



WebDemo™

Gaining the Business Competitive Edge Through Collaboration

**WebDemo 1.3
White Paper**

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Table of Contents

Introduction_____	3
Study Overview_____	3
Why Share Knowledge?_____	4
Gaining the Business Competitive Edge_____	5
WebDemo, The Online Collaboration Solution_____	5
Key Benefits_____	8
Conclusion_____	9

WebDemo[™]

Gaining the Business Competitive Edge Through Collaboration

Introduction

Pressures of capital advancement and globalization are forcing companies to reassess how they can interactively share information in a more effective and efficient manner with customers, partners, suppliers and employees.

Gaining the competitive business edge in this global environment requires a high degree of communication among all participative suppliers and partners. Moreover, it requires a high degree of collaborative systems to help support the effective exchange of knowledge and information among all business players.

Knowledge and information exchange make businesses more valuable by enabling them to derive more from their core competencies. How do they do this? By effectively collaborating and sharing their most important and tangible asset: intellectual capital. Thus Cambridge Technology Partners defines knowledge management as, “the ability to retain greater value from core business competencies,” (Cambridge provides solutions designed to help business rapidly transform their enterprise to compete more effectively in this new economy: www.ctp.com).

The single most valuable resource a company has is the information that it stores and how this information is applied and shared among value and supply chains. In this new economy, it is imperative that organizations exchange and share information as effectively as possible to provide customers with greater value on products and services.

Study Overview

With the wide-scale deployment of the Internet, its universal access and improved security, businesses are highly embracing online collaborative work systems. According to a national study conducted by WorldCom Conferencing, “Americans are adopting online collaborative work environments at an unprecedented rate,” (WorldCom provides extensive local-to-global-to-local communications services: www.worldcom.com). The study determined:

- More than two-thirds of Americans surveyed have engaged in online collaborative work.
- Nearly half (46%) are involved in online collaborative work at least once per week; and 14% do so daily.
- 31% of those surveyed work in an online collaborative management structure.
- The vast majority (91%) agrees that online collaborative procedures save companies time and money.

The study reflects that we are interacting with customers, partners, suppliers and co-workers on a much larger scale. In fact, the statistics tell us that online collaboration is happening broadly and that businesses are seeking effective ways to reach out to their constituents to exchange information and knowledge through online collaborative work systems. Clearly, the study notes that online collaborative work is changing the rules for how we conduct business, and how we communicate and interact with others.

Why Share Knowledge?

Companies now realize that information exchange over the Internet radically accelerates product and service introductions for consumer-based markets. Through the use of online collaboration, companies can effectively transfer information to anyone, anywhere at anytime.

According to a survey conducted by Cambridge Information Network, a division of Cambridge Technology Partners, of the 3,500 CIO members surveyed, 85% agreed that companies that share and exchange knowledge generate a competitive business advantage.

These organizations realized that the better a company can share information and knowledge, the better it gets at:

- Enabling employees to access, analyze and apply information regardless of location and time.
- Developing and distributing products and services faster and more efficiently.
- Identifying and enhancing best work practices as well as creating closer ties to customers.

In order to gain the competitive advantage, there is no doubt that organizations will need to further incorporate and facilitate the flow of knowledge, as well as embrace the concept of online collaborative work systems to help exchange critical information. Compared to the traditional information exchange models

such as face-to-face meetings, online collaboration offers a significant reduction in effort, time and expenses with the reduction of travel requirements. As a result, customers, partners, suppliers and employees can exchange information and knowledge more often, more effectively and more efficiently.

Gaining the Business Competitive Edge

For a number of reasons, organizations need to share and exchange information and knowledge to effectively retain their competitive advantage. But does that mean it is easy? Let us consider the pressures faced by most companies these days, and why online collaboration is the solution for gaining value from core business competencies.

