

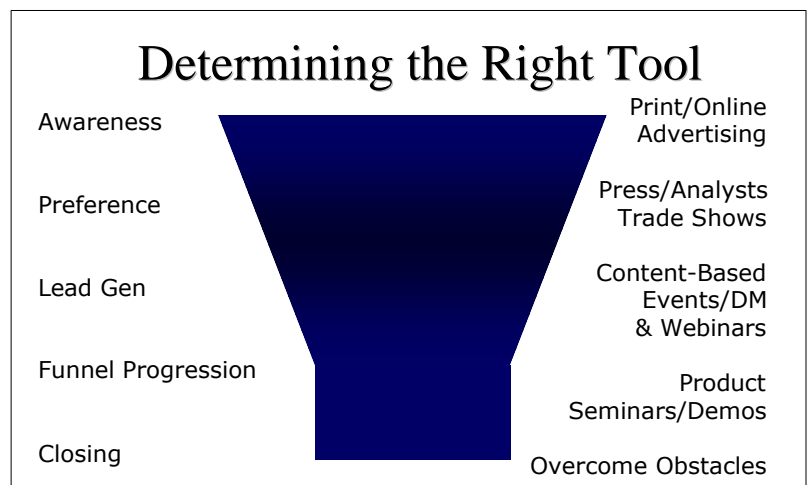


Case Study #5

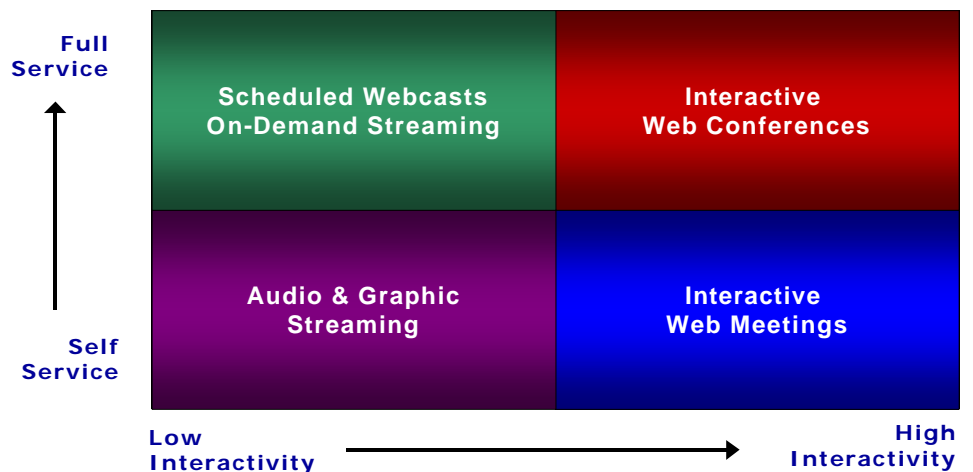
Cost-Effective Web Conferencing

Situation Analysis: Consultco, an executive management consulting firm, found their business severely dropping off due to a slow economy. In order to gain new clients, they found they needed a tool that allowed them to talk about problems, not just push products.

The Focus of Ongoing Interaction With Customers Should be Value-Based Content: Most of the time, customers are not in a buying mode. Rather, they are looking for information and resources to help them with their daily problems. Consultco needed to figure out how to begin developing a dialog with potential customers around their problems before they could talk about their solution. They had an internal meeting and brainstormed on the best marketing vehicles to use to do content-based events where they could talk about problems and solutions to key prospects. They chose to try out a web conference.



Creating a Framework to Pick a Solution: In order for Consultco to see thru their needs clearly, they had to determine the extent to which both full-service and interactivity were important. Consultco initially decided that it wanted to be able to broadcast to as many as 100 people and that interaction was needed for questions, polling, and feedback. This immediately ruled out the vendors that focused only on on-demand streaming. They also decided that they did not have the in-house resources to do it themselves and favored a more full-service solution. This ruled out buying streaming tools and doing it themselves. With this clear picture, they took a close look at the web conferencing vendors.





Reality Sets In: As they began to look at some of the dominant vendors in the web conferencing space, they became very excited. Companies like Yahoo Broadcast provided all the features and services they needed to do the broadcast quickly and easily. They also assured a strong ROI on the project due to savings in travel, development, and execution. However, the final quote, despite the ROI, was more than Consultco could afford (over \$20k) and they had to go back to the drawing board.

A Hybrid Approach: In order to find solutions they could afford, Consultco had to go to a few hybrid approaches. These are solutions that did not have all the full services that they wanted and involved the use of a software tool or ASP service, but were much more affordable. Instead of choosing only one vendor, they ended up choosing two— DemoCast and E-Stream.

The Demo Cast Solution: The DemoCast solution, Connect Pro, gave them both the interactivity and the audience size they needed (100). It allowed for the viewing of Powerpoint slides, applications, and live demos and integrated the audio with the session to remove the need to make reservations for a phone conference. Lastly, they could pay for it on a per minute per number of participant basis, or on a per month per number of participants basis. An example fee would be 35 cents per participant, per minute. For 100 participants, this is \$35/minute. For a 1 hour conference, this works out to be about \$2100.—much cheaper than \$20k, but no video, talking head, or scores of people to do all the work for you. That was OK with Consultco.

The E-Stream Solution: Through some mutual friends, Consultco learned about a new product coming to market called Stream Express from E-Stream. It was not a fully interactive solution like Connect Pro, but it has the abilities to easily integrate video, slides, and audio and schedule a simulated live event. Consultco learned that for some of their more formal customer presentations, no one really asked any verbal questions until the end. E-Stream also came with easy to use software that allowed you to record your presentation at your desktop or while presenting live to an audience. It coupled an ASP service with this so you can easily upload the presentation, schedule it to start at a certain time, and simply direct people to a url. This solution ran Consultco only \$1000/month for 5-8 broadcasts and by adding “email the speaker” links and a phone conference at the end, Consultco was able to further reduce their webcast costs.

Choosing A Hybrid Approach

