



# Amnesty International

unifies a global workforce  
with video conferencing  
powered by Pexip





A global movement of over 7 million people, Amnesty International is a pioneer of Human Rights globally. Initially the organization established its headquarters in London, UK. Over the years, these headquarters (known as the International Secretariat) grew — as their global outreach widened, the number of individuals they were able to reach increased exponentially. Consequently, Amnesty International decentralized its headquarters in 2013, from their large London base to regional offices across the globe. The International Secretariat operates from cities in Asia-Pacific, Africa, Central, and Eastern Europe, Latin America, and the Middle East. Consequently, Amnesty International was posed with the task of carrying out operations from distributed offices at a global scale while functioning as one unified entity.

The organization had to find a tool to support a major centralized communication channel that would function efficiently even in distant, rural locations.

## Founded

1961

## Industry

Non-profit organization;  
Human rights advocacy

## Challenges

- Enabling and sustaining a collaborative culture among a highly decentralized and distributed global work-force.
- Finding a video conferencing solution that is affordable and has reliable connectivity even in the most remote locations.
- Efficient support team to rectify issues in a timely manner.

## Solution

Pexip's interoperable video conferencing solution



## Benefits of using Pexip

- Reduced travel costs
- Increased efficiency
- Ease of use
- Competitive pricing
- Security and reliability
- Compatibility with Polycom systems
- Collaboration among a distributed global team
- Great connectivity across remote locations
- Virtual events across physical meeting rooms
- Conferencing across platforms
- A 6-fold increase in traffic since rollout
- An approachable team at Pexip
- Training sessions, inperson and remote
- Early adopter benefit in the pandemic context

**According to the 2014 GigaOm Research, 87% of businesses that rely on video conferencing feel more connected to their team. And why doesn't a phone call suffice? Because 65% of all human communication is non-verbal — talking face to face, even to someone halfway across the world, really does matter for meaningful conversation.**



## The Challenge

Being particularly people-oriented, the challenge that Amnesty International faced was a workplace highly dependent on interpersonal interactions, across locations. At Amnesty, communication, collaboration, and connectivity lie at the core of all activities — from achieving its objectives to ensuring smooth day-to-day operations. The organization nurtures a meeting-heavy culture, which is a tall order for a global team connecting remotely across 19 offices.

Being a non-profit organization, budget restraints are always a concern. Any cost savings, such as on business travel, are reinvested into delivering human rights impact. Finding a video conferencing solution to enable the team to collaborate and communicate often, while reducing the necessity for frequent travel, was a priority. Reliability, ease of use and connectivity in remote locations were some of the key functions Amnesty International required, in addition to cross-platform operability.

*“We were experiencing numerous issues with our legacy solution (Vidyo), such as unreliable tech support and severe connectivity issues, especially in remote regions. When we first reorganized operations, we tried another video conferencing solution for about 2-3 years, called Acano (this was before it was acquired by Cisco). We then decided to try out Skype for Business, and in the process of trying out various other vendors over a year, realised we*

*needed a platform that enabled Skype users to connect with those on other platforms as well — this became a key factor in our choice of vendor. That’s when we first came across Pexip. We tried it out for a month and our experience with the brand was wonderful.”*

**Sacha Draper**

Head of Internal Communications and People Engagement  
Amnesty International





# The Solution

The team at Amnesty International consulted with a firm, Internet Video Communications (IVC), to find a solution. What they got from Pexip: a video conferencing infrastructure that could seamlessly support a global workforce.

Pexip's Service Points of Presence (PoPs) are dedicated data centers managed by industry-leading facilities with multiple layers of security. These layers range from human and personnel security to compliance with relevant standards such as SOC2, SSAE16, and ISO 27001. Before rolling it out to the organization at large, a monthlong trial run was conducted. Ease of use and impressive quality were the standout comments in user feedback during the organization-wide training phase—clearly, Pexip was a resounding success. It quickly became obvious that the only real delay was in understanding and adapting to the hardware requirements. That done, Pexip was ready for implementation across the board.

Interoperability is at the core of Pexip's product offerings, allowing businesses to switch seamlessly across video meeting solutions. This bridging of technology gaps allows for organizations such as Amnesty International to function as truly modern workspaces.

