

# Online Meeting Reference and Education Guide

## I. Common uses:

Web-based meetings are used to communicate with anyone, anywhere, at any time agreed upon by attendees. Common uses include:

- Sales presentations to one or many customers without traveling
  - Follow up meetings—including, but not limited to, quotes and tying up loose ends
  - Product demonstrations
  - Product training for sales force, customer service and business partners
  - Project management—Conduct design review and approval and obtain quotes in real time, eliminating the need for multiple emails and/or overnight packages; streamlines process resulting in less cost and greater satisfaction
  - Customer service—Simply troubleshooting. Display products on customer's screen to define and solve problems in real-time, improving customer satisfaction
  - Employee recruitment, retention, evaluation, training and explanations of benefits
  - Communication—keep employees, reps, and customers up to date regarding new pricing, policies, etc.
  - Remote access to employee desktops for IT support\*
  - Remote access to customer systems to qualify and fix a product\*
- “\*” = May be an additional product / cost

## II. Why use web-based meeting

Web-based meetings provide an immediate, low-cost method for reducing costs while increasing sales volume. Benefits of using web-based meetings include:

- Reducing or eliminating the need to travel, decreasing annual travel expenses
- Convenient and flexible for customers and business partners—the ability to reschedule a meeting on short notice provides an entirely new level of flexibility
- Easier for employees to work from home or the road / meet from anywhere
- Less travel time boosts productivity; can result in less need to add sales people as an organization grows
- Saves time
- Collaborate in real time—problems/question requiring immediate attention no longer result in costly trips
- Increase in hourly work/boost employee productivity—especially in a “working leaner environment” where a 30-minute meeting actually takes 30 minutes
- Reduce training costs
- Makes meetings more efficient / productive than standard conference calls
- Facilitates product launches—deliver information to sales teams and customers quickly for faster, more successful roll-outs
- Positions company as cutting-edge/forward thinking
- Expand marketing reach by collaborating, prospecting, working with more customers.
- Efficient—users can schedule multiple meetings in one day
- Inclusive—Enables attendees who would not be able to attend otherwise to participate
- Cultivates better relationships
- Especially useful for geographically dispersed customers
- Reduce greenhouse emissions by traveling less

## III. What is the cost?

WebEx and GoToMeeting offer entry-level products that allow presenters or meeting organizers to meet with 25 and 15 attendees, respectively. Each service is \$49.00 per month, with a 20% discount; an annual commitment is \$468.00 per year. Both services also offer free trial periods so the application can be evaluated prior to making a final decision. At \$49.00 per month, based on industry averages the return on investment is realized by making just one less trip per year.

#### **IV. Who is using what?**

Although all web-based meeting services are designed to be intuitive and user-friendly, there is a learning curve, especially for first-time attendees or presenters. Thus, meetings and presentations are most successful when the presenter uses a provider with which the attendee is familiar.

A survey of NMMA Board of Director members currently serving on the AMD, BMD, EMD and NMMA Boards was completed in January of 2011. There was a 71.70% response rate. Survey results:

- 43% of the respondents use GoToMeeting
- 13% of the respondents use WebEx.
- 43% of the respondents use one of five other providers.

The NMMA survey results are consistent with an independent review completed by Publicare, an online marketing agency based in Frankfurt, Germany, that ranked GoToMeeting as the best provider and WebEx as the third best.

#### **V. How to Get Started**

Getting started is easy: Visit the WebEx or GoToMeeting website, download the application and review the user-guides, online tutorials, videos and best practice guides. The following is a brief “Get-Started” overview:

WebEx:

- System requirements for PC: Windows2000, XP, Vista, Windows 7
- System requirements for MAC: Mac OS X 10.5+. Also integrates with iPhone and iPad
- Download the application and free trial by navigating to [www.webex.com](http://www.webex.com) and follow the online instructions and prompts.
- Once the application is downloaded, the meeting organizer will navigate to their private WebEx site at [yourcompanyname.webex.com](http://yourcompanyname.webex.com)
- Select Host Log In and enter your user name and password
- Schedule the meeting and follow the prompts

GoToMeeting:

- System requirements for PC: Windows2000, XP Home, XP Pro, Vista
- System requirements for MAC: Mac OS X 10.4 or higher. Also integrates with iPad
- Download the application and free trial by navigating to [www.gotomeeting.com](http://www.gotomeeting.com) and follow the online instructions and prompts.
- Once the application is downloaded, the meeting organizer simply clicks on the GoToMeeting icon and follows the prompts to schedule or start a meeting.

