APPLICATION BRIEF

TIME & EXPENSE REDUCTION USING STREAMING WEBCAST SOLUTIONS
Introduction

For many enterprise leaders, driving cost out of the business while also motivating their staff presents a logistics challenge. How do you create the interaction that bonds your teams and at the same time address budgetary pressures, which often can mean eliminating annual or quarterly corporate events? Also, how do you get the most utility from the materials developed for the event?

In this application brief, we offer a scenario in which a large enterprise uses the Level 3® Webcasting Services in lieu of an annual sales conference traditionally held at the company’s global headquarters.

Enduring, Cost-effective Experiences

Each year, a global publishing company holds a start-of-the-year, two-day conference, where they unveil new products to their sales teams. As valuable as the event is in regard to providing representatives with what they need to grow their customer base and increase services to existing accounts, it also interrupts business for a few days by taking hundreds of reps out of the field. Cutting operational expenses is a relentless objective; the event costs about $500,000 to stage.

Setting a new direction, the company decides to hold the event online. During the virtual event, held in a 3D virtual location that has been adapted to the company’s brand standards, they:

• Open the show with a global webcast, delivered by the CEO from the virtual auditorium
• Follow the keynote address with a series of chat brainstorming sessions
• Reach out to the company’s online community through social media integration
• Track attendee behavior and measure participation against key performance indicators

While it’s difficult to measure the ROI for unifying and motivating your company’s staff, it’s easy to measure how much money can be saved by staging a virtual event instead of putting it on “live.” In the scenario described, costs can be reduced by as much as 90 percent, considering airline and rental car fees, meals, hotel accommodations and special activities that keep people entertained and interacting after the day’s sessions.

What’s less obvious is the fact that the event “lives on” after the initial experience. Speeches and presentations are automatically recorded, helping to ensure that consistent messaging is incorporated into sales and marketing pitches. Feedback gathered through social media technologies point colleagues to particularly useful messages and increase the value of assets while also fostering improvements and updates to stored content. And by tracking asset popularity, marketing teams can open concrete insight into how effective the sales tools they create prove to be.
Level 3 Collaboration Services

Organizations that can more rapidly build virtual teams and enable them to collaborate more effectively, in a secure environment, have an advantage in being able to drive growth. The Level 3 Network is a significant performance differentiator for UC deployments. Level 3’s network, extensive telephone number coverage and global footprint combine to help reduce service delivery and management, simplify your network architecture and better control telecommunications costs. Level 3® SIP Trunking offers the flexibility to integrate with existing networks, supporting an economic transition to IP communications.

These advantages, along with our ability to align the services we provide to your business needs, can help your organization operate more efficiently and grow.

Learn More

Find out more about Level 3’s Collaboration and network services at www.level3.com.

Overview of Level 3’s Collaboration and network services. In this application brief, a global publishing company used the Level 3 Webcasting solution to hold an annual tradeshow online, leveraging their IP network and Level 3’s collaboration services.