



VIDYO  
CASE STUDY

FEEDING  
AMERICA

# Feeding America

## Vidyo Conferencing™ Helps Leading Hunger Relief Charity Put More Money Toward Its Mission

### **FEEDING AMERICA** Continuing a 30-Year Legacy of Fighting Hunger

Millions of Americans struggle with hunger on a daily basis. According to the non-profit organization, Feeding America, one out of every eight people in the US is at risk of hunger. This is a startling statistic for many who believe that the problems associated with hunger are confined to small pockets of society, certain areas of the country, or certain neighborhoods. However, especially in today's depressed economy, the people most affected are often hard-working adults, children and seniors who simply cannot make ends meet and cannot afford regular access to nutritious food.

In addition to providing food to people in need, part of Feeding America's mission is to educate the public about America's hunger problem, strengthen and expand the federal food safety net, and foster effective collaborations between public and private sectors. Feeding America (formerly America's Second Harvest) provides low-income Individuals and families with the fuel to survive and even thrive. As the nation's leading domestic hunger-relief charity, network members supply food to more than 25 million Americans each year, including 9 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks operate 63,000 agencies that address hunger in all of its forms.



### The Importance of Visual Communication

Vidyo was contacted by Feeding America in Fall 2008. The non-profit organization, has 150 employees at their national offices in Chicago and Washington, D.C., and also supports a network that extends to close to 5,000 people at 205 member locations across the U.S.

Feeding America, which had never before used video conferencing, was looking for a communications solution that would allow its Executive Leadership Team to meet on a weekly basis, regardless of location. That meant, whether in Chicago, D.C. or anywhere on the road, for those who frequently traveled.

According to Kevin Lutz, Feeding America's VP of Technology, "I was interested in finding a video conferencing system, but not just any system would do. We wanted to make sure everyone had the capability of connecting to a meeting, not just some people ... and we needed the experience to be high quality. We also needed something that wouldn't stress the budget of a not-for-profit charitable organization. Until we found Vidyo, I didn't think we would be able to afford a solution that would meet all of these criteria."

**CHALLENGE:**  
Find a "business quality" video conferencing solution on a "non-profit" budget.

**SOLUTION:**  
VidyoRoom™ HD-200's deployed at Feeding America's HQ in Chicago and Washington DC office; VidyoPortal™ at data center outside of Chicago. Total of 50 seats and 10 ports.

**RESULTS:**  
Great quality video conferencing that allows Feeding America employees and affiliates to participate in meetings from anywhere. Exceptional video and audio quality over the Internet that saves Feeding America money and time.



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Also of importance to Lutz was something that offered an enhanced visual experience. Prior to deploying Vidyo, they had tried conducting meeting via WebEx, but were disappointed with its quality and found the audio and video to be choppy. “Since we have regular meetings with people at our Washington D.C. office, it really helps to be able to know them better by seeing the reactions on their faces. With Vidyo’s clear HD desktop capability, the communication experience is really close to actually meeting in person. You come away from the exchange feeling like you’ve met with people face-to-face.”



### VidyoConferencing: Ease of Use Plus Savings of Time and Money

Feeding America was able to deploy VidyoConferencing in record time. According to Lutz, they were “up and running” within hours of installing the system. In terms of ROI, Lutz says that “tracking the actual dollar amount isn’t easy, but we have eliminated travel expenses and the associated travel time, which is of tremendous value to Feeding America.”

Vidyo’s solution ideally responds to one of the fastest growing needs for organizations today. That is, the demand for an HD video conferencing solution that ALL employees can use, in both rooms AND desktops, using shared networks--while maintaining a high quality user experience.

While traditional video conferencing products require significant IT resources in terms of costs and management of the system, with Vidyo’s system:

- **No network management** is required
- Just **one single web-based admin console** needed for managing both desktop and room systems
- **No administrator needed** to set up calls
- **No reservations** — every participant has their own meeting room and ability to invite anyone to join their meeting with a simple Outlook invite.

Vidyo provides an HD/telepresence experience and has addressed the most fundamental video conferencing quality problem experienced by participants for years – LATENCY. Vidyo’s Scalable Video Architecture removes the MCU eliminating 80% of the delay, freezing and audio loss that plagues traditional video conferencing solutions.

With this revolutionary approach that delivers the industry’s highest level of error resiliency, Vidyo is the first to achieve HD quality, low latency, and easy-to-use video conferencing over the Internet — even on wireless connections! Participants can join conferences from wherever they happen to be, on whatever system they happen to have.

Although Vidyo was implemented less than a year ago, the system’s value to the organization is already measurable. Just ask Kevin Lutz of Feeding America: “As a charitable organization, every dollar we can save on administrative expenses is one more dollar that can support our mission by providing food to those in need. It’s all about saving money where we can, and Vidyo is helping us do exactly that.”

### MORE INFO:

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