

When you're broadcasting the AGM online to key stakeholders, you call it streaming, we call it Meeting Solutions.

Conferencing technology is central to business success. At least it is for those companies who understand how to leverage its potential. As the market leader in customised virtual conferencing solutions, Vantage can create a meeting solution that saves you money, enhances business productivity, and increases your bottom line.

### Boost Sales

- Keep sales reps up-to-date with latest products, offers and forthcoming releases, without taking them out of their sales territory.
- Revolutionise telemarketing results. Invite selected prospects to dial into your sales presentation and discover the difference visual contact makes in the selling process.
- Build and consolidate customer relationships by following up an in-person meeting with a virtual one. Customers will be impressed that you offer the personal touch when doing business with them.

### Recruitment, Training and Retention

- Find the right person for the job. Conferencing allows you to screen many qualified candidates from other towns, states or even countries. Save time and money in bringing applicants to the office.
- Welcome new employees with a group conference call. You can even take them through your general induction process in a virtual meeting.
- Conduct company-wide training remotely and record for future use via streaming. This allows for worldwide access and saves on reproduction costs associated with printing training manuals.

### Crisis Management

- Meet with key people instantly and privately regardless of their location, to make the decisions necessary to avert or resolve crises.
- Hold secure discussions with external specialists, such as legal advisors.
- Reassure and inform your colleagues and customers worldwide through pre-recorded messages, conference calls or a live web cast.



### Remote Teamwork & Project Management

- Connect your remote workers and dispersed teams together, allowing them to meet, discuss and collaborate on projects, documents and presentations.
- Manage home workers and field sales staff more effectively, keeping them involved and up-to-date with corporate events and/or product developments.
- Oversee national and international projects more effectively, and review progress from any location.

### Internal and External Communication

- Broadcast live events, such as shareholders meetings or the AGM to a worldwide audience through streaming. This makes the event both convenient and inclusive as they can be recorded and viewed later by anyone unable to attend.
- Build relationships with customers and partners by being accessible 'in-person' whenever they need you.
- Deliver PR value. Conduct focus groups or launch new products to the press and customers around the world without travel.
- Conduct board meetings, budget reviews and company briefings via video conference and bring in your managers and employees based remotely.

## Case Study Scenarios

### **Business Problem:**

*"We require a reliable, cost-effective and user-friendly conferencing solution that allows our executives to meet - wherever they are in the world."*

One of Australia's largest TV networks had outgrown its traditional point-to-point video conferencing system. In looking for a replacement they required a solution that would offer them greater reliability, flexibility, ease of use and cost efficiency. The ability for key executives to attend meetings remotely and quickly in times of crisis management was critical.

### **Meeting Solution:**

Based on the customer's needs, Vantage provided a hosted audio, video and web conferencing solution that was seamlessly integrated into the customer's existing infrastructure and business systems. The solution made use of familiar tools including existing video conferencing facilities, PCs, laptops and mobile phones. The solution involved the development of a customised web-based reservation and scheduling system that was based on our hosted service vMEETING.NET. Branded to match the customer's own website, the portal was designed for ease-of-use and flexibility to schedule audio, video and/or web conferences on an 'as-needs' basis.

### **Business Benefit:**

By utilising our hosted solution vMEETING.NET, the client has the flexibility of scheduling and attending face-to-face meetings quickly and easily. By also incorporating the multipoint bridging service, executives are able to attend video conferences from anywhere in the world for faster decision making in time of crisis management. And because it has all been hosted by Vantage, the client has saved on both capital investment and maintenance support.

### **Business Problem:**

*"We need to find the right person for the job, but don't want to waste a lot of time and money on travel expenses for unsuitable candidates."*

A national recruitment agency based in Sydney were continually searching for and selecting potential candidates for key corporate clients. In advertising positions Australia-wide, and internationally, the cost of bringing applicants to Sydney to meet with senior recruiters face-to-face was becoming increasingly costly, not to mention time-consuming.

### **Meeting Solution:**

By accessing our 'bureau' service, the client is able to coordinate interviews for applicants through a network in excess of 4,000 public video conference rooms worldwide. The client is able to book a facility that is closest to the applicant by accessing our web-based reservations portal vMEETING.NET. By completing the online registration form, details are sent to our Bureau & Multipoint Conferencing Help Desk where a Global Assist Operator coordinates all the technical aspects of the meeting. On the day of the interview the client simply dials into the meeting via their own video conferencing equipment to connect with the applicants based remotely.

### **Business Benefit:**

The solution has proven highly beneficial for the client, as it has not involved any capital investment. By accessing our Bureau and Multipoint Conferencing Help Desk, the client does not have to concern themselves with finding and setting up the conference facility. The client has found conducting interviews via video conference is just as effective as if meeting face-to-face, with the added benefit that they have saved considerable time and money in the recruitment process. And by scheduling their bureau reservations via vMEETING.NET, the client also has the added benefit of being able to conduct audio and/or web conferences to facilitate general business communications.