

Virtual Meetings

Increasing productivity while driving down business costs



The Convergence Integration Company



In today's challenging business climate, UK organisations are looking for innovative ways to use existing assets to drive down business costs – the mantra is: do more for less with what you've got. In this environment, major UK organisations are taking another look at Virtual Meetings. Although much of the technology that supports virtual meeting tools is not new, the underlying software and infrastructure have matured. Now enterprise class solutions offer a real opportunity for significant cost savings.

Online Virtual Meetings are real-time interactions that take place over the Internet using features such as audio and video, chat tools, and application sharing. Offering dramatic reductions in the time and travel cost of internal meetings, sales meetings and customer meetings, virtual meeting tools are particularly beneficial to organisations with a dispersed workforce.

Virtual Meeting isn't a technology. Rather, it is a sensible, practical application of a combination of well established technologies including teleconferencing, video-conferencing and web-conferencing. These established technologies are combined with electronic whiteboards, collaboration and polling tools to make the technology an increasingly relevant business application.

And in a time when everybody is becoming more aware of their impact on the environment, conferencing allows companies to substantially reduce their carbon footprint.

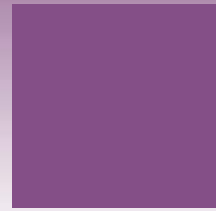
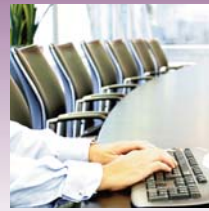
Without doubt, there are times when face to face meetings are the preferred option – important sales pitches, contract negotiations, dispute resolutions and others. It's clear, however, that for far too long, face to face meetings occurred simply because there was no credible alternative.

Conference calls lacked eye contact and body language. Video conferences had poor resolution, lack of clarity and too much latency. Web conference connections were too unreliable and the whole exercise was troublesome, costly and ineffective.

Today, organisations use significantly enhanced Virtual Meetings to conduct internal and external meetings that are of real business value. They have become a robust and practical business tool that delivers enterprise-class solutions and fits well with the need to drive down the cost of doing business.

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Customer Scenario

A major UK company adopted the Corporate Communications Virtual Meetings service (CCVM) as its primary method of supporting remote collaboration across their network. The sales and customer service division deployed CCVM across the UK in order to ensure that face-to-face meetings were kept to a minimum for internal meetings and for external client liaison.

Cost control was at the heart of the issue the company was facing. Like many organisations of its size, with offices across the UK and with a strong client service ethic, frequent team meetings and regular on-site client meetings were a well established norm. The deployment of an updated ERP system brought together timesheet, mileage and accommodation costs, highlighting for the first time that the real costs the company was incurring were in excess of £500,000 per annum.

Corporate Communications (CC) was tasked with assessing the underlying technologies and providing an effective solution. It did this by focusing on the technology components – online collaboration tools, teleconferencing web conferencing and video conferencing - and optimising each one.

"This was an important project for us and we selected CC to undertake this because of their previous experience and deep understanding of our business issues. CC worked closely with us at every level of the business and took the time to understand our business, our needs and goals."

The CCVM solution we deployed made better use of the existing conference facility on the client's telephony, selected the right conference bridge and gateways to reduce bridge costs and call costs for telephone conferences and optimised their video conferencing facilities to provide better performance and to reduce the associated costs of minutes.

About CC (Corporate Communications)

CC is a leading independent convergence integrator specialising in voice, data and contact centre solutions. We deliver comprehensive communications strategies and solutions that enable our customers to maximise their investment in technology, time and people. Our consultative approach, an optimised blend of business strategy, process analysis, application feasibility and infrastructure consulting, allows our customers to fully exploit their communication technologies.

We work hand in hand with our clients, providing valued expertise and technological capability, to ensure that critical business issues and challenges are overcome. Our highly skilled consultants get right to the heart of business, providing tailor-made communication solutions and services that reduce costs and significantly improve the bottom line.

With a proven track record in acquiring and retaining FTSE 500 and International clients across the Retail, Manufacturing, Finance, Travel and Automotive sectors, our customers include Monsoon, Dreams, Renault Retail, Smythson, Lloyds TSB, Autonet Insurance, Apple, Google, Intel, CIBA Vision, Covidien and Wolseley.