ONSYNC CASE STUDY PEARSON
SECTOR EDUCATION

Company Website: http://www.pearson.com/
OnSync: http://www.pearsonvirtualmeeting.com/

About Pearson
Pearson is an International Media Company with world-leading businesses in education, business information and consumer publishing.

In recent years, we have transformed *what* we do, focusing on 'education in the broadest sense of the word', and *how* we do it, embracing technology to change the way that people learn.

We lead our markets in quality, innovation and in profitability, and bring together some of the most valuable brands in publishing: the Financial Times, Penguin, Dorling Kindersley, Scott Foresman, Prentice Hall, Addison Wesley and Longman. From our roots as the world's largest book publisher, we've grown to provide a range of related services: testing and learning software for students of all ages; data for financial institutions; public information systems for government departments.

With more than 32,000 employees based in 60 countries, we are a family of businesses that draws on common assets, processes and shares a common purpose: to help our customers live and learn. Pearson is listed on the London and New York stock exchanges (UK: PSON; NYSE: PSO) and in 2005 we had sales of £4,096m (*$7,045m*) and operating profit of £509m (*$875m*).

Use Case
The international nature of the Pearson group required a simple and cost-effective technological solution to meet their daily international learning and training requirements. OnSync provided the optimal solution offering reliable, high-quality audio and video together with advanced data sharing and presentation facilities.

OnSync is used for online international HR training programs and executive meetings within the Pearson group, bringing together geographically dispersed project teams almost as if they were sitting in the same room. Meetings may contain between three and 25 people, connecting from three to ten different locations.

The choice of OnSync over other online communication platforms was easy. Low-latency video conferencing and rich media sharing wrapped into an easily accessible flash application provided the perfect solution for an organization with a multitude of high frequency users on both PCs and Macintosh computers. The interface of OnSync is extremely easy to learn and the fact that nobody needs to install anything to take part in an online meeting reduced the necessity for technical support to a level we had previously not encountered.

The high level of technical service and availability provided by the Digital Samba team was fundamental in our choice for OnSync.

Due to the extremely short learning curve and rapid adoption by Pearson executives, the Pearson global sourcing department is currently investigating the expansion of OnSync across the entire organization.

Technical Roll-out
To avoid issues with their high number of global locations, Pearson required reliable connectivity through firewalls. To ensure a 99% success rate, Digital Samba installed OnSync on two servers, one for the account center and one for the live communication service.

Digital Samba provides all maintenance via remote technical service.