



Web Conferencing Review

Discover how a simple technology could save you time, money and stress

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Video & Web Conferencing for *ALL* of us



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Introduction

This is a brief introduction to Video and Web Conferencing and the main benefits to business owners, like yourself, who have already adopted web conferencing.

We have put this together for the busy, time poor, stressed business owner that needs some straightforward facts as to why you should consider this technology and which products are the easiest to adopt and the most cost effective.

This report does not set out to be a full in-depth study of all the individual features and technologies as there are plenty of those chargeable guides available from many of the technology research companies such as Forrester, the IDC and Wainhouse. The reader of this report takes full responsibility for any action they take as a result of reading this report.

Summary of web conferencing technology

Source: Wikipedia, the free encyclopedia

Web Conferencing is used to conduct live meetings or presentations over the internet. In a web conference, each participant sits at his or her own computer and is connected to other participants via the internet.

Typical features of a web conference include

Slide Presentations - often created through PowerPoint.

Live Video - via webcam or digital video camera.

VoIP - Real time audio communication through the computer via use of headphones and speakers.

Recording - for viewing at a later time by anyone using a unique web address.

Whiteboard - with annotation - allows the presenter and/or attendees to highlight or mark items on the slide presentation. Or simply make notes on a blank whiteboard.

Text chat - For live question and answer sessions.

Polls and Surveys - Allows the presenter to conduct questions with multiple choice answers directed to the audience.

Screen Sharing / Desktop sharing/application sharing where participants can view anything the presenter currently has shown on their screen. Some screen sharing applications allow for remote desktop control.

Application Sharing - the ability whilst conferencing for one party in the conference to share an application such as power point, spread sheet etc. from their desktop with everyone else in the meeting and pass the control of the application to another participant in the conference.

Web conferencing is often sold as a service, hosted on a web server controlled by the vendor, either on a usage basis (cost per user per minute) or for a fixed fee (cost per seat).

Some vendors make their conferencing software available as a licensed product, allowing organisations that make heavy use of conferencing to install the software on their own servers.

What to look for

Simplicity of use

Software that is linked to your appointment diary such as Outlook where scheduling and inviting users to a meeting is via one click of the mouse.

Reliability

You have to be able to trust the system will not stop mid meeting.

Quality and Speed

A system that will automatically pick up your internet connection and your hardware and calculate your default settings to expedite clear uninterrupted meetings.

Price

You should be given a choice and be able to match what your needs for use are, your budget and your company policy on using hosted or in-house solutions.

Reach

A system that is compatible with all systems and hardware.

Support and Training

A conferencing company that provides one-to-one online training for ease of use amongst all users as well as 24/7 support.

Benefits of the main features available in web conferencing

100% Browser Based System

This means that you don't have to manage the software on your own servers. It is hosted for you on the internet which means everyone can reach you from anywhere and your costs are kept to a minimum. All you require is a web browser and you are in the meeting.

In-House Systems

This is where you purchase the software and load onto your own servers. In the early days companies preferred this type of system as it gave them more speed and control. However since technology has moved on these are no longer constraints of the better hosted browser based solutions.

Text Chat

Most systems now come with voice and text chat integrated into them. This can be very useful in presentations to raise questions from the audience without interrupting the speaker. It can also be used by participants that may not have a microphone. Normally this feature can be switched on or off by the controller of the meeting.

Desktop Sharing

The benefit of being able to share your desktop and allow others to see and comment on what you see in front of you is an invaluable option which if adopted around your organisation can have a huge impact on staff efficiency especially in a multi-location business.

Shared Slide Presentation

Currently you may have to hold departmental meetings in a pre-booked meeting room with your PC hooked up to an expensive projector, which is most likely unreliable. Mentally add up how many people you have in the room, what their hourly rates are and how much it has cost you just to get them into that room.

Live Video

Most laptops now have a built in camera and sound system to enable web conferencing.

Is web conferencing right for you

Many businesses believe that web conferencing is only for large organisations. However from our own customer base of thousands, we know companies from sole traders based in a home office to multi million pound industries are using the technology very successfully.

Benefits of using web conferencing

- Rapid decision making
- Increased contact with customers and prospects
- Reach prospects further a field prior to web conferencing
- Increase marketing activities
- Increase frequency of training programmes
- Increase participation of training events due to less travel and ease of use
- Increase customer support
- Higher customer satisfaction due to rapid response
- Reduced travel expenses
- Improved 'Green' credentials for your business
- Seamless interaction between employees, customers and suppliers

Who are MegaMeeting.co.uk

MegaMeeting was founded in 2004 in Los Angeles. They saw an opportunity to go to market with a Flash based system to allow people to communicate in a secure environment online.

Flash was chosen as there are no downloads and therefore trying to thwart one of the barriers of using web conferencing such as user restrictions, failure to enter a conference and time taken consulting IT network teams to help set these meetings up.

MegaMeeting is developed in Flash, therefore no downloads are required and works on all operating systems. At the time of writing, competitors using Flash are Adobe themselves, but they are top end of the market and expensive. At MegaMeeting we do not have long term contracts, we offer our customers pay as you go or monthly payment options.

MegaMeeting is now in it's fifth year of trading and has over 10,000 users a month. The company has quadrupled it's growth and has now opened a UK office to expand into Europe.

MegaMeeting is currently sold worldwide, the opening of local presence here in the UK and Europe is in line with the continued growth of the MegaMeeting brand.

With current economics and the need to reduce our carbon footprint over the next 2-3 years web conferencing will be an integral piece of technology.

MegaMeeting offer FREE training and support which is vital as one of the barriers to entry is the fear factor, people are culturally used to meeting face to face. This can never be replaced but it certainly needs to be complimented to save time and money.

Compare MegaMeeting.co.uk to other leading Web Conferencing Solutions

	Megameeting	WebEx™	Adobe Connect™	LiveMeeting™
Cost per 5 users	£46.25 per month Unlimited Meetings	Meeting Centre £234.50 per month Unlimited Meetings	£234.50 per month Unlimited Meetings	£234.50 per month Unlimited Meetings
100% Completely Browser Based System	✓	✗	✗	✗
Participants can get into meetings without having to download software	✓	No, Java download required	No, Breeze Meeting Mgr required	No, Active X/Java required
Participants can display video	Yes, up to 16 simultaneous video participants are allowed	Additional costs, no more than 4 participants can display video simultaneously	Yes, supports up to 8 simultaneous video participants	✗
Includes real time VoIP at no addi- tional cost	✓	✗	✗	✗
Comes with FREE integrated toll con- ference calling	✓	✗	✗	✗
Allows unlimited user logins and unlimited simultaneous meetings from one account	✓	✗	✗	✗
Account is 'month to month' (no long term contract)	✓	No, 12 month commitment	✗	✗
Optional Enterprise and Private Branding Systems available to install on client's own hardware	Yes - £10,625 one time fee for 50 concurrent seats	✗	Yes, £37,500 one time fee for 50 concurrent seats	✗

WebEx and Meeting Centre are trademarks of WebEx Communications, Inc.

Adobe Connect is a trademark of Adobe Systems Incorporated.

LiveMeeting is a trademark of Microsoft Corporation.

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Contact MegaMeeting

Contact MegaMeeting for your **FREE** no obligation Live Demo which can be booked for anytime that suits you.

Once you have seen the Live Demo and experienced MegaMeeting first hand, why not sign up for your **FREE 15 day trial offer**.

Please call our sales and support team for further information

0844 967 0358

or visit

megameeting.co.uk



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