

# No Longer an Island: Datacom Leverages Verizon Net Conferencing powered by Microsoft Office Live Meeting to Collaborate with Clients, Employees

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**Peter Gossler**  
Datacom's General  
Manager of Technical  
Support

## Company Background and Industry

Established in 1965, Datacom founded its business on the values of professionalism and building strategic relationships with customers and business partners. Headquartered in Auckland, NZ, Datacom has evolved into a leading, multi-national information technology company comprised of 1600 employees, with sister offices throughout Australia and Malaysia. Datacom's customer list includes a number of highly regarded and multinational companies.

## Key Business Challenge

Geographically isolated in New Zealand, Datacom needed an appropriate solution to effectively and efficiently communicate with its sister offices and clients. Voice conferencing alone was not a comprehensive enough solution and flying people around the globe for face-to-face meetings proved far too costly. Datacom required a solution that was cost effective and would allow voice and web conferencing to occur simultaneously.

## The Solution

In today's global market, the ability to quickly reach out to current and perspective clients around the world is critical. Implementing Verizon Net Conferencing powered by Microsoft Office Live meeting enabled Datacom to immediately and easily communicate with clients throughout Asia-Pacific and North American areas. Today, Datacom is able to coordinate and interface with over 20 clients at the same time, while simultaneously and dramatically reducing travel costs.

“We use Verizon Net Conferencing services nearly everyday,” says Peter Gossler, Datacom's General Manager of Technical Support. “This gives us the capability to directly communicate with our clients around the world in a timely and cost efficient manner.”

Datacom also recognized the true value of Verizon Net Conferencing for internal communications. With this collaboration tool, Datacom employees worldwide are able to actively participate in weekly internal meetings and educational and training programs, allowing them to stay in the loop with new company policies and technical updates.

“Verizon Net Conferencing enables employees in New Zealand, Australia and Malaysia to actively participate in meetings and exchange new ideas,” says Gossler. “Ultimately, the real value is it helps to ensure that all our employees are on the same page.”

## Why Verizon Business

Roughly 2 years ago, Datacom began researching net conferencing providers. They were impressed with Verizon Business's Net Conferencing services based on the travel cost savings and flexible service offerings. Attractive key features included Verizon's wide distribution network, user friendly qualities and an established reputation in the net conferencing world.

## Case Study



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### Results and Next Steps

Feedback on Verizon Net Conferencing from clients and employees has been overwhelmingly positive. There has also been an overall increase in efficiency company-wide, as customers and Datacom employees are able to collaborate and reach decisions faster. Datacom plans to continue expanding their use of Verizon Net Conferencing capabilities and is researching the benefits of video conferencing to further support the future needs of their growing, global business.

#### Business Requirements

- Ensure dependable audio and visual conferencing communications for internal and client interfacing
- Ensure consistent skills transfer, training and education across all operating regions
- Manage communication costs effectively
- Provide a single tool for cross-company and international client meetings

#### Conferencing Solution

- Verizon Net Conferencing

#### Business Value

- Employees are able to easily and effectively communicate with clients around the world
- Saved money –drastic for face-to-face meetings
- Increased overall efficiency - decisions reached more quickly through collaboration

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