



case study

Enhanced collaboration is key to product development and manufacturing leadership

The Company

Discus Dental, Inc. is a leading global manufacturer and marketer of premium dental products to both dental professionals and consumers. With headquarters in Los Angeles, California, the company produces and sells a wide range of products and services, including teeth whitening products, oral hygiene products, impression and restorative materials, dental instruments and practice management software.

Discus Dental also owns and manages the BriteSmile branded network of 5,000 independent dental offices, which provide professional teeth whitening services and products in more than 40 countries globally.

The Need

A key factor in Discus Dental's success and growth has been its ability to develop and manufacture its own proprietary line of dental health and cosmetic products. With its manufacturing facilities housed separately from the company's corporate headquarters, there was an ongoing need for constant (and sometimes instant) collaboration between key marketing and product management personnel and the manufacturing teams.

Historically, the company's manufacturing executives would make trips back and forth to corporate headquarters for meetings and consultations, often several per day.

This process sometimes delayed important decisions that needed to be made immediately and was time consuming, inefficient, costly and often stressful for its executives.

The Solution

GBH Communications worked with Discus Dental to identify the exact communications and conferencing needs of both the executive marketing/product management team and key manufacturing personnel. In order to connect these two groups, GBH recommended solutions and products that included integrated audio and video systems specifically designed with mobility to allow video broadcasts and viewing from different locations within the manufacturing facility.

The new audio and video systems provided a real-time "window" for the company's executives at both its corporate headquarters and its manufacturing facility to view and discuss products that were in the development and production stages.

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According to Warren Kline, the company's director of IT/communications, "We have a long and close relationship with the people at GBH, and as a company they are not only knowledgeable about the latest communication technologies, but I can always count on them for service and support whenever the need arises."

The Benefits

The new audio and video systems provided Discus Dental executives from different functional areas and locations to collaborate in "real time" to view, consult and discuss important product issues. "GBH's video and audio solutions contributed to more effective levels of collaboration between our executive teams and led to faster consensus and decision making on key product and manufacturing issues. The new video and audio conferencing systems also helped us reduce travel time and costs, and they had a positive impact on employee morale," said Mr. Kline. He added, "I rely on GBH for its extensive product knowledge, responsiveness and consultation and they never let me down."