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Web Conferencing Solutions: The Next-Best Thing to Being There

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A PREMIERE GLOBAL SERVICES COMPANY

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Agenda

- Introductions
- Products Available
- Business Cases
- Web Conferencing Trends
- Case Study

Products Available

- Webex MeetMeNow
- Microsoft Live Meeting
- IBM eView
- Citrix GoToMeeting
- Adobe Connect
- DimDim Pro
- Netviewer Meet
- And others…

Business Cases

- Training
- Client Collaboration
- Client Outreach
- Deposition
- Expert Witness
- Remote IT Support

Client Collaboration

- Minimizes the need for in-person meetings
- Reduces travel and corresponding expenses
- Increases efficiency – reduces “back-and-forth” email communications
- Improves productivity of attorneys and lessens impact of increases in caseload
- Extends the office reach of the attorney to work outside the office with a presence globally
- Maximizes internal collaboration between attorneys and colleagues spread geographically

Client Outreach

- Law firms more quickly adjust to changes in marketplace
- Minimizes the expense/logistics from coordinating in-person, large audience event
- Easily record it for future use
- Provides a much greater reach
- Allows for more control by speakers and marketing team as to what questions are asked and answered

Deposition

- Flexibility in scheduling of all parties
- Reduces client costs by eliminating high travel costs
- Recording capable for archiving of the session and replay at trial
- Organizes the delivery of questioning with document preparation and presentation
- Ability to control the rate of delivery and the pace of the session

Expert Witness

- Speed of service through rapid changes and flexibility in scheduling
- Full collaboration of efforts in a side-by-side meeting and share of editing roles
- Ease from discoverability concerns with zero work product created through the process
- Single document production and integrity

Training/Remote Support

- Eliminates need for onsite trainer in smaller offices
- Reduces travel and corresponding expenses
- Continuity of content and format
- Interactive and provides immediate response, unlike recordings or CD-ROM based sessions
- Easily recorded for review or Training Aid creation
- Hands-free support through shared desktop allowing speed of service
- Low cost alternative to third party support and less impact than other remote desktop options
- Support your user anywhere, anytime, on any platform

Case Study

- Reasons for looking
  - Globalization
    - Collaboration across boundaries is the norm
    - Ad Hoc Work Groups
  - Travel Restrictions and Budget Concerns
    - Cost Savings
    - Safety/Security concerns
    - Time Savings
    - Green initiatives

Case Study, cont.

- Push Back for Web Conferencing
  - Face to Face Meetings
    - Still preferred for most situations while not necessary for all
    - In many situations face to face is required
  - Start by Limiting
    - Selecting situations supporting web conferencing
    - Identify environmentals that are conducive to effective web conferences
  - Use it to augment as needed
    - Preparation for the face to face

Usage and Expectations

- Common usage
  - Presentations
  - Markup, screen shares
  - Questions, mood identifiers, chatting, etc.
  - Training sessions, knowledge capture
- Expectations
  - Simple
  - Fast
  - Reliable

When Selecting a Product

- Primary Considerations
  - Cost
  - Ease of use
  - Multi-media and Integration
- Secondary Considerations
  - Customization
  - Large scale/special uses

Choosing a Service

- Cost
  - Per minute
  - Subscription/Named Users
  - Ability to bill back or track costs
- Ease of use
  - Passcode schemes
  - Downloads
  - Static URLs
  - Provisioning (self/API)

Choosing a Service, cont.

- Multi-media and Integration
  - Application sharing
  - Recording
  - Video streaming
  - Outlook plug-in
  - Integration with audio accounts

Choosing a Service, cont.

- Customization
  - Login pages
  - Passcodes
- Large Scale/Special Uses
  - Multiple presenters
  - Recording
  - Streaming audio
  - Registration/tracking

Recommendations for Consideration

- How will you use it?
  - Number of people
  - Type of meetings
- Profile
  - How many meetings at a time
  - Mostly internal or external
  - Where will they be connecting from?
- Roll out
  - Train users
  - Incorporate with daily processes

What to look for in a Vendor

- Affinity with your infrastructure
  - Reputation and reliable
  - Technical profile
- Importance of the Pilot or Demo
  - Diverse Test Group
  - Real World Scenarios
  - User Buy-in

SHB--Choosing a Tool

- Open API
  - Connectivity with existing systems—MS Office, Remedy, Sharepoint, etc
- Reducing Cost by Reducing IT Overhead
- Security
  - Compliance with our practice groups
  - Tiered service groups for support
- Ease of integration with the Business Model

SHB--Solution

- Selection of options under one vendor
  - Webex as a default
  - Live Meeting, if required
  - eView for Admin sessions***
- Simplistic Billing
  - Designed around a Legal Environment
  - Integration with Cost Recovery
- Administration on the fly

SHB--Solution

- Why Webex as default?
  - Client is widely distributed
    - No long wait for clients to download and install
    - Low admin requirement on client install
  - Scalability and ease of use
  - Name recognition
- Deployment
  - Assistance from the vendor
    - Account Packages for users
    - User Training sessions and materials freely available
  - Preexisting client and knowledge base

Real ROI in minutes!

- Average Travel Costs Per Person
  - $750–travel costs only
  - $3000—lost productivity by timekeeper while traveling
  - $3750—total cost impact of travel for single two hour meeting out of the office
- Average Costs for Web Conference
  - $0.25 per minute per connected party
    - Four attendees for 120 minutes = $120
  - $0.10 per minute per connected party—Audio
    - Total = $48
- Total Savings for single meeting being augmented by web conferencing--$3490 approx.

Expert Witness Case

- Expert Witness Charges (3 Days)
  - Average Travel Costs for Two day document review and Trial Prep
  - $1100–travel/hotel costs and Expenses
  - $4800—16 hours billable time by Expert Witness For 6 hours of actual work time (1o hours travel time)
  - $5900—total cost
- Costs for Two Day Web Conference (4 Attendees, 3 hours Each Day)
  - $0.25 per minute per connected party
    - Four attendees for 360 minutes = $360
  - $0.10 per minute per connected party
    - Four attendees for 360 minutes = $144
  - $1800—6 hours billable time by Expert Witness
- Total Savings for three day meeting being augmented by web conferencing--$3600 approx.

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Questions

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