to provide Ecuadorians with quality insurance protection for home, auto, travel, personal, and business. Their services are delivered with strength and support across the country of more than 16 million people.

Since its founding, Aseguradora del Sur has experienced significant growth and expansion. Its approach to putting the customer first has led to business success in modern offices in Quito and twelve branches located throughout Ecuador: Ambato, Cuenca, Ibarra, Loja, Machala, Manta, Portoviejo, Riobamba, Santo Domingo, Francisco de Orellana (El Coca).

Aseguradora del Sur cares deeply about its workforce and enforces strict policies of good corporate governance. Thanks to the implementation of modern management models, they have developed a friendly working environment and the right conditions to maximize the talent of the organization.

SITUATION

To optimize their talent pool, IT leaders initiated a technology research project to analyze the level of collaboration in their workplace. The IT staff evaluated user workflows, workstyles, and tools that could improve operations and user satisfaction.

For Roberto Huacanes, an infrastructure administrator, any change in collaboration experiences needed to fit the company's goals of improving productivity, increasing levels of collaboration, lowering costs, and reducing travel times for executives.

Previous attempts for office-to-office collaboration involved using a laptop for room collaboration where participants would huddle. While this seemed acceptable for one-to-one communication, it failed for groups. The monitor size, camera field of view, and small PC speakers could not effectively capture the audio in the room, display all meeting participants, and allow everyone to see clearly.

They attempted to improve the design by adding third-party cameras, larger monitors, speakers, and generic microphones. But these measures failed to integrate with the workflow and required intense IT support.

"What we needed was a simple solution for users, which was easy to deploy and manage," said Roberto Huacanes.

In the end, their research led to a strategic business plan to upgrade to modern videoconferencing systems from Poly.



“Poly Studio offers a good user experience, quality video, and high audio fidelity from beginning to end in every conference.”

- Roberto Huacanes,
Infrastructure Administrator

SOLUTION

The South Assurance support team worked with Poly to build a proof of concept. The approach was to add Poly Studio, a USB video bar built for huddle collaboration spaces. An important part of the strategy was to maintain the current workflow with Google G-Suite applications. The user base was comfortable with Google Hangouts and Messenger, so there was little to no training needed for the workforce in the parent office located in Quito.

Poly Studio connects to many types of video services and gives the user a plug-n-play experience, delivering exceptional audio and video through a variety of Video-as-a-Service (VaaS) providers such as Google Hangouts, Teams, Zoom, LogMeIn, and more.

For the interaction with the Google G-Suite, they needed to make simple plug-in adjustments and updates of the computer equipment to start devices. Additionally, they needed to follow the security regulations of the corporate network they were delivered and verify the appropriate permits to level of perimeter security, IP, firewall, etc.

With the good results of the pilot plan and the experience acquired in the implementation of the parent office in Quito, Aseguradora del Sur has planned the installation of huddle spaces in the branch offices.

“In the next phase, we will enrich collaboration through videoconferencing, providing a standard solution with the same benefits throughout the company,” said Roberto. “With the increase of usability, we’re seeing Poly Studio used frequently. The demand is increasing thanks to good experiences and word of mouth among our users.”

“An important milestone to our work will be the first of many board of directors’ meetings between the headquarters and offices with Aseguradora del Sur. According to Huacanes, this will be the first meeting between the executive management team and the Aseguradora del Sur board of directors using the new videoconference resources. Not only will it reflect a reduction in per diem costs generated by the face-to-face meetings that were held periodically, but the time allocated to the transfer of executives also may be used for other activities of the core business of the insurer,” said Huacanes.

“We have found added value in the camera automation feature of Poly Studio. Having the camera automatically frame the active speaker in the room has improved the usability by delivering a hands-free experience. Poly Studio offers a good user experience, quality video, and high audio fidelity from beginning to end in every conference,” said Huacanes.

“As an IT team, we are pleased to introduce technology that contributes to the future of the organization.”

Learn more about [Poly videoconferencing solutions](#)