

## **SYNERGY 2009 Breakout Session**

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***Increasing Business Efficiency, Decreasing Business Expenses***

Productivity and Travel Reduction

InterCall connects people all over the world via conferencing. 75% of Fortune 1000 companies use their business.

InterCall is expanding instead of down-sizing because of travel changes in companies. In the past, 50% of a company's business was elective (over 50% of business travelers admitted that some of their trips were not necessary).

Companies need to enable and encourage their employees to use meeting tools such as web-conferencing. Old-fashioned thinking needs to be "updated." Update company cultures about how we can use technology. Resources have changed – we're doing more with less.

Provide alternatives (audio, video or web conferencing). Recognize those who adopt those alternatives. Offer training to adopters for teaching purposes.

Companies are looking for more cash back. Learning how to better use the technology can cut down on what you're doing now.

### **How do you "replace" travel?**

Do you have redundancy in meetings – weekly seminars that can be put in a webinar?

ECC – Enterprise Connectivity Conferencing

*InterCall can reduce a 50% cost saving by voice over IP for conferencing.*

Drive greater buy-in and adoption. Make it attractive and engaging.

Train the trainer – Champion someone to spear head the cost reductions in travel.

How does InterCall help with getting the comfort level to the employee to use this technology alternative?

... Get key people on board – administrators, office managers

... Reward people for using the cost savings alternatives

How do we really get people to NOT TRAVEL when they want a face-to-face meeting?

... Tele-presence rooms are available

... No reason to have someone in the same room when there is a way to use technology

## Q & A

Do you have a template of questions to ask when you are trying to determine if InterCall's offerings will fit? Will InterCall personalize a solution for companies when they go in and analyze goals for meetings that cause the travel?

... Travel Calculator – On the InterCall.com website

... Plug in what you are going to do and basic travel questions. It will then prompt them to answer specific questions and then provides you with alternatives and cost savings.

Out of country cell phones bills can be saved with having a local calling number through InterCall using a local number and calling bridge.

It was mentioned that AT&T and Verizon offer conferencing, but because it's such a small part of their business, they do not have the same options, customer service and quality.

InterCall integrates WebEx with their total package – audio and web; single largest seller for WebEx and Microsoft.

What are your video services like in China?

... Diagnostically – all around the world – Tamberg and Polycom – video products – InterCall will again integrate with you.