Web Conferencing Solutions: The Next-Best Thing to Being There

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Agenda

- Introductions
- Products Available
- Business Cases
- Web Conferencing Trends
- Case Study
Products Available

- Webex MeetMeNow
- Microsoft Live Meeting
- IBM eView
- Citrix GoToMeeting
- Adobe Connect
- DimDim Pro
- Netviewer Meet
- And others...
Business Cases

• Training
• Client Collaboration
• Client Outreach
• Deposition
• Expert Witness
• Remote IT Support
Client Collaboration

• Minimizes the need for in-person meetings
• Reduces travel and corresponding expenses
• Increases efficiency – reduces “back-and-forth” email communications
• Improves productivity of attorneys and lessens impact of increases in caseload
• Extends the office reach of the attorney to work outside the office with a presence globally
• Maximizes internal collaboration between attorneys and colleagues spread geographically
Client Outreach

- Law firms more quickly adjust to changes in marketplace
- Minimizes the expense/logistics from coordinating in-person, large audience event
- Easily record it for future use
- Provides a much greater reach
- Allows for more control by speakers and marketing team as to what questions are asked and answered
Deposition

- Flexibility in scheduling of all parties
- Reduces client costs by eliminating high travel costs
- Recording capable for archiving of the session and replay at trial
- Organizes the delivery of questioning with document preparation and presentation
- Ability to control the rate of delivery and the pace of the session
Expert Witness

• Speed of service through rapid changes and flexibility in scheduling
• Full collaboration of efforts in a side-by-side meeting and share of editing roles
• Ease from discoverability concerns with zero work product created through the process
• Single document production and integrity
Training/Remote Support

- Eliminates need for onsite trainer in smaller offices
- Reduces travel and corresponding expenses
- Continuity of content and format
- Interactive and provides immediate response, unlike recordings or CD-ROM based sessions
- Easily recorded for review or Training Aid creation
- Hands-free support through shared desktop allowing speed of service
- Low cost alternative to third party support and less impact than other remote desktop options
- Support your user anywhere, anytime, on any platform
Case Study

- Reasons for looking
  - Globalization
    - Collaboration across boundaries is the norm
    - Ad Hoc Work Groups
  - Travel Restrictions and Budget Concerns
    - Cost Savings
    - Safety/Security concerns
    - Time Savings
    - Green initiatives
Case Study, cont.

• Push Back for Web Conferencing
  – Face to Face Meetings
    • Still preferred for most situations while not necessary for all
    • In many situations face to face is required
  – Start by Limiting
    • Selecting situations supporting web conferencing
    • Identify environmentals that are conducive to effective web conferences
  – Use it to augment as needed
    • Preparation for the face to face
Usage and Expectations

• Common usage
  – Presentations
  – Markup, screen shares
  – Questions, mood identifiers, chatting, etc.
  – Training sessions, knowledge capture

• Expectations
  – Simple
  – Fast
  – Reliable
When Selecting a Product

• Primary Considerations
  – Cost
  – Ease of use
  – Multi-media and Integration

• Secondary Considerations
  – Customization
  – Large scale/special uses
Choosing a Service

- **Cost**
  - Per minute
  - Subscription/Named Users
  - Ability to bill back or track costs

- **Ease of use**
  - Passcode schemes
  - Downloads
  - Static URLs
  - Provisioning (self/API)
Choosing a Service, cont.

• Multi-media and Integration
  – Application sharing
  – Recording
  – Video streaming
  – Outlook plug-in
  – Integration with audio accounts
Choosing a Service, cont.

- Customization
  - Login pages
  - Passcodes

- Large Scale/Special Uses
  - Multiple presenters
  - Recording
  - Streaming audio
  - Registration/tracking
Recommendations for Consideration

• How will you use it?
  – Number of people
  – Type of meetings

• Profile
  – How many meetings at a time
  – Mostly internal or external
  – Where will they be connecting from?

• Roll out
  – Train users
  – Incorporate with daily processes
What to look for in a Vendor

• Affinity with your infrastructure
  – Reputation and reliable
  – Technical profile

• Importance of the Pilot or Demo
  – Diverse Test Group
  – Real World Scenarios
  – User Buy-in
SHB--Choosing a Tool

• Open API
  – Connectivity with existing systems—MS Office, Remedy, Sharepoint, etc

• Reducing Cost by Reducing IT Overhead

• Security
  – Compliance with our practice groups
  – Tiered service groups for support

• Ease of integration with the Business Model
SHB--Solution

• Selection of options under one vendor
  – Webex as a default
  – Live Meeting, if required
  – eView for Admin sessions***

• Simplicity Billing
  – Designed around a Legal Environment
  – Integration with Cost Recovery

• Administration on the fly
Why Webex as default?
  – Client is widely distributed
    • No long wait for clients to download and install
    • Low admin requirement on client install
  – Scalability and ease of use
  – Name recognition

Deployment
  – Assistance from the vendor
    • Account Packages for users
    • User Training sessions and materials freely available
  – Preexisting client and knowledge base
Real ROI in minutes!

• Average Travel Costs Per Person
  – $750—travel costs only
  – $3000—lost productivity by timekeeper while traveling
  – $3750—total cost impact of travel for single two hour meeting out of the office

• Average Costs for Web Conference
  – $0.25 per minute per connected party
    • Four attendees for 120 minutes = $120
  – $0.10 per minute per connected party—Audio
    • Total = $48

• Total Savings for single meeting being augmented by web conferencing--$3490 approx.
Expert Witness Case

• Expert Witness Charges (3 Days)
  – Average Travel Costs for Two day document review and Trial Prep
  – $1100—travel/hotel costs and Expenses
  – $4800—16 hours billable time by Expert Witness. For 6 hours of actual work time (10 hours travel time)
  – $5900—total cost
• Costs for Two Day Web Conference (4 Attendees, 3 hours Each Day)
  – $0.25 per minute per connected party
    • Four attendees for 360 minutes = $360
  – $0.10 per minute per connected party
    • Four attendees for 360 minutes = $144
  – $1800—6 hours billable time by Expert Witness
• Total Savings for three day meeting being augmented by web conferencing--$3600 approx.
Questions