

Case Study

Global Research Leader Transforms Hybrid Collaboration

The Background

The client is a prominent social research firm renowned for conducting objective, nonpartisan work for government, corporate, and nonprofit clients around the world. Specializing in public health, education, economic, and social research, the firm employs over 2,400 professionals spanning six continents. Driven by rapid growth and a commitment to operational excellence, the client recognized the urgent need to modernize its hybrid meeting and collaboration processes to better serve its global mission.

The Key Insights

The client, a global leader in social research, faced challenges in hybrid work efficiency and collaboration across distributed teams using legacy communication systems. By partnering with Kinly to deploy Microsoft Teams Rooms and managed collaboration services globally, the client standardized and unified room experiences for over 1,200 users.





The Challenge

Despite the client's track record of innovation, their legacy communication tools struggled to meet the demands of a distributed, hybrid workforce. With employees worldwide and increasing operational demands, limited integrations between collaboration platforms resulted in siloed workflows, increased downtime and limited productivity.

The Solution

This comprehensive solution ensured a uniform and scalable collaboration experience for more than 1,200 users, supporting seamless hybrid work and effective global teamwork. Kinly delivered a robust, end-to-end modernization of the client's collaboration ecosystem by:

Deploying and migrating Microsoft Teams Rooms (MTR)

Establishing Teams as the core collaboration platform worldwide.

Standardizing on Cisco endpoints

For video conferencing, while supporting existing systems from Pexip and Crestron to maximize interoperability.

Providing expert consultation, design, and implementation services

Across fully integrated conference rooms, medium-sized and small hybrid spaces.

Integrating Kinly's managed collaboration services

Including 24x7x365 support, AV integration, and video conferencing solutions— to enhance usability and reliability.

Why Kinly?

Bringing people & technology together for better productivity wherever the work happens — because great things happen when people work together.



The Impact & Results

The client's partnership with Kinly produced measurable, organization-wide improvements:

15–20% productivity boost with Microsoft Teams Rooms, saving 5–7 hours weekly per employee

30% reduction in downtime with the introduction of a 24x7x365 global help desk

10–15% increase in staff satisfaction, equating to \$100K–\$200K annually in potential turnover cost savings

20–25% reduction in travel expenses, for an estimated annual savings of \$250K–\$400K

The Future

By partnering with Kinly, the client not only overcame pressing hybrid collaboration challenges but also set a new standard for productivity, reliability, and user satisfaction in a research-driven enterprise.

Moving forward, the client is well-positioned to scale its Teams-based collaboration infrastructure to keep pace with evolving business requirements and technology trends.



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