- **Global Competition.** There is so much information companies need to grasp quickly to gain a competitive advantage. These days, competitors are springing up fast, and they may well have access to insights and discoveries that can upend market positioning.
- **More Demands.** Almost every company has customers that want to pay less for products and services, while investors want more value from their portfolios. This means that all resources, including information and knowledge, must be well managed for best results.
- **Shorter Time to Market.** For most companies, new products and services must be developed and delivered within months or even weeks, which pinches the information and knowledge margin. As we all know, reinventing the wheel slows down the development process, wastes valuable time and risks a company's competitive advantage.

WebDemo, The Online Collaboration Solution

With all the discussions about collaboration, companies are not only seeking ways to gain advantages over their competitors, but are also seeking different ways to apply online collaborative solutions.

Lets take a look at [Linktivity™](#), a division of [SpartaCom®](#) Technologies, Inc., and their new product [WebDemo™](#), an online collaboration solution that helps people overcome the hurdles of communicating over the Internet.

About Linktivity. The Linktivity Division provides real time communications and remote control software to enable instantaneous, platform-independent, browser-to-browser Web conferencing, collaboration and support solutions. Rapidly growing, the Linktivity Division of products feature:

- Real-time Communication

- Remote Collaboration and Control
- Platform Independence
- Browser-to-browser interaction
- Web Conferencing
- System Recovery

About WebDemo. WebDemo is a Web-based, real-time collaboration software solution that provides a simple way for a presenter to deliver online presentations and to interact with an audience of remote participants, all of whom require nothing more than a PC and an Internet connection. Using WebDemo, presenters can broadcast their desktop, including documents and applications to anyone, located anywhere, using only a Web browser.

Unlike traditional Web-based presentation systems and services, WebDemo allows users to extend a view of their desktops to employees, customers or partners in a way that provides total content control and optimum interactivity. As a result, WebDemo can be used more often, in a wider variety of applications to solve problems and communicate information and ideas more effectively.

Relying on the two most common business tools in use today, the Internet and the Web browser, users can hold meetings, conduct training sessions or give sales presentations to select audiences over the Internet. With WebDemo, users are free to use any software presentation tool such as Word, PowerPoint and Excel. With WebDemo's integrated software tools, audiences can observe presentations, interact with on-screen demonstrations as well as interrelate with audience members. WebDemo's conferencing and collaboration key features include:

- **Simple, Effective Interface.** Using WebDemo's unique Viewport window, users can broadcast Web pages, PowerPoint slides and other software applications. Presenters select their desktop or a section of their desktop and presentation attendees can view the displayed contents. As a result, users can demonstrate any application, document or Web page quickly and easily.
- **Complete Set of Demonstration Tools.** To support better online collaboration, WebDemo offers interactive tools like voice and keyboard chat that allow users to engage in individual or group discussions. To enhance the online demo experience, users can also utilize WebDemo's unique whiteboarding features to illustrate, highlight or annotate a document within a desktop application.
- **Convenient Web Guide.** Beyond static presentations and live desktop content, WebDemo enables users to "co-browse" with WebDemo participants. This allows presenters to direct attendees to specific live Web pages for training or support.

- **Remote Collaboration and Control.** WebDemo's Host Transfer feature allows the presenter to transfer meeting control, including Viewport, whiteboard and chat functions to meeting attendees thereby, further enhancing the online collaboration experience.
- **Platform-independent Java Server.** WebDemo's Java-based application allows users to choose from a variety of platform Web servers. To make it easy for customers, partners, suppliers or employees to connect to one another, WebDemo server's ConnectionPoint application actively manages all online sessions providing secure connectivity that will not interfere with network firewalls.
- **ConnectionPoint Meeting Management.** WebDemo's ConnectPoint application securely manages all presentation connections, simplifying connectivity and precluding firewall-related problems and/or connection issues.
- **Corporate Communications.** Online collaboration is expected to be the most widespread technology in use by companies, because it keeps all members of value and supply chains updated with immediate information and data through dynamic information and knowledge exchange.

In addition to the increasing growth of online collaboration, the areas of application are also growing. Let us review some of these areas where information and knowledge exchange is crucial.

