



Amnesty International

unifies a global workforce
with video conferencing
powered by Pexip



**AMNESTY
INTERNATIONAL**



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 Video Conferencing System

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.

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, in-person 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.

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.

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.

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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.



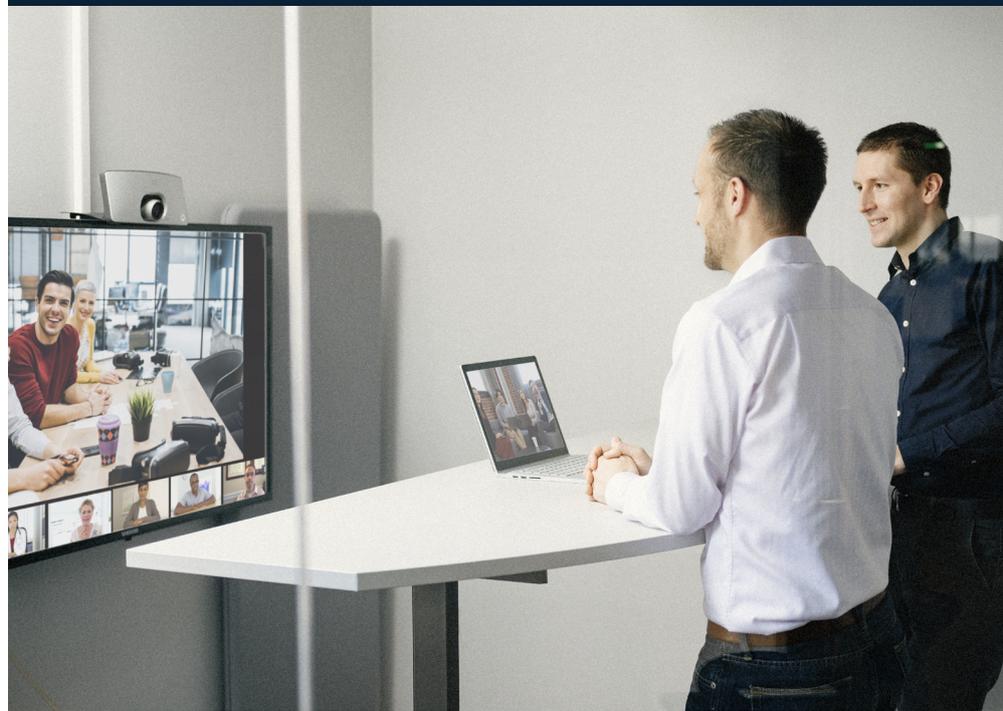
Security and data privacy were the important parameters we wanted in our VC solution. Our Head of Security insisted on this. We went through an extensive period of research — testing different platforms, mapping out vendors and their offerings. What stood out to me about Pexip were their flexible deployment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

We wanted to make an informed decision, so the whole exercise ended up taking a year! In the end we made a confident choice to go with Pexip as it was the best fit for what we are trying to achieve.

NICHOLAS ANGAWA

Lead Audiovisual and Communications
Technician for Amnesty International

42% of remote workers favored video conferencing even in 2018, according to a Microsoft study. Now, thanks to Pexip's interoperability, even the more cautious adopters of new technology can enjoy a much gentler, quicker learning curve. Mostly, they are using the same apps they were already using (be it Skype or Teams) and Pexip takes care of the interfacing between them.



Pexip's Service Points of Presence (PoPs)

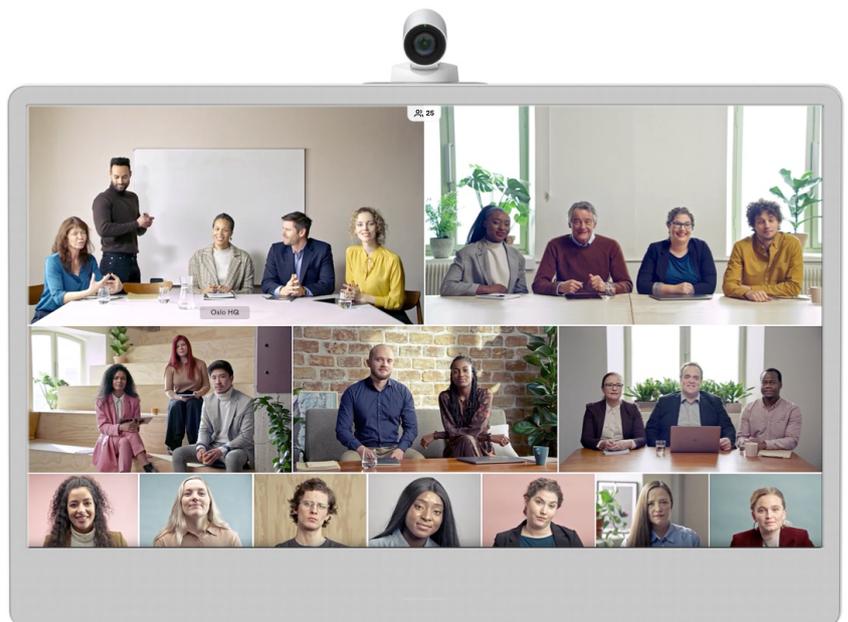
are dedicated data centers managed by industry-leading facilities with multiple layers of security. These layers range from human and personnel security to compliance with relevant standards such as SOC2, SSAE16, and ISO 27001.

