

HP Halo: Advanced solution for global collaboration



HP employees say meeting in HP Halo Collaboration Studios and Meeting Rooms is like being in the same room with people who are actually halfway around the world.

HP Customer Case Study:

HP's internal use of HP Halo Telepresence Solutions transforms communication between globally dispersed teams, leading to greater business effectiveness and demonstrating Halo's benefits to customers.

Industry:

Telepresence; Video Collaboration

Objective

Faster, better business results through improved work environment and more effective worldwide collaboration

Approach

HP Halo Telepresence Solutions

IT Improvements

- Lifelike virtual meeting experience
- High-function collaborative work rooms
- No perceived delay in voice and video data transmission
- Excellent video and audio quality
- Ability to detect nuances of non-verbal communication
- Secure, high-bandwidth network

Business Benefits

- Effective collaboration among geographically and culturally diverse teams
- Greater productivity and business effectiveness
- Stronger business and social relationships
- Faster decision making and time to market
- Financial and environmental benefits of reduced travel
- Better employee work/life balance

"HP Halo represents collaboration technology finally catching up with the globalization of modern business. It enables worldwide coordination without the travel time, without the carbon footprint, without the jetlag, and without having to wait for the days of delay it often takes to pull a meeting together."

Steve Jewell-Larsen

Director of Manufacturing, HP Halo Telepresence Solutions



A bird's eye view of HP Halo Telepresence Solutions at work inside HP would reveal a multitude of value-building activities around the world: An HP executive meets with key customers, visiting more countries in a day than she could in a week of air travel. HP engineers confer over a manufacturing line transfer to Singapore. Finalizing one of HP's most complex platform-development projects ever, several HP division heads meet on short notice to hammer out cost/feature decisions.

HP Halo Telepresence Solutions is an advanced global conferencing technology that creates a lifelike "tele-immersive" meeting environment far more sophisticated than phone conferencing or video meetings. In fact, many users have a hard time recalling whether they last met a colleague in person or over Halo.

HP Halo's significance of this in today's global business environment is profound: stronger working relationships, more efficient decision-making and faster time to market—in short, greater overall productivity and business effectiveness. HP employees aren't the only ones enjoying the benefits of Halo. They are joined by the rapidly growing roster of Halo customers around the world.

"HP Halo is a response to business globalization," says Steve Jewell-Larsen, director of manufacturing for HP Halo Telepresence Solutions. "Today, a company might conduct software development in Bangalore, mechanical design in Singapore, technology design in San Diego, manufacturing in Malaysia, and employ a logistics team in Germany—and it might be cooperating in a joint venture with another company entirely. HP Halo is the most effective tool I know for coordinating that kind of action around the world."

With HP Halo, doing well also means doing good. As Halo transforms the business environment, it also reduces air-travel costs and the related carbon footprint. It turns out that most employees are delighted to minimize their travel obligations; they are less stressed, more efficient, and freer to attend their children's soccer games and piano recitals. To HP, it all adds up to a better work environment and a better quality of life for employees.

Faster decision-making

The need for Halo became apparent to HP when the company, like many global organizations, experienced productivity limits while collaborating across cultures and geographies. Unlike some conferencing tools available only to top executives, HP Halo studios are accessible to everyone in the company. Executives use them for strategy meetings. Engineering teams use them to review product designs. Project teams use them to hammer out objectives and timelines. Marketing teams use them to coordinate worldwide promotions and communications programs.

Product development, procurement, human resources, cross-functional decision-making and more—HP Halo extends its benefits across the whole HP value chain. Consider the following examples:

Glen Hopkins, vice president and general manager for R&D of HP's Printing Technology Platform (PTP) group, saw Halo as so valuable to his R&D section managers that, when scheduling grew too tight, he ordered a second studio built at HP's San Diego campus. Hopkins's R&D teams must communicate with one another in California, Oregon, Barcelona, Israel, Singapore, Ireland, Puerto Rico, Idaho, Washington and, soon, Shanghai. In addition, they coordinate with other HP entities that build printer products worldwide. "We're developing incredibly difficult technology in a global environment," Hopkins says. "Significant issues arise on a weekly and even daily basis. Design approaches have to be discussed, and strategic and schedule decisions made. Collaboration is key."

