

Marketing Firm Delivers Highly Visual Global Presentations

m62 visualcommunications uses online meeting applications to showcase services and enhance project collaboration.

Summary

Customer Name:

m62 visualcommunications

Industry:

Marketing

Location:

Liverpool, England

Number of Employees:

43

Challenge:

- Deliver highly visual, media-rich digital presentations to global prospects and clients
- Enable clients to review projects with creative team in real time
- Reduce need for in-person meetings, significantly cutting travel time and costs

Solution:

- Web-based application accommodates animations and other large media files
- Easy-to-use online collaboration technology accessed by staff and customers worldwide
- Screen-sharing and annotation features enable hands-on real-time team collaboration

Results:

- Allowed team to develop qualified leads and drive 80 percent to next phase of sales cycle
- Accelerated project cycles by facilitating real-time review and feedback
- Generated new lead source with high-quality webcasts

Challenge

m62 visualcommunications is the world's leading digital presentation production company. Specializing in the delivery of dynamic Microsoft PowerPoint presentations, m62 combines technology with quality presentation techniques, using proven psychological principles to maximize the amount of information retained by an audience. Since the company was founded in 1997, m62 visualcommunications has delivered over 6500 advanced presentations for global companies including Jaguar, Bayer, Imperial Tobacco, Procter & Gamble, Symantec, and PricewaterhouseCoopers.

Given the highly visual nature of the company's business, m62 begins every sales process with an initial demonstration to highlight the team's credentials and showcase the kinds of presentations that m62 can create. "Seeing our product in action is absolutely crucial for all prospective customers," says Richard Newman, director of m62 visualcommunications. "We sell our presentations based on their visual impact, so demonstrations are an integral part of the sales cycle, from initial contact to the completion of each project."

When working with a client on a presentation, timing and collaboration are essential because even small delays can derail project timelines. To accommodate the demand for close collaboration with customers, m62 employees faced lengthy periods on the road traveling to in-person client meetings. "As the company grew, we realised that we needed a solution that would allow us to reduce the amount of time we spent travelling, but would still make it possible for us to demonstrate all of the visual elements in our presentations to a global audience," says Newman.

Solution

Before selecting Cisco WebEx™ solutions, m62 tried using Adobe Acrobat Connect (formerly Macromedia Breeze) for online collaboration, but found that the application could not accommodate the company's dynamic, highly visual presentations. "Because our PowerPoint slides are far richer in quality and sophistication than the average slide, our previous solution couldn't display animations and graphics properly," says Newman. "It simply wasn't a viable solution for us."

After investigating other online collaboration services, m62 chose Cisco WebEx® technology based on its accessibility, ease of use, and ability to deliver the company's media-rich presentations in real time. "Since we switched to WebEx solutions, we no longer experience issues in presenting animations and large graphics files," Newman says. "This technology has helped us deliver a much more effective presentation experience for both prospects and clients."

Cisco® WebEx features have improved other aspects of the client experience during every project phase. “When we review projects in online meetings, anyone can share any document or application, and all of the attendees can annotate a presentation in real time,” says Newman. “All of these capabilities make the review process as transparent as possible, allowing clients to have hands-on involvement in refining presentations to their full satisfaction.”

“The ability to hold interactive marketing events from our office with attendees from hundreds of miles away is hugely cost-effective and will help us expand our business internationally.”

— Richard Newman, director, m62 visualcommunications

Results

Since choosing Cisco WebEx solutions, the m62 sales team has relied on high-quality remote presentations to help them develop more qualified leads in much less time. “Before we started using Cisco WebEx technology, prospects could only really understand our product after we invested a lot of time in face-to-face meetings,” says Newman. “Now, we use WebEx presentations to gauge customer interest without an in-person meeting, which enables us to concentrate more of our efforts on the best leads. We’ve found that 80 percent of prospects who agree to a five-minute online meeting go on to request a face-to-face appointment, one of the final steps in the sales process.”

When working on existing projects, WebEx solutions have accelerated the approval process and final project delivery by making ongoing collaboration faster. “Before WebEx technology, if we couldn’t reach clients face-to-face, we would email presentations for review,” says Newman. “Working via email can lead to numerous working versions of the presentation with contradictory comments and changes, which causes misunderstandings. With WebEx technology, we present live to the client and conduct the review process alongside them in an online meeting. It saves a lot of time and confusion.”

By enabling live collaboration, WebEx solutions have removed the traditional geographic boundaries associated with doing business globally. From its international offices in Singapore and the United States, m62 employees now conduct online project review meetings and relay feedback to headquarters to keep projects on track. “For a recent project, I was able to conduct online, on-demand review conferences with the client in Australia, the project manager in the United Kingdom, and the director in the United States, all from our Singapore office,” says John Bevan, client liaison manager at m62. “We delivered a final presentation within the client’s very short five-day timeframe. Without WebEx technology, we would never have been able to execute this project on deadline.”

m62 has also used WebEx technology to create a series of international webcasts to discuss the business advantages of developing and executing more engaging presentations. Entitled the “Killer Presentation” series, the events were held at convenient times for both European and American audiences. “Using WebEx solutions, we’ve expanded the reach of our marketing to a global scale,” says Newman. “The ability to hold interactive marketing events from our office with attendees from hundreds of miles away is hugely cost-effective and will help us expand our business internationally.”

Next Steps

In the future, Newman and his team will continue to use Cisco WebEx solutions to reach out to new prospects, market to new audiences, and collaborate with customers. m62 will also explore recording demonstrations to make them available on demand to customers and prospects. “WebEx solutions have shown us the tremendous benefits of collaborative technology,” says Newman. “As we grow and expand even further, we are confident that this technology will continue to contribute to our ongoing success.”

For More Information

To find out more about Cisco WebEx, go to www.webex.co.uk

Product List

Cisco WebEx



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