

## Implementation Success Story

### Alumar Refinery Unit#2 Expansion

The Alumar Refinery Unit#2 Expansion project turns to the AliceStreet Conference Centre to increase the ability of project team members to engage in remote communication and collaboration, while minimizing project travel.



**AliceStreet**  
Conference Center

Put a **real** conference room on your **desktop...**

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## AliceStreet Conference Center

A real conference room on your desktop

The Alumina Joint Venture in Maranhao, Brasil, ALUMAR, is comprised of the companies, ALCOA, ALCAN, BHPBILLITON e ABALCO. ALUMAR is one of the largest complexes for aluminium and alumina production in the world. The implementation started on July, 1980 and since then, it has performed a significant role in the transformation of the industrial profile in Maranhao. The investment value is, US\$ 1,7 billion, and the thousands tons of alumina and aluminium, produced in 22 years of history provide the business dimension. The complex was settled in Sao Luis Island, a place with the privilege of the cultural diversity.

“We need to make this project in a different way: Faster and New Possibilities”

Nick Mason,  
Project Manager

The Project for the Extension of the Alumina Alumar Refinery is a joint venture between Hatch and Camargo Correa. The Alumar Refinery Unit#2 Expansion project with a capital investment of US\$ 1.083 billion, project duration of 29 months and an average of 500 full-time project team members, to-date is the largest Aluminium Refinery expansion in the world.

The success of the Alumar Refinery Unit #2 project, that is globally and locally distributed, heavily depends on team member's ability to be engaged in remote collaboration. Therefore multipoint video conferencing technology is playing a very important role as it provides a rich communication environment in which remote collaboration tasks such as face-to-face communication and sharing of documents is successfully accomplished. Beside the technology capabilities, management also turned to a multi-point web-based video conferencing tool to save travel expenses and time, and provide a greater sense of team collaboration.

The Alumar Refinery Unit #2 project has selected the AliceStreet Conference Centre based on the technology's media richness and support for verbal and non-verbal communication. AliceStreet Inc is applying the three dimensional metaphors in the web conferencing application in such away that it simulate traditional face-to-face meetings. The AliceStreet Conference Center was selected based on a detailed evaluation which included the following criteria: ability to support business and project meetings, technical requirements, availability of helpdesk support, pricing and deployment costs and vendor company profile.

“The AliceStreet Conference Center is a great tool for online meetings, presentations and to simply keep in-touch”

Jose Lapa,  
Project IT Manager

## Project Benefits

The direct tangible benefits Alumar Refinery Unit #2 project are experiencing, include: savings on costly facility space need for traditional video conferencing rooms; the usage costs of traditional telephony or other service provider based systems; on travel, time, installation, setup and operating costs; ability to manage various project processes more efficiently; increased ability to mentor; and increase project team productivity.

“The biggest benefit is in the reduction in travel time and cost to attend meetings”

Mucio Vasconculos,  
Client Project Manager

In calculating the minimum saving realization instead of using a Total Cost per Available Minute per User calculation, the Alumar Refinery Unit #2 project used the so called “cost of an average travel meeting per team member”, taking into account: the number of management team members, the number of travel meetings per month over the duration of the project and related travel expenses, excluding the salary cost for the duration of the non-meeting travel time. Based on these assumptions, the Alumar Refinery Unit # 2 project has an annual saving of approximately USD \$ 138,283.00 by deploying the AliceStreet Conference Center for just one weekly management meeting. The savings continue to grow significantly as other area and discipline meetings utilize the dynamic videoconferencing tool.

## Deployment

The AliceStreet Conference Systems are deployed on the Alumar Refinery Unit #2 project to facilitate collaboration and communication between the Sao Paulo Project Management and Engineering office and Sao Luis Construction site. Physically, one license of the AliceStreet Conference Centre software is installed on a server in Sao Paulo and another on a server in Sao Luis. The AliceStreet conference servers are deployed to ensure that it support on the Alumar Refinery Unit #2 Expansion Project the following collaboration methods: Meeting room to meeting room, Meeting room to individual workspace and Individual workspace to Individual workspace.

The AliceStreet Conference Centers are installed to facilitate a multi point meeting environment which includes interaction between participants who are connecting to the meeting in one of the following formats: one-to-one relationship between computer and human (individual work space) and one-to-many relationship between computer and human (meeting room). Both the individual work spaces and meeting rooms are equipped as per the vendor specification to ensure participants experiencing a real human interaction even though participants in a meeting are not in the same physical location.

“Voice and Video peripherals contributes more than 50% to a successful continuous presence web-meeting”

Janaina Silva,  
Systems Manager

For more information about the AliceStreet Conference Center, please visit our website [www.alicestreet.com](http://www.alicestreet.com), or write to: [sales@alicestreet.com](mailto:sales@alicestreet.com)