



# Smarter Meetings Worldwide

## Michelin Sets Global Standard for Simpler, Faster, More Productive Meetings

**MICHELIN GROUP SCA is a pioneer in the automotive industry.** Headquartered in Clermont-Ferrand, France, the global manufacturer of tires and mobility solutions has presence in 170 countries with more than 125,000 employees, operating 67 production facilities around the world. **Michelin maintains 3,000 conference rooms worldwide.**

Utilizing a Lenovo Smart Office solution featuring ThinkSmart Hub 500, Lenovo Premier Support, and Lenovo Smart Office Professional Services, Michelin achieved significant, tangible goals.



**Reduce meeting start times from 5-15 minutes to 1-2 minutes**



**Reduce annual travel expenses by millions**



**Plan to deploy the solution to 3,000 global meeting rooms in 24 months**

### SITUATION

**Michelin's meeting delays negatively impacted productivity.** An internal audit revealed that meetings consistently began 5 to 15 minutes late. Ultimately, these delays were tracked to technology. Employees cited difficulty activating multiple phone- and PC-based audio and video conference technologies and services.

Numerous vendor devices created cumbersome user-“unfriendly” conference rooms. Meeting rooms and tables cluttered with cables and equipment made tech-enabled collaboration unpredictable and frustrating.

To tackle this, Michelin established a global meeting room collaboration solution standard. The mission of the standard is two-fold:

1. **Boost meeting efficiency:** Improve collaboration technology to streamline the user experience
2. **Reduce travel expenses:** Make meetings work for virtual employees, powering collaboration across offices

### CHALLENGE

**The Michelin team needed to overcome three key hurdles:**

- First, ensure that the solution's functionality and integration enabled simplicity and user-friendliness.
- Second, verify and validate compatibility with Microsoft Teams.
- Third, and possibly most importantly, reduce delayed meeting start times *dramatically*.

### SOLUTION

**Michelin selected the Lenovo Smart Office solution.**

After a rigorous 18-month evaluation of multiple vendor solutions, Michelin chose Lenovo. The solution includes:

- **ThinkSmart Hub 500** with built-in audio and video, one-touch start, and ThinkShield security, all enabled with Windows 10 IoT Enterprise.
- **Lenovo Premier Support** to deliver direct access to elite Lenovo engineers who provide unscripted, advanced hardware support to users.
- **Lenovo Smart Office Services** for system installation, configuration of the solution with Microsoft Exchange and Microsoft Teams, and maintenance worldwide.

### IMPLEMENTATION

The initial launch of Michelin's implementation deployed Lenovo's Smart Office solution to 150 meeting rooms. Following this initial rollout, Michelin will phase deployment of the solution to 3,000 meeting rooms by 2021.