



## *WEB conferencing «Business Case »*



## The Problem

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### Major Problems

How many meetings do you attend each month? Too many? Like many people, your daily working time is probably interrupted by meetings and meetings again. Moreover, many of these seem futile afterwards; also, some meetings cannot take place because the required participants are too far away.

- ❑ Do you think you spend too much time in meetings? Think about the time wasted in commuting, often in traffic jams.
- ❑ Does this affect the efficiency of your team members, your meetings, and your communication?
- ❑ Do your travel expenses proportionally increase more rapidly than your profits?

### Targeted results

The other side of the coin is to be precise on the targeted goals, by which we can find solutions to the problems that we face.

- ❑ Save your time by reducing the travel time, thanks to the capacity to hold remote meetings at any time, right on time, just as if a conference room was in your office, which is, in fact, the screen of your computer.
- ❑ Improve your colleagues' synergy, their participation in your meetings, the sharing of screens and documents, as well as the communications efficiency by concentrating their attention on a screen, not on a wall.
- ❑ Reduce your travel expenses, e.g., gas, car, parking, airfare, taxi, hotel, etc., and, of course, the inevitable administration costs, such as expense reports, checking, and paying.

### The successful solution

The successful solution is the integration of web conferencing in the meetings of your organization. An innovative technology, developed only a few years ago, web conferencing has become an addictive commodity that is growing with constant use. Try it; you will adopt it. Relatively simple to use, with a short self-training, it integrates the communication with the usual applications such as *Outlook*, *PowerPoint*, *Excel*, etc. Usually, web conferencing is charged per minute and per participant. Thanks to the competition's "pressure," the pricing policies have been changed to a fixed quarterly or yearly subscription. Currently, web conferencing has become affordable at less than \$50 per month, for an unlimited number of meetings and with an actual maximum of 25 participants. Web conferencing has the same cost as a cellular phone.

# Applications

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In order to achieve the results that you have never achieved before, you have to do things that you have never done before, such as web conferencing. Here are some of its various applications that cover all the departments of a company. Make your own choice.

## Management

- Meetings of any kind, at any time
- Executive comity, Board meetings, share holders' groups, etc.
- Corporate meetings, brainstorming sessions, crisis meetings

## Marketing

- Focus-group and brainstorming sessions
- Prospecting when at public presentations, or WEBinar with pre-registration
- Products launching
- Press conference
- Delayed promotions on the WEB, or on CD or DVD

## Sales

- Virtual meetings with prospects, customers, distributors, partners
- *PowerPoint* presentation and online product demonstration
- Proposal discussions with customers
- Response coordination to a Request For a Proposal
- Competition warnings

## Production

- Products development
- Projects management and team coordination
- Customer reports

## Service

- Technical demonstration online
- Help online and Web page redirection
- Pre-recorded help clips for self-service diffusion

## Personnel

- Virtual training class online
- Coaching of employees
- Databases with audio-visual archives
- Consultation, or employees' pools

## Finance

- Investors' relationships
- Road shows
- Results presentations
- Contracts negotiations

# Profitability

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## Break-even Point

- How much time do you spend every month in traveling to and from meetings? 1, 2, 3, 4 hours?
- In terms of gross margin, how much is your hourly output worth? 25, 50, 75, 100 dollars per hour, or even more?

As regards your hourly output, it is clear that you have to minimize your traveling time of X hours in order to maintain a monthly average of \$50. Because of its concept, the break-even point in web conferencing is low. To better your hourly output, obviously you must improve the efficiency of your X-minute meetings. These simple calculations notwithstanding, there should be sufficient minimizing of the mileage of your travels, as well as saving of gas and other expenses. However, this is just a cost transfer exercise and, so, is not fully removed from banality.

## The Winning Conditions

In fact, the problem is not a financial one. It is more a question of changing choices and adopting new, innovative, better-performing practices. Here are the steps that can be success fully materialized by adopting web conferencing as the meetings management mode:

- Support for a champion who manages the change
- Execution of a pilot project in a company's department
- Value demonstration through users' testimonies
- Deployment plan to other company's departments made possible

## Present Perspectives

The perspectives offered by web conferencing will effect a qualitative jump toward a new enterprise, one that is able to concretize the most advanced visions.

- ❑ **Real Time Enterprise**  
Live, just in time, in opposition to off line (differed)
- ❑ **Corporate Memory**  
Meeting recordings, for absent people, history, new employees' integration
- ❑ **Intelligent Enterprise**  
Presentation, collaboration, consultation, synergy
- ❑ **Learning Enterprise**  
Sharing, exchanging, concentration on a computer screen, not on walls, high audio-visual memory retention
- ❑ **Agile Enterprise**  
Fast reaction, dialogue, acceleration of the decision-making process