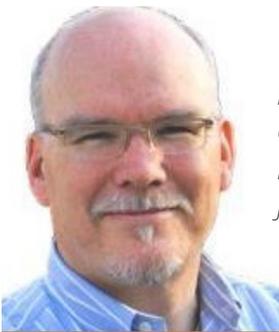


# JAS: Global Logistics Company Manages Internal Logistics With Zoom



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## Summary

- JAS is an international freight forwarding and logistics provider.
- They use Zoom for internal meetings and trainings.
- Key Zoom features: ease of use, large meeting capacity, pricing structure.

International freight forwarding is an extremely complex industry. This complexity is further intensified by the fact that companies arranging shipments must work on two different fronts. On the one hand, you have the obligation to your customer who is relying on you to professionally manage their cargo shipments. On the other hand, you have the responsibility of ensuring that all of your employees around the world are able to work in perfect synchronization to complete the aforementioned task. What you end up with is a company like JAS Forwarding Worldwide, a freight forwarding and logistics provider that has been doing this balancing act since its founding in Milan, Italy in 1978.

JAS prides itself on its exceptional service and competitive pricing that, it notes, come from the hardworking and highly skilled people within the JAS organization. The mission of JAS is to focus on innovation and maintain a commitment to deliver the product securely and on time. This mission must flow through its vast global network of 47 subsidiaries, 35 exclusive agents, and 3,700+ employees across more than 80 countries.

In many ways, JAS is a company like any other. It maintains an internal structure designed to satisfy the needs of its clients. One thing that JAS shares with the vast majority of companies is its need to adapt to a changing environment, one in which technologies are being made available that make the company more effective at providing a heightened level of customer satisfaction while also decreasing costs. Since this company provides logistics services internationally, it must hire agents and teams around the world to effectively carry out its responsibilities to its customers. This is much easier said than done.

The greatest challenge to maintaining a global infrastructure is the cost of managing a widely dispersed workforce. Sending teams of people to various parts of the world to manage customer interests is a costly, but necessary undertaking. But what if this weren't the case? What if a company could adopt a solution that would let teams meet from wherever they reside? This is exactly what JAS did. The question is, did the company actually benefit from such an initiative?

We spoke to Dan Snodgrass, Global Marketing Manager at JAS Forwarding Worldwide, to learn more.

“We were looking for a solution that could handle all three of the elements of conferencing - teleconferencing, video conferencing, and web conferencing - on all the major platforms, while making it possible to mix and match all of these aspects,” said Snodgrass. “To clarify what I mean, a phone call should be able to be added to a screencast, which can then handle live webcams and all of this presented in an HD video conference. Ultimately, we wanted something that lets our people pick and choose how and when they would join a meeting.”



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To find a long-term conferencing solution, JAS had to go through the typical growing pains that have become commonplace in every company's rite of passage into video-based collaboration.

"We had previously used a number of video conferencing solutions," he said. "The one that we used the most, from a major telecommunications operator, charged us on a per-minute basis for our calls. We still use their conferencing tool as a backup but it's expensive. Ultimately we settled on Zoom as our principal video communication solution."

But why is Zoom a first choice for JAS? We learned from Mr. Snodgrass that the company had a very large potential user base, which necessitated the adoption of a solution that simply worked with a minimum of fuss.

"We have a large number of global users, meaning that it would be nearly impossible to have them use a solution that is much more complicated than Zoom," he said. "Our previous video meeting services were hopelessly cumbersome and difficult to support, especially in remote offices, which don't employ IT staff. These tools have a bloated feature-set that are confusing and difficult to master, especially for the occasional user who simply wants to join a meeting without having to decipher settings and various dialog boxes. **With Zoom, the joining process is much simpler.** One of the reasons we chose the software was because we didn't want to deploy something that required a download every time a new meeting started. **With Zoom, you can get into a meeting quickly and simply.** This process has only gotten more simple when Zoom introduced personalized meeting room numbers."

Aside from simplicity, a company like JAS has many demands. It needs something that is able to adapt to corporate requirements for internal communication. Zoom's engineering team provided a pleasant surprise to JAS on this front.

"I'm fond of the fact that **Zoom is responsive to customer requests** when it comes to adding new features," he said. "I've been impressed overall with the engineering team, which is always ready to listen to what the customer wants and improve the user experience in a way that accommodates our needs. In the last six months, we've seen improvements and added features that are not available on any other platform in the manner that Zoom provides. This is very encouraging for me, particularly because it indicates that Zoom has a vested interest in providing a tool that's quick and easy for laypeople to use."

As a logistics company, JAS is a juggernaut of internal communication. As such, the company's heavy dependence on video conferencing requires a solution that does not charge based on the number of meeting participants or how many minutes the conversation lasts.

"We use video conferencing somewhere in the neighborhood of around 60 thousand minutes per month," said Snodgrass. "It certainly wouldn't surprise me if, by the end of the year, we

find ourselves using video at a rate of about 100 thousand minutes per month. If we were paying for video conferencing on a per-minute basis like we used to, we'd end up with an enormous monthly bill.

In the nine months JAS has been using Zoom it has already positively changed the way they conduct global internal communications. The software creates a more efficient working environment by greatly minimizing the amount of travel required for key employees. In such a situation, both the company and the employees reap benefits.

