



BANKING

Case Study - BPER Banca Keep the Group Connected and Boost the Business Continually

Background

BPER Banca S.p.A. formerly known as Banca Popolare dell'Emilia Romagna S.C. is an Italian banking group that offers traditional banking services to individuals, businesses and public entities. It is situated in Modena and has 1,273 outlets across 18 regions, making it one of Italy's major banks.

As a large conglomerate, they wanted to have a dedicated meeting room for frequent communication with their managers around the world and for high-level meetings with external investors.

Challenges



High demand for aesthetics

As a boardroom for high-level meetings, a desk covered with wires is not pleasing. It would leave an unprofessional impression when meeting with external investors.



Difficult in utilizing old devices

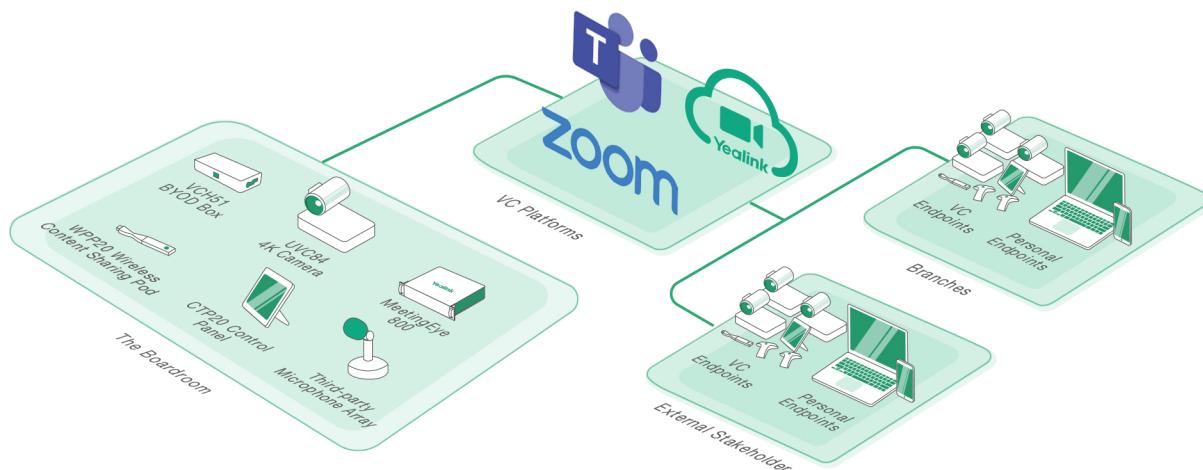
Not only does the new system need to be compatible with the existing microphone array but it also needs to be able to centrally controlled.



Full compatibility requirements

Each branch and customer may use a different conferencing platform, requiring devices to be compatible with various platforms.

Solution



Benefits



Professional Environment, Professional Impression

The solution makes the desktop free of cables, creating a neat meeting environment that makes customers feel pleasant and respected, even when communicating remotely. And the simple deployment also reduced IT costs.



One Cable Technology



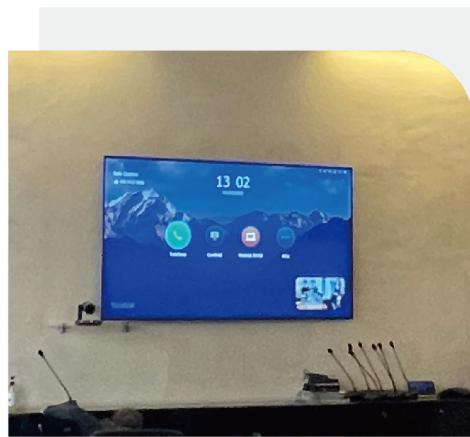
CTP20 Wireless Pairing



Wireless Content Sharing wpp20



Detachable Design



Easy Compatibility, Simple Control

Yealink not only helps clients protect existing assets and avoid waste, but also reduces users' learning costs and improves meeting efficiency through centralized control of the third-party microphones, cameras, device configuration, etc.



Third-Party Device Compatibility



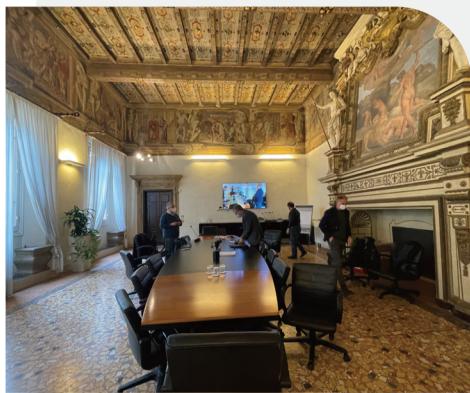
Intuitive UI



Meeting & Layout Control



Real-time Annotation



More Flexible, More Efficient

The BYOD feature makes it possible to communicate with stakeholders who may use different platforms easily, considerably decreasing the need for business travel and cross-regional commutes, greatly reduce travel time and cost.



BYOD Mode



Plug-and-Play



HDMI Sharing



About Yealink

Yealink is a global-leading provider of Unified Communication & Collaboration Solutions specialized in video conferencing, voice communications, and collaboration, dedicated to helping every person and organization embrace the power of "Easy Collaboration, High Productivity".

With best-in-class quality, innovative technology, and user-friendly experiences, Yealink is one of the best providers in more than 140 countries and regions, ranks No.1 in the global market share of IP Phone, and is the Top 5 leader in the video conferencing market (Frost & Sullivan, 2021).

