



FIRST MAJESTIC EXPANDS VIDEO CONFERENCE USAGE, ACHIEVES COST/PERFORMANCE GOALS WITH LOGITECH GROUP

First Majestic is a Vancouver-based mining company focused on silver production in Mexico with offices and mining operations in ten locations. When looking for new video conferencing technology to replace legacy systems, First Majestic found that Logitech GROUP fulfilled their cost, quality, and ease-of-use objectives, enabling them to provision more conference rooms and expand video conference usage to more departments.



INDUSTRY

Mining

LOCATION

Vancouver, Canada

WEBSITE

www.firstmajestic.com

PRODUCTS USED

Logitech Group



CHALLENGE

First Majestic was looking for new video conferencing technology to replace legacy systems already in use. Essential qualifications included easy integration with any video collaboration platform (particularly Zoom) and any operating system, high-quality audio and video, ease of use, and low cost.

SOLUTION

First Majestic selected Logitech GROUP because it delivers an optimal combination of 1) seamless integration with Zoom, 2) compatibility with PC and Mac, 3) outstanding audio/video quality, 4) simple for users to operate, and 5) amazing value/affordability.

RESULT

Logitech GROUP met First Majestic's goals for easy integration, compatibility, audio/video quality, ease of use, and price, which enabled them to expand video conferencing beyond management and finance to improve hiring and training processes for HR and project management outcomes for Operations.

"We've known Logitech mice and keyboards for years and later became impressed with the quality and simplicity of Logitech webcams. When the time came to upgrade the audio and video capabilities in our conference rooms, we tested numerous options before Logitech. No one convinced us until we tested Logitech GROUP, which has the right combination of high quality, low cost and ease of use we were looking for."

PEDRO SANTILLANA CABALLERO
Head of Infrastructure and Telecommunications