

## Deploying Web Conferencing Internally

When most companies think web conferencing, they immediately think of a third-party vendor. But how many complaints have you received from your sales team when they tried to make a presentation to a client, only to have technical problems when the recipient tries to log in to see the presentation?

The problem is requiring the remote users to download an application and dial into an outside system. The result is a host of connection issues, from firewall and anti-virus problems to unsupported platforms such as Linux® or Unix®.

But it is possible to deploy web conferencing through your own network. You can integrate web conferencing as part of your corporate phone system, eliminating many of the technical challenges — and the monthly fees — associated with typical web conferencing solutions. Through this approach, you gain the reliability of using your own system for voice communications and can rely on one point of contact for support and service for both voice and web conferencing. There is no software for end users to install and no need to distribute a bridge number to dial into, resulting in a much higher connection rate and attendance on the part of your customers, partners and your own team.

### Benefits of Internally-Deployed Web Conferencing

With an internally managed system, you will never have to worry about awkward situations where a customer cannot access the meeting. Your attendees can join the meeting within seconds without downloading any kind of software. Since it is all part of a comprehensive system, you can configure your firewall to enable attendees to join from any platform with a web browser.

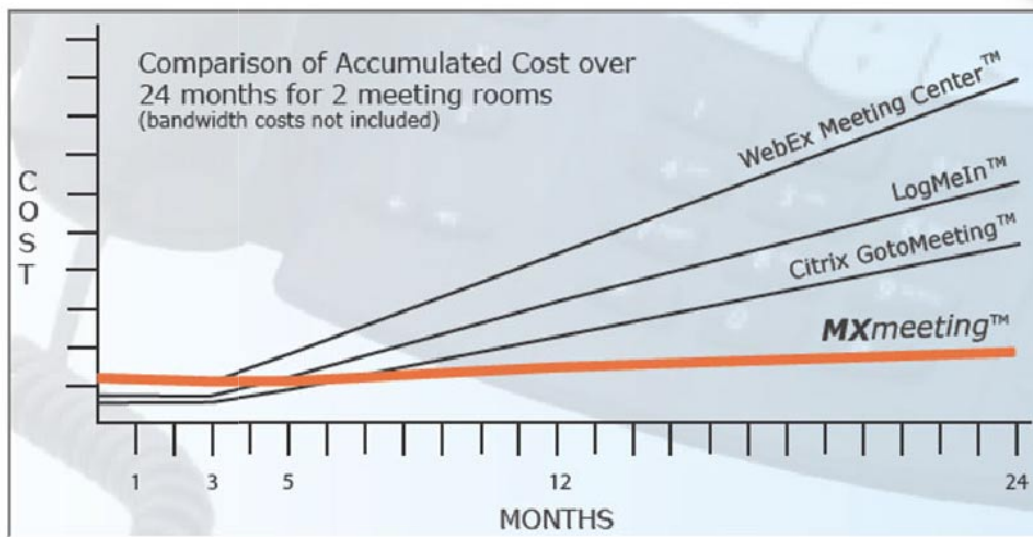
Through internally-deployed web conferencing, you have the security of keeping all communications behind your own firewall, and many systems feature irreversible encryption of meeting passwords. Most systems have superb remote access capabilities, so you can resolve any technical issues for your customers with minimal effort required on their part. Any problems can be addressed through instant view and remote control functionality so that users are not frustrated by having to resolve technical challenges on their own. During the support session, IT support will become the presenter so that the attendee can view their screen. This enables the customer to be completely comfortable with the resolution of their issue. If the user wishes to leave the room while the issue is resolved, you can remotely lock the supported computer to protect client privacy. Typical features include multi-tiered collaborative support, remote reboot in regular or safe mode and a send function for Ctrl+Alt+Del.

The strongest benefit of internally-deployed web conferencing is cost. The up-front expense of deploying an internal web conferencing system quickly evaporates when compared to the long-term monthly fees of a third-party solution.



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### Comparison of Accumulated Cost over 24 months for 2 meeting rooms<sup>1</sup>



With an internally-deployed web conferencing system, you can set up web conferencing with participants anywhere in the world at a moment's notice. Typical systems are highly available and operate 24x7. All firmware updates happen automatically and no maintenance is required. Customization is also a big benefit. Many solutions enable a business to start or join meetings from their own internal home page or other enterprise application. Attendees can be directed to a corporate promotional page after the meeting, and interfaces can be branded to the organization.

With the right system, the meeting host should be able to identify any attendee as the presenter, giving that person full control to make the presentation from their desktop or laptop. The presenter should be able to control how many monitors can be viewed by the attendees and can even limit what is viewable by certain attendees to control proprietary information.

The typical features that you would expect in web conferencing should also be included, such as multi-point video conferencing, interactive chat sessions and an online white board for drawing in real-time.

#### Moving Forward

If you're ready to deploy your own web conferencing system, be sure to look for a vendor that can integrate web conferencing with their phone system seamlessly. They should be able to provide a comprehensive product where everything is provided in one package. You should be able to provision anywhere from 2 rooms and 10 users up to 20 rooms and 100 users. And your device should be self-updating to minimize support requirements.

The capabilities of web conferencing are too robust to ignore. By bringing the technology in-house, you can increase control over the entire process so that your organization maintains the professional image you deserve.

And with dramatically lower costs over the long-term, it's simply the most efficient and effective way to communicate.

<sup>1</sup> Unkown. (2010). MXmeeting: Web and Audio Conferencing Appliance from Zultys. Available: <http://www.zultys.com/products/web-conferencing/index.php>. Last accessed 9th November 2010.



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