

Touchpaper Leverages Verizon Net Conferencing powered by Microsoft Office Live Meeting to Keep Global Communication Loud and Clear

Verizon Business demonstrated that they had the technology that matched our needs, and also the expertise to manage the process.

David Medland-Slater
Product Evangelist

Company Background and Industry

With over 20 years of experience across the UK, Europe, USA and Asia Pacific, Touchpaper is one of the most established and respected international providers of IT Business Management (ITBM) solutions. ITBM enables businesses to increase their potential through providing high levels of service to their internal and external customers. Headquartered in Surrey, UK, Touchpaper has over 200 employees worldwide and multiple direct and indirect offices in the United States, Ireland, Germany, SE Asia and Australia. Touchpaper boasts 1,700 customers and supports more than 3 million users.

Key Business Challenge

As Touchpaper's target market and solution offering has broadened, so has demand for fast, cost effective, timely and convenient internal and external communications that connect staff, resellers, analysts, PR agencies, customers and prospects. Internally, Touchpaper needed a tool that would allow them to educate and train its globally dispersed sales and reseller staff on the latest software updates and service offerings and the ability to hold regular global management meetings. Externally, Touchpaper needed to be able to brief and demonstrate its solutions to leading global industry analysts and to meet with its major partners. A major requirement for successful training and briefings was for a conferencing solution that provided the performance and capability to demonstrate the multiple features and benefits of the Touchpaper solutions in their best light even in remote locations.

The Solution

Touchpaper's software is constantly updated to respond to the ever-changing requirement demands of its target prospects and customer base, but with offices spread across four continents, the company needs to make sure all necessary staff and resellers can be trained to demonstrate, sell, implement and support the products as quickly and effectively as possible. The obvious solution was to ensure that both Touchpaper employees and resellers could be educated remotely. To meet this challenge, Touchpaper began using Verizon Net Conferencing powered by Microsoft Office Live Meeting for regular meetings and training webinars, designed to keep them abreast of software changes and train them on how to demonstrate, implement and support the products.

"As a global company with both direct and indirect sales channels, it's vitally important that everyone across the world has the same level of knowledge, regardless of their location," said David Medland-Slater, Product Evangelist. "We have found that Verizon Net Conferencing is a great way of doing this and by running regular web-based presentations we have specifically improved the speed of roll out and the rate of skills transfer."

Many Touchpaper clients and prospects are global and often want to show the software to various decision makers and users worldwide. Touchpaper leverages Verizon Net Conferencing demonstrations as part of its pre-sales process to highlight the features and benefits of their solutions tailored to illustrate a customer's or prospect's individual requirements. The motivation for using Verizon Net Conferencing for these demos was driven by the need to offer a timely, fast, distributed and convenient method to reach this type of organization.

"Our customers and prospects are increasingly global companies and Verizon Net Conferencing presentations make it easy for their staff to meet us at a time of their convenience," said Medland-Slater. "While in many instances, we do meet our customers and prospects at their offices or our office, everyone values the convenience and speed that conferencing can offer – conferencing is critical to our business process."

In addition, Touchpaper uses the conferencing tool to brief industry analysts who are usually based in the USA. A typical briefing program will involve a number of conference meetings covering strategy and direction and also a series of product demonstrations. The Verizon Net Conferencing service helped Touchpaper to get the most from these sessions.

Medland-Slater explained that Touchpaper had originally worked with a range of conferencing vendors selected in a piecemeal fashion. As the company's conferencing requirements grew, it became apparent that they needed a single conferencing partner. After a comprehensive review, Touchpaper selected Verizon Net Conferencing for its professional grade conferencing capabilities and the high level of customer service offered.

Case Study



Why Verizon Business

Ultimately, Touchpaper has leveraged the speed, convenience and flexibility of Verizon Net Conferencing to meet the demands of its employees, resellers and customers operating in a global market. With Verizon Net Conferencing as a staple of its training and pre-sales, analyst briefings and global meeting processes, Touchpaper has been able to deliver a high quality of education and training to Touchpaper staff and resellers anywhere in the world, provide timely and professional briefings to industry analysts, respond quickly to requests for remote demonstrations, run effective global management meetings as well as reduce costs.

"Verizon Business demonstrated that they had the technology that matched our needs, and also the expertise to manage the process," said Medland-Slater. "The professionalism and know-how of their account managers really impressed us, and if we have any issues, they respond very quickly which is vital when working in a live environment."

Results and Next Steps

With dependability, flexibility, accessibility and affordability of Verizon Net Conferencing powered by Microsoft Office Live Meeting now proven, Touchpaper plans to expand its use of the collaboration tool, especially in the area of training and education and potentially prospect and customer webinars to support the growing needs of a global business.

Business Requirements

- Ensure dependable audio and visual conferencing communications for a global direct and indirect sales force
- Provide comprehensive and timely briefing to industry analysts
- Ensure consistent skills transfer, training and education across all operating regions
- Manage communication costs effectively
- Provide a single tool for cross-company international meetings
- A tool that could provide the performance and capability to demonstrate the multiple features and benefits of the Touchpaper solutions in their best light even in remote locations

Conferencing Solution

- Verizon Net Conferencing powered by Microsoft Office Live Meeting

Business Value

- Overseas employees and resellers can be briefed regularly and kept up to date with organizational and product developments
- Central management ensures more effective use of time, budget and resources
- Enhanced analysts briefings contribute to raised awareness and visibility of Touchpaper in global markets

© 2006 Verizon. All Rights Reserved.

The Verizon and Verizon Business names and logos and all other names, logos, and slogans identifying Verizon's products and services are trademarks and service marks or registered trademarks and service marks of Verizon Trademark Services LLC or its affiliates in the United States and/or other countries. Microsoft, and Microsoft Office Live Meeting are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. All other trademarks and service marks are the property of their respective owners.