Hopkins's teams use Halo repeatedly to address challenges that threaten to slow them down and increase time to market. One of his teams, for example, adapted the studio's camera setup to show colleagues in Barcelona subtle image-quality defects found in the printing product under development. The ability to transmit fine details instantly enabled the groups to avoid time-consuming FedEx deliveries and testbed experiments.

"In a Halo session, you can watch the group you're talking with. When they start looking at each other, that's probably an indication that in a teleconference, they'd be having a private conversation with the 'mute' button on. That tells me I have to follow up to improve communication."

John Ferraro
R&D Section Manager,
Hewlett-Packard



Customer solution at a glance

Primary application

- Global collaboration
- High-definition document camera
 - Plasma display screens
 - Collaboration screen
 - Audio communication technologies

HP services

- 24x7 coverage HP concierge support
- Combined maintenance and technology updates for monthly service fee

Another PTP team completed in record time one of HP's most complex ink platform development projects ever—while saving an estimated \$122,500 in travel costs. R&D Section Manager Eric Wiesner points out that, as this project reached the integration stage when several HP division heads would have to agree on product features and cost, Halo enabled crucial problem-solving meetings that otherwise would not have occurred. "Roughly once a month we were getting director levels and above in a room together to review data and agree on tradeoffs," Wiesner says. "Those types of meetings would have been impossible in the past. A phone isn't going to work, and you're never going to get that many people to travel on such short notice."

HP manufacturing teams also use Halo to speed decision-making and boost productivity. One such team, working under extreme deadline and budget constraints, transferred a product line from its R&D beginnings in Oregon to its permanent home in Singapore in six months instead of the usual full year. Using Halo also shaved an estimated 44 international trips off the project, saving an estimated \$1 million. But the greatest benefit of all, according to project managers, was seeing that line up and running—producing revenue-generating product—in half the usual time.

At the opposite end of the operational spectrum, HP Executive Vice President of Human Resources Marcela Perez de Alonso uses HP Halo to manage hiring of HP's top executives. Rather than spend a lot of time and money flying candidates into town for preliminary interviews, she meets them in an HP Halo studio whenever possible. This ability to screen candidates quickly speeds the entire decision process. And, as a bonus, using Halo also saves at least \$300,000 a year in HR travel costs. "I do the pre-recruiting in the Halo room," she says. "I don't spend valuable time flying people in only to find out they are not the right candidate."

Building stronger relationships

These examples point to some of the core advantages of HP Halo: the flexibility to gather as needed; the power to include even the busiest, most geographically dispersed decision-makers; and better working relationships. It all adds up to scheduling flexibility and shorter, more productive meetings.

What makes a Halo meeting so effective? One factor is the ability to read body language. In a Halo room, one can see posture, facial expression, interactions among meeting participants and other visual cues—all crucial in bringing together diverse cultures and languages. Halo Chief Scientist Mark Gorzynski attributes the naturalness of the Halo experience to technology and architectural design factors. "We even worked with two sociologists to figure out what room shape would most effectively support group conversation," Gorzynski recalls. "And, our partner DreamWorks Animation brings a leading Hollywood studio's expertise at creating a lifelike virtual experience."

The use of Halo meetings to strengthen working relationships proved crucial to Glen Hopkins's R&D teams. Using Halo, his PTP teams in San Diego and Oregon were able to cement a working relationship in danger of foundering over confusion about roles and responsibilities. "With phone conferences, half the time you can't tell who's talking or follow the dynamics of the conversation," says R&D Section Manager Doug Hoffman. "In Halo, if somebody doesn't understand you or agree, you can read it in their body language and probe further."

Adds fellow R&D Section Manager John Ferraro: "In a Halo session, you can watch the group you're talking with. When they start looking at each other, that's probably an indication that in a phone conference, they'd be having a private conversation with the 'mute' button on. That tells me I have to follow up to improve communication."

HP Halo also eliminates technical issues that, until now, have been barriers to communication. Thanks to the fiber optic Halo Video Exchange Network (HVEN), the studios' audio, image and data transmission technology is so advanced that it simply melts out of users' awareness. Participants communicate easily with no perceived time delay, and in lifelike detail. "You're not experiencing the technology, you're experiencing other human beings," notes Ken Crangle, vice president and general manager of HP Halo. "When human beings connect directly and unimpeded, relationships flourish."