Before rolling it out to the organization at large, a month-long 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.



"We didn't experience any issues from the platform. It was just a matter of engaging clients and educating them. Training was essential in upskilling employees to use the new tools to their advantage. We conducted 1-hour long training sessions and even tailor-made instruction videos and documents for various parts of the team. From August 2018 to March 2019, we onboarded around 114 external users onto the Pexip platform. Our teams got comfortable using Pexip as it is very user-friendly.

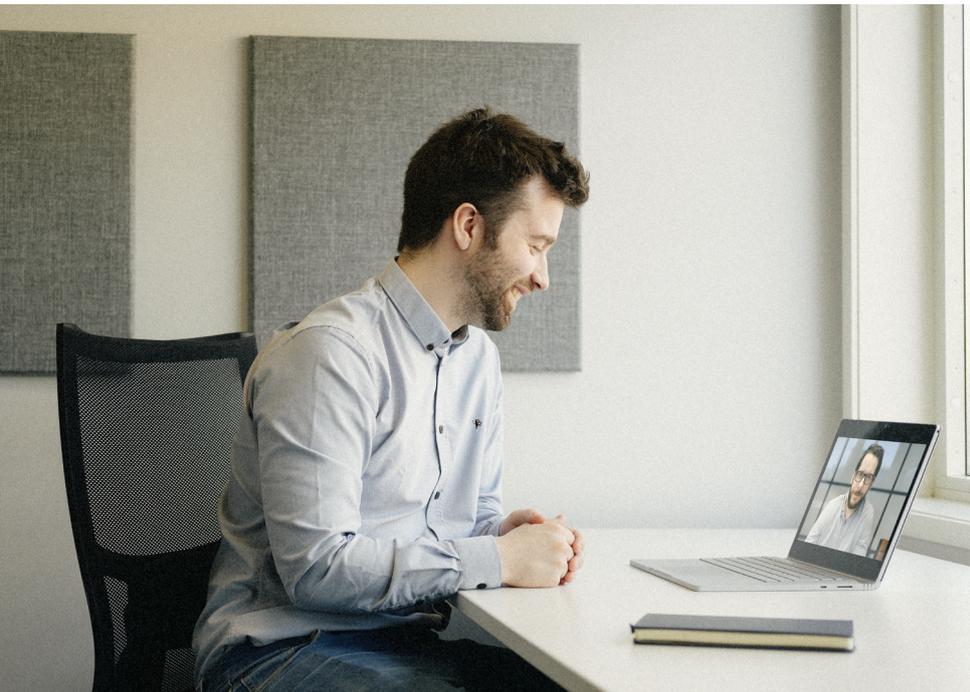
Today, our VC traffic has seen a 6-fold increase compared to past usage statistics," said Sacha.



The Result

Incorporating Pexip's video conferencing solution into the organization's process has also resulted in several benefits — **reduced travel costs and carbon footprint, better connectivity and efficient communication** — besides the paramount one of data security. "It helps that they don't have data centers in places where we don't want to be banking our information!" said Sacha.

Additionally, Pexip offers **complete interoperability**, being **compatible with Polycom systems**, which enables creating Virtual Meeting Rooms. This makes it easy for **external collaborators** — including those accustomed to Amnesty's collaborative platform, based around the Skype for Business interface — to continue their conversation with hardly any need for retraining. It is really that seamless.



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"Pexip provided us with a seamless interoperability with Skype for Business which was part of our Collaborative platform enabling most users to still enjoy the S4B interface without the need of much retraining," said Sacha.

Ease of adoption, thanks to its very user-friendly design, location-agnostic training programs (just an hour each!) and the customization of end-user training, has certainly been a hallmark of Amnesty's internal experience with Pexip as well.



“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.”

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



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.