Application Story
Oxford Global Resources

Oxford Global Resources Replaces NetMeeting with e/pop Web Conferencing to Cut Costs on Employee Training, Sales Meetings and Company Orientations

As one of the world's leading technical consulting firms, Oxford Global Resources understands innovative technology helps the company compete successfully on a global scale. Some of the world's best known brands turn to Oxford to find skilled consultants that provide specialized technical skills from cutting-edge, software developers with expertise in ERP applications, to hardware designers engineering the latest microchips. Companies such as Ameritech, Bose Corporation, Exxon Mobil, Hitachi, Intel, US Cellular and Sprint rely on Oxford to provide individual consulting and strategic outsourcing services.

Problem:
- With 20 offices and more than 300 employees, Oxford sought a superior, behind-the-firewall web conferencing solution for training and other operational processes.

Solution:
- e/pop Web Conferencing, a full-featured, affordable, on-premise web conferencing software solution

Business & IT Benefits:
- e/pop comes with excellent support and costs considerably less than online web conferencing solutions
- It allows trainers to utilize application sharing and remote control for more effective sessions
- Personalized company orientations conducted despite physical location

With more than 20 offices worldwide and a 300-person sales force responsible for recruiting and account management, which includes finding the right talent for the customer's project, Oxford had previously used Microsoft NetMeeting for training purposes, but wasn't entirely happy with the results.

"NetMeeting is an adequate application but it isn't well-supported, which drove us to seek a similar collaborative application that we could install behind our firewall," said Howard Pearce, Oxford Global Resources' Vice President of IT.

Early last year, on behalf of Oxford, Pearce purchased and deployed WiredRed's e/pop Web Conferencing, the industry's first on-premise web conferencing solution that has no installation dependencies on third-party databases, web servers or other server prerequisites. Browser-based e/pop Web Conferencing is a true, out-of-the box solution that can be installed in approximately five minutes by a network or IT administrator.

According to Pearce, Oxford's first and primary need is to train new sales employees on its proprietary CRM application, Oxford Database (ODB). Currently e/pop Web Conferencing is used on a daily basis for training and new hire orientations, which are conducted weekly by the Human Resources Department.

"We liked the fact that e/pop Web Conferencing worked behind the firewall and it's so affordable." he explained. "e/pop Web Conferencing enables our training staff to work with all of our remote offices, yet it brings a true interactive learning environment to the training session. We first demonstrate ODB, then give control to the trainee so he or she can practice using it during the session. It has been a great time saver and has cut down on help desk support calls as well."

Pearce said that Oxford had also considered using a web conferencing service, such as that from Webex or Raindance, but because the application is used daily by many hosts and attendees, the monthly cost would be difficult, if not possible, to determine.

"It would be hard to justify the high cost of web conferencing services when we knew that e/pop Web Conferencing would pay for itself in a short period of time," explains Pearce.

The use of an interactive web conferencing solution brought new life to Oxford's training and orientation sessions, and is also used by senior sales staff to brainstorm on new sales incentive programs and to present quarterly sales figures to the company's Chief Operating Officer.

"e/pop Web Conferencing enables Oxford to review our business trends with a larger cross section of our employees at a fraction of the cost of in-person meetings. We're able to get directives to our field sales force more quickly, and produce better sales numbers as a result," said Scott Beyer, Vice President of Marketing at Oxford.

In a company where time is money, and servicing blue chip clients is the company's top priority, e/pop Web Conferencing is the answer. It brings diverse departments and employees together to work smarter with more creative, time-efficient meetings, orientations and effective, interactive training.

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