Less travel, less pollution, better work/life balance

The success of Halo in helping HP organizations meet their business goals has created skyrocketing demand for room time. Each HP Halo studio is used an average 100 hours a month—well over three times the utilization rate for traditional videoconferencing. Some rooms log up to 250 hours a month.

HP today operates more than 30 Halo rooms at HP facilities in more than 13 countries. The number of rooms around the world is expected to more than double at HP in 2008, as demand outstrips availability.

HP's decision to deploy more Halo rooms comes after detailed internal studies examined the return on investment (ROI) HP gained from using Halo over a one-year period.¹ After travel restrictions were established at HP, certain sites logged up to a 40 percent reduction in travel. Simultaneously, some of those same sites saw a 30 percent increase in Halo room usage. Consequently, HP realized significant savings from travel reductions, and thanks to Halo, did so without compromising any business benefits typically associated with face-to-face meetings.

The future looks even brighter. One study indicates that the addition of one Halo studio on a typical travel route yields a net present value of \$500,000. Additionally, HP estimates that when the global build-out of new Halo studios is complete at HP, the company will eliminate at least 20,000 trips per year. This will not only save HP money, but will also ensure that employees enjoy a better work/life balance as they spend less time on airplanes and more free time with family and friends.

"Halo is a very special place for us," says HR chief Perez de Alonso, noting that the studios have proved a tremendous employee recruitment incentive. "It's not only about savings and efficiency; HP employees at every level can use Halo to be more productive and at the same time enjoy more time at home, away from all the hassles of air travel."

A world of possibility

As HP Halo transforms how business is conducted around the world, the Halo tool itself is evolving. New designs are being created and evaluated. Price points are coming down. The HP Halo network is expanding.

"I think in a few years we'll have Halo services ranging from laptops all the way up to large custom installations done by system integrators," says HP Halo executive Crangle. "We'll have a ubiquitous network that reaches thousands of end points around the world and allows them to communicate—and we'll be integrated with other collaboration and communication tools, such as e-mail and scheduling."

The first beneficiaries of HP Halo have been HP itself and its early-adopter customers. Today the circle is widening, as greater productivity, better decisions, stronger working relationships, reduced costs, faster business results—along with social and environmental benefits—make HP Halo a breakthrough tool for worldwide collaboration.

"We are going to be interacting more and more, in all walks of life, with people around the world. It's a great thing," says HP executive Hopkins. "HP Halo, as it expands, will be a powerful means to link the human community. The individuals and companies who embrace this will be the ones poised for success in the future."

What is HP Halo?

An HP Halo Telepresence Solution is a fully managed, end-to-end global collaboration solution designed to provide a lifelike "tele-immersive" user experience. All HP Halo Collaboration Studios and Meeting Rooms worldwide are connected by a globe-spanning private fiberoptic network called the Halo Video Exchange Network, or HVEN. HP manages the HVEN, installs Halo studios, maintains and upgrades all components, and provides 24x7 concierge support. HP Halo is configured to be walk-in ready, easy to use, secure and reliable.

The HP Halo Collaboration Studio was designed by DreamWorks Animation in collaboration with HP, an alliance that has resulted in the most realistic experience possible. On the studio walls hang high-quality plasma displays that show life-size images of the remote participants. Above the plasma displays is mounted a collaboration screen. A high-magnification, high-zoom document camera, standard in some models, enables participants to zoom in on tabletop objects, revealing fine color and pattern detail in anything from product parts to illustrations. Participants can easily share documents, data, and full-motion video directly from their notebook PCs onto the screen. Unlike other systems that run over the Internet, HP Halo with its high-bandwidth proprietary network assures continuous availability, information security and consistently high transmission quality. Multiple two-way conversations occur with no perceived latency, while an in-room phone bridge allows people outside the HP Halo locations to dial in and participate. HP Halo is always ready and fully equipped for multipoint, real-time collaboration worldwide.

To learn more, visit www.hp.com

¹Customer calculations of ROI vary by company, based on how many people the company employs and how many Halo installations it runs, in which cities worldwide.

DreamWorks is trademarked and copyrighted 2007 by DreamWorks LLC. All rights reserved.

© Copyright 2007 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