**Interoperability is the principle that allows proprietary video conferencing technologies and platforms to seamlessly integrate and work with each other.**

*"Security and data privacy were the important parameters we wanted in our VC solution. Our Head of Security insisted on this. We went through an extensive period of research — testing different platforms, mapping out vendors and their offerings. What stood out to me about Pexip were their flexible deployment solutions. The distributed architecture, dedicated data centers and freedom to choose cloud servers ensured complete data privacy."*

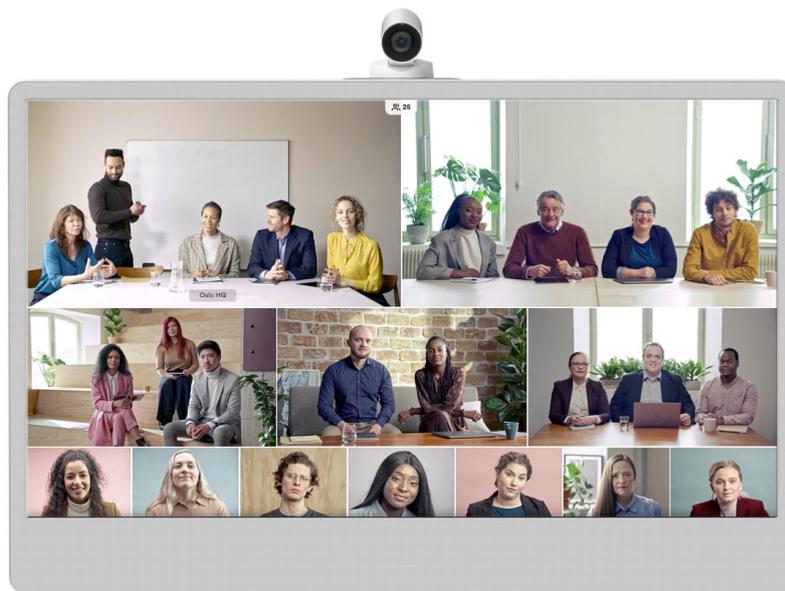
**Nicholas Angawa**

Lead Audiovisual and Communications Technician for Amnesty International

*"Our teams got comfortable using Pexip as it is very user-friendly. Today, our video conferencing traffic has seen a six-fold increase."*

**Sacha Draper**

Head of Internal Communications and People Engagement Amnesty International





## The Result

Incorporating Pexip's video conferencing solution into the organization's process has resulted in several benefits — reduced travel costs and carbon footprint, better connectivity and efficient communication — besides the paramount one of data security.

Additionally, Pexip's interoperability meant that the service was compatible with Poly systems, which makes it easy for both internal and external collaborators to join meetings, both in offices and remotely.

Ease of adoption, thanks to its very user-friendly design, location-agnostic training programs and the customization of enduser training, has certainly been a hallmark of Amnesty's internal experience with Pexip as well.

All in all, Pexip has equipped Amnesty International with the infrastructure to thrive as a truly global organization.

*"Since joining forces with Pexip four years ago, the organization has brought people together in ways that were never possible before," said Sacha.*

*"Staff meetings, internal communications, training, announcements, events, crisis management, birthdays, big meetings,*

*global assemblies — we do it all thanks to Pexip. Thanks to this solution, we continue to be connected in every emotion we share and every endeavour we embark on."*





### About Amnesty International

Founded in 1961 in the United Kingdom, Amnesty International is a non-profit organization at the forefront of the global fight for Human Rights. It is a global movement of over 7 million people to empower disadvantaged and oppressed communities and individuals worldwide by speaking out for their rights. With over 50 years of groundbreaking work behind them, Amnesty International continues to tirelessly fight to realize this objective and bring about unprecedented social change in countries across the globe.



### About Pexip

Pexip helps organizations and businesses interact face-to-face through video conferencing solutions no matter the location or the technology. We empower you to collaborate remotely through our many secure and flexible solutions. Pexip works hard to offer you the most cost-effective solution to connect all your video conferencing platforms and technologies into one unified system. We are also committed to carrying out operations in an energy efficient manner, thereby reducing your organization's carbon footprint.