WATERFORD TECHNOLOGIES

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—Tom Politowski, President

WebEx helps Waterford Technologies do more with less.

INDUSTRY
High Tech

WEBEX APPLICATIONS
WebEx Meeting Center, Support Center, Sales Center, Event Center

SUMMARY
To service customers around the world, Waterford Technologies needed a way to leverage its resources more efficiently. Waterford implemented WebEx solutions company-wide to conduct sales presentations, provide remote customer support, and perform marketing activities. WebEx enabled Waterford to maximize resources, lower operating costs, and increase productivity dramatically. As a result, Waterford supports 600 customers with one-third of the staff and practically eliminated all on-site sales calls, cutting the company's cost per revenue dollar and expanding its profit-generating capabilities.

ABOUT WATERFORD TECHNOLOGIES
- **Line of Business**
  Email archiving solutions
- **Headquarters**
  Irvine, CA
- **Number of Employees**
  40 worldwide
- **Target Market**
  Small and medium-size enterprises
- **WebEx Customer Since 2004**

Waterford Technologies, Inc. is a global provider of email archiving solutions that enable organizations to manage, store, and retrieve large amounts of email at a moment's notice. Providing the fastest search retrieval times in the industry, Waterford solutions make legal e-discovery fast and simple, saving customers thousands of dollars in outsourced research. The solutions help organizations improve government compliance, establish and enforce usage polices, and leverage email data for a variety of analysis and legal purposes. Waterford Technologies has offices located in the US, England, and Ireland.

The Challenge
To service customers around the world, Waterford Technologies needed a way to leverage its resources more efficiently. "Our customers are located throughout Asia-Pacific, Africa, Europe, and the Americas. Our employees could spend eight hours traveling to conduct one-hour meetings. We knew there was a better, more cost-effective way to communicate with prospects and customers in order to demonstrate and support our products," says Tom Politowski, President of Waterford Technologies. Waterford tried different online meeting solutions, including Microsoft Placeware and Glance, but the experience was disappointing. "These online solutions were slow and unreliable. We would set up meetings with customers, but then we couldn't make the solutions work," he says.

The Solution
Politowski had used WebEx extensively before joining Waterford Technologies and initiated the company's transition to WebEx. "Because I'd used WebEx over the years, I knew it provided the speed, quality, and level of professionalism we needed at Waterford. WebEx hosts its own systems throughout multiple locations globally, providing the highest performance and reliability available. We implemented WebEx in our US office and then very quickly rolled it out internationally," explains Politowski.

In 2004, Waterford began using WebEx Meeting Center to conduct sales calls with prospects located throughout the US and around the world. WebEx meetings include PowerPoint presentations combined with live software demonstrations that help the Waterford sales team reach multiple decision makers within a prospect's organization. "We often have six or seven decision makers in a WebEx session, including IT staff, CIOs, and business managers, who may be located in a town we normally wouldn't have traveled to in the past," says Politowski. The WebEx desktop sharing feature also enables customers to show Waterford sales reps network diagrams and file structure layouts that help the reps instantly assess prospects' needs.

Waterford soon expanded its WebEx solutions to include Support Center for remote customer support and employee access. "Using WebEx Remote Support, we conduct three or four support sessions at once with customers located all over the globe." said Politowski.

> *From day one, WebEx has been interested in helping us save on costs and make more money. If you took WebEx away from our business, we would need twice as many people to generate a lot less revenue.*
>
> —Tom Politowski, President

"It's common for our support staff to set up a WebEx session early in the day and leave it open for as long as necessary, to monitor customers' issues fully. Because we're there with our eyes, customers feel like we're part of their extended datacenter team," explains Politowski. In addition, Waterford uses WebEx Remote Access to provide remote PC access to all of its employees, resulting in huge productivity benefits for the company—especially for staff with longer commutes.

Today, Waterford also uses WebEx Sales Center and Event Center, giving every employee the ability to choose the best WebEx solution for each different application. "We use WebEx Sales Center for team-selling. WebEx Sales Center makes it easy for sales people to bring a subject matter expert into the meeting on-the-fly, and hand off control of the presentation as needed. Plus, WebEx makes it possible to monitor attendees' attention very closely. If participants check their email or visit another Web page, WebEx alerts us. We can then re-engage them with specific questions," says Politowski. Most recently, Waterford used Event Center to host a lead generation event that attracted 50 prospective customers and, based on that success, the company is planning to conduct additional events in the future.

The Benefits

WebEx has become an integral part of the Waterford organization, helping the company to maximize its resources, lower operating costs, and increase productivity dramatically. According to Politowski, "With our limited resources, we would not have been able to build the business the way we have without WebEx. Each support technician conducts four or five live sessions with customers around the country on a daily basis. And we support our 600 customers with one-third of the staff we would require if it weren't for WebEx." Anywhere, any time access to customers results in enormous productivity gains and cost efficiencies for Waterford. "Because our sales people rarely have to travel to customer sites thanks to WebEx, our cost per revenue dollar is much lower," he says.

WebEx enables Waterford to expedite sales and service customers immediately. "We call WebEx sessions 'WOW' web meetings because we get people so excited, it feels as if they're going to push a check over the Internet to us. In the past, selling a $10,000 to $100,000 solution like ours required a face-to-face meeting. WebEx has changed all of that, enabling us to close sales more quickly," remarks Politowski. For Waterford customers, who rely on the company's solutions for mission-critical applications—including e-discovery, compliance, and policy management—quick response is of utmost importance. "With WebEx, we can work on our customers' issues even if they're going to bed on the other side of the world. It's enabled us to build our Professional Services Division, providing customers with the ability to resolve issues unrelated to our software," he explains.

The Future

Waterford looks forward to leveraging WebEx even further to continue streamlining its processes. "In the future, we plan to use Event Center more. Recording events will help us optimize our subject matter experts' time. Then we can conduct a live introduction and Q&A session while we replay recorded presentations," says Politowski. Waterford is also in the process of using WebEx to pre-record a series of short three-minute demonstrations. "We're using WebEx recording capabilities to create a self-education model that pre-qualifies leads and provides better partner and employee training," he says.

Politowski describes the impact that WebEx has made on the organization. "WebEx is our business partner. From day one, WebEx has been interested in helping us save on costs and make more money. If you took WebEx away from our business, we would need twice as many people to generate a lot less revenue. It would be like going from computers back to using pencil and paper," he says.

HIGHLIGHTS

- Using WebEx company-wide enabled Waterford to maximize resources, lower operating costs, and increase productivity dramatically.
- With WebEx, Waterford supports 600 customers with one-third the staff, and practically eliminated all on-site sales calls, cutting cost per revenue.
- WebEx enabled Waterford to expedite sales and service customers immediately, strengthening the company's revenue generation capabilities.

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