



ESSEC selected G2J videoconferencing services

G2J, The “videoconferencing as a Service” French expert backs ESSEC in the implementation of a professional videoconferencing infrastructure tailored to its needs.

ESSEC is a leading European management school. ESSEC has always considered excellence and openness as key elements to its strategy. That’s why the group launched a new campus in Singapore and recruits each year students from all over the world. In this context, ESSEC has decided to position videoconferencing at the heart of its communication tools. User friendly and particularly well suited to ESSEC’s activities, this new way of communication allows many uses : recruitment , educational interventions, multisite meetings...The CIO therefore sought a reliable and expert partner to implement the professional videoconferencing infrastructure. Another element of the specification was to select an outsourced service to manage and update the technology.

After consultation, G2J was selected in late 2008 both for the quality and flexibility of its offer. G2J has built a scalable offer fully developed in compliance with the specifications set by ESSEC. In addition G2J was able to offer a range of additional services, relieving ESSEC of logistics as well as technical issues. For example, for an interview anywhere in the world, G2J is responsible for finding a room for the student, but also for operating the entire service. To do so, G2J relies on a network of thousands of certified rooms. Candidates no longer have to travel to pass their interviews. This mainly favors the recruitment of international students.

Also to be noticed, before each session pre connection tests are performed to ensure the complete availability of the service and to detect potential problems. This is particularly important , especially in the context of high added value interventions made by external stakeholders. With such a level of expertise, ESSEC has now a trully industrial infrastructure allowing the school to manage hundreds of sessions per year with a professional quality (many meetings include more than 10 sites). To date , ESSEC has two in-house videoconferencing rooms in its Paris site, 6 rooms in the campus at Cergy and for rooms in the campus at Singapore.

Relying on G2J, ESSEC can concentrate on it’s own expertise without having to manage a complex infrastructure. Jean Pierre Choulet, CIO at ESSEC “G2J positions itself as an important partner for our group. With their expertise in the field of videoconferencing, they pragmatically met the requirements set and always deliver a high quality of service. Their responsiveness and adaptability are among the things we particularly appreciate”