#### **VI. What are the major features of web-based meetings?**

Both WebEx and GoToMeeting offer features required for successful meetings including:

- Excellent screen resolution for reviewing detailed data or drawings / screen performance—presenter can easily switch screens
- Ability to schedule meetings, including recurring meetings, one-click and ad hoc meetings
- Meetings are stored in calendar
- Invite attendees during the meeting; invited attendees can join meetings already in progress
- Expel an attendee
- Audio control including mute and recording (requires attendees to enter audio PIN)
- Lotus notes integration
- Microsoft Office integration— schedule meetings directly from Outlook
- Little to no need for IT support—using either service requires minimal in-house resources. The applications are easy to download and install; once installed the applications are user-friendly with an intuitive interface, designed to have users up and running in minutes with no formal training required.
- Attendees and organizers may use a variety of services at the same time
- VOIP (i.e. Skype and toll-based)-Toll free numbers may be offered to attendees for an additional fee
- Instantly change presenters if the current presenter needs to leave or an attendee has a point to make
- Grant/revoke remote keyboard and mouse control—give control to attendee so they can review your desktop
- Technical and Customer Support
- Recording and playback for people who missed presentation or for reuse
- Drawing and tools

- Compatible with MAC, PC and Smartphone. Note: GoToMeeting currently works with iPad only. WebEx works with a larger number of devices; Desktop and application sharing for both PC and MAC
- Cost-effective: only \$49.00 per month. Pricing is straightforward.
- Security for
  - Confidential pricing, drawings, discussions, etc
  - Login and authentication / password protected for joining and scheduling
  - No ability for unauthorized attendees (WebEx only)
- Reliable—meetings are not interrupted and calls are not dropped
- Ability to see complete list of attendees
- Enable/disable/pause screen sharing to avoid displaying confidential data while searching through files
- View presenters screen as long (provided access has been granted)
- Use chat to send text messages to all other attendees or specific attendee (when chat is enabled)
- Video-currently available with WebEx; in beta-release with GoToMeeting.

## VII. What to consider when choosing a provider

Both WebEx and GoToMeeting make it possible hold successful meetings at a cost that is far below face-to-face travel. The major differences between providers are outlined below and will help to make the decision easier.

<b>Feature</b>	<b>WebEx</b>	<b>GoToMeeting</b>
Number of attendees	25	15
Screen Sharing	Upload required	No upload required
Call Performance/Integrated Audio	Fewer dropped calls	
<b>Feature</b>	<b>WebEx</b>	<b>GoToMeeting</b>
Smartphone Compatibility	Compatible with several different phones	iPad-compatible only
Video	Available	Still in beta release
Security	Private network = more secure	
Whiteboard	Yes	Not Available
File transfer during active meeting	Yes	Not Available
Surveys and Polls for Meeting Organizers	Yes	Not Available
Inactivity time-out	Not Available	Yes
Intuitive /user-friendly	More options = less intuitive	More Intuitive
Language Localization	Yes	Not Available
IPhone compatible	Yes	Not Available
Smartphone compatible	Yes	Not Available

## VIII. Other products are available; quick definition of uses

This document focuses on the entry-level products from GoToMeeting and WebEx; both providers have several other products. Following is a brief overview:

Citrix Products:

- GoToMeeting-defined within this document
- GoToWebinar
  - Used for presentations or company events for 100–1000 attendees
  - Customized Branding available.
  - Participants Q&A-attendees can raise a virtual hand

- Prices range from \$99 / month–\$499 / month with discounts for annual commitments and prices that include GoToMeeting
- GoToTraining
  - Utilized for training 25–200 attendees in a pre-configured class size.
  - Users are registered
  - Online class catalogs, content libraries, tests and other materials are available.
  - Prices range from \$149 / month - \$349 / month with discounts for annual commitments and prices that include GoToMeeting.
- GoToAssist and GoToMyPc
  - Products used for remote access and support of computers and systems.
  - Go to [www.gotoassist.com](http://www.gotoassist.com) or [www.gotomypc.com](http://www.gotomypc.com) for more information.

#### Cisco Products

- WebEx Meeting Center-defined within this document
- WebEx Training or Event Center
  - Used for presentations up to 1,000 or 3,000 attendees
  - Includes Q&A, surveying and polling of participants
  - Language Localization
  - Must contact Cisco Sales for pricing.
- WebEx Remote Support
  - Remotely view and control desktops
  - Operates across / through firewalls
  - Language localization
  - Navigate to [www.webex.com](http://www.webex.com) for additional information.

## **IX. CONCLUSION**

Web-based meetings are a cost-efficient way to hold business meeting with virtually anyone, anywhere, at anytime. The free trial periods offered by GoToMeeting or WebEx and other providers are a great way to test their services and determine which best suits your needs. Your meetings will be more efficient, better attended and will *save you money*.