

Founded in Italy in 1950, Amplifon is a world leader in auditory solutions for people with hearing loss. Today, staff based at 2200 service centres worldwide offer a highly-skilled and personalised service, providing state-of-the-art technology that can transform the lives of customers with hearing disorders.

With 9000 employees across five continents, coordinating commercial activities and collaborating with colleagues based in 18 different countries was a challenge for staff at the company's Milan headquarters. "At a time of significant growth and within a market that followed up, even at a distance," says Massimiliano Gerli, corporate IT director of Amplifon in Italy.

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are set up for video meetings at the Milan office, with an average of five to six conferences each day involving staff at offices in Europe, North America, Australia, India, New Zealand and Asia-Pacific.

High-quality video and screens that show life-sized images create a powerful and realistic meeting experience. Meanwhile, simple and intuitive functionality helps ensure that the equipment is easy to use, encouraging user adoption. In addition, integration with existing communications technology enables staff to open meetings directly from their email

with the same ease and speed as opening an email