"Because of Zoom, we no longer need to constantly send employees overseas for training or meetings like we used to," he said. "Flying people to the opposite side of the planet from our USA headquarters for meetings is a cost in time and money that Zoom helps us avoid. Zoom conferencing also mitigates the heavy toll on staff that extended travel imposes. With Zoom, our people can remain in familiar surroundings and still conduct international business."

Zoom's influence on JAS doesn't just stop at staff-level internal communication. Executives also make use of the software to discuss the company's direction with one another. Of all the people in a company, its executives have the largest incentive to keep themselves involved in the strategic and operational mission of their company.

"Zoom makes a difference in how we operate at the upper-management level," he said. "Instead of meeting once or twice a year with their overseas counterparts, our executives are able to meet through video to discuss business trends, new solutions, and strategies to improve our service to our customers."

Executives of JAS, although strongly in favor of face-to-face meetings with staff and customers, recognize the convenience presented by Zoom. The ability to meet without actually boarding a flight presents an enormous plus to the company and, in the end, has a benefit for time-limited executives. Meetings can now be held more frequently without sitting for several hours on an airplane and later experiencing the dreaded jet lag during an important meeting.

"The opinion among our executive management is that while it's nice to meet personally with people around the world, they can now meet more frequently," he said. "They can, for example, conduct their normal annual visit to a remote destination but then add four major video meetings with that office via Zoom throughout the year."

But JAS doesn't just use Zoom to handle planning meetings. "Aside from internal communications, we also use Zoom to pre-record training sessions for our new employees," said Snodgrass. "We may do five or ten major training sessions for our global teams per month. In fact, we have one particular trainer who uses around 5,000 minutes per month on her account since she's training about 50 people at a time in various parts of the world. Those people are in places like Johannesburg, Singapore, and Dubai, making it absolutely

necessary to communicate via video. Our trainers record their sessions, and then share them via the company intranet with the teams.”

Employee training often involves working with large groups of people. Until recently, Zoom has allowed up to 25 people to meet in an interactive video conference. This number has since increased to 100, giving JAS even more flexibility in how it arranges its training sessions.

Aside from providing logistics and freight forwarding services, JAS also develops some of its own software to help manage the entire operation. For this reason, the company employs a sizeable IT staff that is dispersed across many different international borders. These employees demand high quality video and screen sharing capabilities in order to efficiently conduct their business. Zoom makes this possible.

Equally important is the administration of the solution. With Zoom, JAS doesn't worry about usage policies to control costs. “We've had more than a few people use one of our previous video solutions who, it turned out, had no idea that they were being charged per minute, per participant,” Snodgrass commented. “Some ended up with calls costing over \$600 per meeting! Aside from usability, one of the things that set Zoom apart was its price. The cost-per-minute/per-user model used by competing solutions isn't always clearly understood by the end user.”

A company as experienced as JAS knows that it has to manage resources while maximizing customer satisfaction. Its choice in Zoom has impacted it in many ways, but the biggest benefit the company has realized from this choice is the reduction of costs along with a higher return on investment.

“I think that the straightforward approach to the way that users join Zoom, and the way that we pay for user licenses, makes this particular solution stand out from the rest,” said Snodgrass. “Zoom provides a predictable expenditure whereas with other solutions, we could end up spending an order of magnitude more in a month than with Zoom. In today's economic climate, we needed something that has both a high ROI and a predictable pricing model. Getting a quality tool like Zoom reduces our cost of travel, our training expenses, and greatly benefits our company's sense of community among its employees. Ultimately, this improves the quality of service we can provide to our customers.”

In the end, Zoom has become a nearly perfect fit for this eternally busy company. According to our meeting with Dan Snodgrass, these are the most salient benefits that JAS has derived from using Zoom:

- Zoom is simple to use, making it accessible to a large user base.
- Its quality/price ratio far exceeds what other solutions have offered to JAS.
- Eliminating the need to travel, Zoom has further saved JAS from unnecessary operating expenditures and improved employee efficiency.
- The capacity for large meetings with up to 100 two-way video participants has created an environment in which JAS can put Zoom to use in training sessions.
- A stronger sense of community has improved the company's culture.

Executives can meet more frequently to better discuss the direction in which JAS is headed and collaborate on new ways in which JAS can better serve its customers.

JAS Forwarding Worldwide has been operating for over 36 years. In that time, it has employed thousands of individuals in over 80 countries. Now, Zoom has become an integral part of this company's business model, creating an environment in which JAS is free to concentrate on pursuing its goals rather than arranging flights for its staff and management.



#### About Zoom

Zoom, the cloud meeting company, unifies cloud video conferencing, simple web meetings, and group collaboration into one easy-to-use platform. Our solution offers the first available mobile-screen sharing and an innovative hybrid cloud service, and works across desktop, tablet, mobile and room systems. Zoom services over 40 million participants and more than 100,000 businesses globally.

**Website**  
[zoom.us](https://zoom.us)

#### Innovations

First 3-in-1 Cloud HD Meeting Platform  
First Mobile Screen Sharing  
First Hybrid Cloud Service