- **Workforce Training.** With increased globalization, companies recognize the need to bring work teams together quickly and efficiently to collaborate on projects. Using online collaborative work systems, world wide dispersed teams can participate in training and meetings as well as discuss and share applications and documents, thereby lowering travel expenses and lodging associated costs.
- **Distance Learning.** Due to the constant change in demographics, the education market is rapidly expanding. The typical student is now a mature working adult taking higher education classes, and academic institutions are turning to online collaboration as an effective manner to reach and meet the needs of this particular audience.
- **Sales and Marketing.** With the constant growth of our economy, businesses realize that they need to work closely with value and supply chains to help provide high quality products and services in order to stay competitive.
- **Online Technical Support.** Using online collaboration, support representatives can take direct control of a customer's computer and quickly

and effectively create a solution. This enables businesses to reduce support costs while improving the quality of service.

Key Benefits

These are just a few of the application areas and reasons why businesses are employing online collaborative work systems. As discussed, collaboration is extremely important for an economy where value and supply chains dictate business practices. Online collaboration and its technology provide companies with the opportunity to interact in real-time with geographically distributed workforces, customers, suppliers and employees.

Operating Costs and Expenses. Online business engagements are clearly less expensive than face-to-face meetings, conferences and training sessions. Immediate savings come from the elimination of travel costs and reduction in staff time needed to bring co-workers, customers and suppliers together. As well, gains are inherited from employing online collaboration rather than costly conference calls that do not allow sharing of presentations and/or software applications such as Word, PowerPoint and Excel.

Reach Out. Online collaboration enables cutting-edge companies and institutions to establish business relationships and customer loyalty, by allowing individuals to reach out to others that couldn't be reached in any other way. This type of outreach is most commonly seen in distance training and e-Learning programs.

Improve Productivity. The current focus of online collaboration is on improving business processes by creating new revenue generating opportunities on the Internet. Today, companies are implementing online collaborative work procedures to drive greater value from their business activities. They understand that online collaboration enables businesses the opportunity to:

- Build better loyalty and commitment on the part of the customers, suppliers and partners.
- Promote innovation by sharing and transferring information, knowledge and best business practices used.
- Drive efficiency improvements along the value and supply chains.
- Drive revenue growth through higher marketing and sales transactions.
- Receive insight from employees', customers' and partners' experiences and opinions.

Conclusion

Today, the pressures of globalization are driving companies to openly share information with value and supply chains. Moreover, competition is driving companies to employ online collaborative work systems to help support information and knowledge exchange with customers, partners, suppliers and employees.

While online collaborative work systems involve leveraging the Internet to enable value and supply chains to meet online in a structured or ad-hoc manner, these same technological solutions are spawning an unimaginable amount of information and knowledge across more continents, time zones and language barriers than ever before. With its robust presentation of graphics, text and applications, online collaborative work solutions are changing the way people communicate to a degree not experienced since the telephone or text-only e-mails.

Online collaboration is empowering companies to better execute tasks by solving problems through enhanced communications and accelerated information and knowledge access and dissemination. As well, online collaboration is better equipping businesses to respond effectively to market growth, conditions and competition. In addition, online collaboration is accelerating the attainment of key business advantages by helping companies dramatically improve overall performance.

In summary, companies that have already employed online collaborative work solutions, are reaping from new revenue-generating opportunities, enhanced business relations, better use of employee's expertise and knowledge capital, as well as improved productivity and lowered operating costs.

About SpartaCom Technologies, Inc. SpartaCom Technologies, Inc., a specialist in telecommunications and data security systems was created in 1992. Since its inception, SpartaCom has been a worldwide leader in providing businesses, government agencies and original equipment manufacturers with easy-to-use, affordable and efficient network communications software products. Chosen by over 10 million users in over 70 countries, SpartaCom's family of products includes solutions for network connectivity, network resource sharing, and remote PC communications including email, fax, text-based pagers and cellular telephones. With the launch of the Linktivity Division of products, SpartaCom and Linktivity provide real time communication and remote control software solutions.