

Technology as Innovative as Your Business

CLIENT



Car-sharing giant Zipcar has become the leader for cars on demand. They aim to redefine the way people think about alternative transportation by providing the best service and encouraging organizations to make conscious decisions about the future.

CHALLENGE

Zipcar prides itself on being an innovative solution for alternative transportation. They needed a solution as innovative as they are to help their team collaborate more efficiently. Their solution needed to be as easy to use as their service, and open-ended so they could use whichever programs the team needed at the time, including Skype for Business, Adobe PDF Reader, and the Microsoft Office Suite.

SOLUTION

Multiple **TRU TOUCH X5** Unified Collaboration systems were recommended for their headquarters. The non-proprietary nature of the **TRU TOUCH X Series** allowed the Zipcar team to quickly switch between a variety of programs with ease. The built-in video conferencing hardware, such as 1080p wide angle cameras and noise canceling microphones, made using Skype for Business and other programs easy while providing constantly clear picture and sound.

RESULTS

The team at Zipcar found using the **TRU TOUCH X5** interactive display was so easy, they needed no training to be able to effectively integrate the display into their meetings. The quality of their videoconferencing allowed each office to communicate clearly. Having a sleek multi-touch display also allowed for easier collaboration between both their headquarters and partners to better strategize and coordinate business deals.

