

# Beiersdorf AG

## Introduction

This case study of Beiersdorf AG is based on a September 2020 survey of Pexip customers by TechValidate, a 3rd-party research service.



“Pexip enables our organization to maintain our high standards of privacy and security.”

“Pexip enabled us on short notice to enable Teams meetings on board level within 4 weeks with our high-quality Cisco devices. ”

“We enabled Pexip during the crisis with a Teams implementation project. ”

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select Pexip:

- Faced the follow challenges prior to choosing Pexip:
  - Lack of interoperability between systems
  - High cost video platform or infrastructure
  - Lack of control over our meeting data
- The following were their top purchasing drivers for choosing Pexip:
  - Improved interoperability
  - Reduction of our video conference spend
  - Replacement of existing video conference infrastructure

## Use Case

The key features and functionalities of Pexip that the surveyed company uses:

- Uses the following Pexip Solutions:
  - Pexip Self-Hosted Infinity
  - Pexip for Microsoft Interoperability
  - Pexip endpoint activation and management
  - OneTouchJoin
- Considered the following vendors before choosing Pexip:
  - Cisco

## Results

The surveyed company achieved the following results with Pexip:

- Improved collaboration within the organization
- Improved workflow for joining and hosting video meetings
- Decrease in video conferencing costs
- Have seen the following benefits with Pexip:
  - Transfer of face-to-face meetings to video
  - Improved video meeting experience
  - Improved video platform management and control
  - Lower video platform cost
- Rating of Pexip features compared to the competition:
  - scalability: best in class
  - flexibility: significantly better
  - customization: best in class
  - data control and privacy: significantly better
  - interoperability: best in class

### Company Profile

Company:  
**Beiersdorf AG**

Company Size:  
**Large Enterprise**

Industry:  
**Consumer Products**

### About Pexip

Pexip enables enterprises and organizations of any size to deploy and use video-based communication and collaboration. The Company's portfolio of products ranges from self-hosted software to cloud service video solutions. Pexip provides seamless collaboration between previously incompatible video and audio technologies such as professional video conferencing systems, Skype for Business, Microsoft Teams, Google Meet, and WebRTC.

### Learn More:

[Pexip](#)