



case study

Capturing lucrative new markets in Asia with video conferencing

The Company

Phillips Industries is a leading manufacturer and distributor of parts for the commercial trucking industry in North America, serving both the original equipment market (OEM) and aftermarket. The company was built on a patented signal arm developed by Phillips founder Hugh Phillips in 1928. Phillips Industries pioneered the development of electrical truck harnesses and assemblies, introduced the patented “quick-connect” plug and expanded its business to include lighting systems for trailers.

The ability to create, manufacture and market innovative new products to meet the changing needs of the trucking industry has been one of the key success factors in the company’s long and exciting history. Today, the company enjoys a dominant position in North America and is a key distributor to virtually every major tractor and trailer manufacturer in the U.S. Recently, it expanded its distribution business to Asia.

The Need

Phillips Industries has enjoyed rapid growth in its manufacturing and distribution businesses both internally and through acquisitions. Today, the company manufactures and distributes its products from two major facilities located in Dallas, Texas and Los Angeles, California. Recently, the company expanded its operations in China with a joint venture partner who is a leading manufacturer and supplier of auto and truck wiring harnesses to the Asian market.

With product development, manufacturing and sales and marketing housed in both its Dallas and Los Angeles facilities, and with the opportunities to grow their business overseas, having quick access and maintaining daily contact with its executive teams within these offices was critical to the company’s future success.

Historically, Phillips Industries relied on its phone, audio conferencing systems and travel to connect the company’s operations in both locations. However, the inherent shortcoming of using voice and audio only for important communications, together with “quality- of-life” factors and cost of frequent travel all contributed to the company’s need to look for better ways to communicate with its employees across their various offices.

The Solution

GBH Communications worked with Phillips Industries to select, design and install video conferencing systems to link their Los Angeles headquarters with their facilities in Dallas. The company’s transition to new IP networks afforded them with the opportunity to fully utilize their video conferencing systems throughout the organization, including use by their human resources department for training and management programs. Most recently, the company has added new video endpoints in its Shanghai offices.

The Benefits

Phillips Industries executives have quickly adapted to the new video technology, and the systems are in use for meeting, conferences and training around the clock. The company has experienced immediate improvement in the quality and effectiveness of its communications and decision making between offices.

“Video has significantly reduced our need to travel, and improved the quality of life for our executive teams.”

“It was difficult to control the quality and effectiveness of our meeting with audio-only conferencing,” stated Rob Phillips, Director of Operations. “The new video conferencing solutions provided by GBH have enabled us to come together at a moment’s notice. With video we can meet face to face to discuss the tough issues and the fun issues. Video has significantly reduced our need to travel and improved the quality-of-life for our executive teams. And best of all, our new video endpoints in our Shanghai office truly represent the window to our future goal of capturing a sizable percentage of China’s domestic trucking market.”