



# **WebDemo™**

## **The Conferencing and Collaborative Software Solution**

**WebDemo 2.1  
White Paper**

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# WebDemo<sup>TM</sup>

## The Conferencing and Collaborative Software Solution

### Introduction

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The market demand for a “cross-platform” real-time conferencing solution that is portable from one PC to another and from one network environment to another is a critical component to this age of worldwide corporate competition and emerging marketplace. Real-time conferencing helps people deal not only with the speed of change in the new economy, but the context required to add value to information, a crucial step in the evolution towards collaboratively identifying explicit goals and communicating knowledge interchangeably.

Compared to traditional meeting and information exchange models such as face-to-face conferences and road shows, remote real-time conferencing offers a significant reduction in effort, time and money savings associated with reductions in travel requirements. As a result, customers, employees and partners are able to exchange information and lend context to that information more often, more effectively and more efficiently. The one trade-off that remote real-time conferencing users must make of course is in the social aspect of face-to-face meetings whereas, remote conferencing is not designed to replace face-to-face meetings but rather to augment and supplement the process.

Yet, remote real-time data conferencing combines the key elements of both communications and data conferencing, providing an instant and immediate collaborative environment for participants regardless of location, time or space. Overall, the key to growth in this corporate enterprise and evolving market is the emergence of Web-based conferencing and collaborative software solutions.

### Market Overview

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**Year 2000 to 2003.** The year 2000 proved to be a critical one for the data conferencing industry. The impact of the Internet, the emergence of the hosted service model, and a gradual shift in the business culture helped the industry begin a transition from the “earlier adopter” stage into the mainstream stage.

Dramatic growth within the data conferencing sector was one indicator that the market was ready to “cross the chasm.” As reported by Collaborative Strategies LLC, (CS) the Real-time Conferencing space in 1999 represented a \$5.6 billion

market, with data conferencing representing \$550 million. For 2000, CS reported a total data conferencing market value of \$8 billion, with data conferencing representing \$1.2 billion. From 2000 to 2003, CS predicts that the numbers of data conferencing users will double every year, with revenues reaching \$5 billion in 2003.

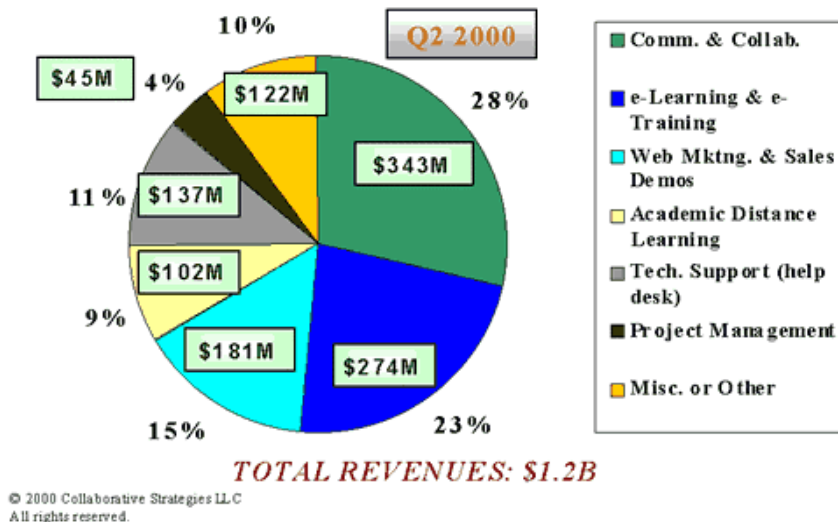
Along with increased market growth in the data conferencing market space, there has been a great deal of volatility. New entrants continue to emerge, even as the market has begun to show signs of consolidation in the form of mergers, acquisitions and strategic re-positioning.

As the chart below, compiled by Collaborative Strategies, indicates the data conferencing marketplace in 2000 was worth \$1.2 billion. Compared to CS's 1999 figures, we can see that the demand for e-Learning in corporate environments grew to the extent that it was recognized as a distinct market category, accounting for \$274 million in 2000. At the same time, technical support and help desk applications for real-time collaboration technologies began to take off, growing from just \$39 million in 1999 to \$137 million in 2000. Meanwhile, growth in Web-based real-time collaboration tools for sales and marketing grew at a more modest rate, from \$170 million in 1999 to \$181 million in 2000. In general, this implies that real-time collaboration tools are branching out from sales/marketing and internal communication functions into departments where the applications may call for greater interactivity and for access to a wider range of functionality.

According to Collaborative Strategies, a profile of the average data conferencing customer suggests that:

- ?? The total number of paying users is 18.6 million
- ?? The total number of paying organizations/deployments is 20,500
- ?? The average cost per user is \$27.00
- ?? The average number of users per deployment is 920
- ?? The average cost of deployment is \$26,300

## Data Conferencing Revenues 2000, by Function



**Data conferencing revenue projections.** In the first three quarters of 2000, the real-time collaboration software and services market experienced healthy growth driven by demand in four key vertical market segments, and by “horizontal demand” from corporate departments ranging from sales and marketing to services and support.

CS expects the number of data conferencing users to more than double every year, and reach 74 million by 2003. The number of deployments of these tools is projected to increase by an average of nearly 60 percent annually between 1999 and 2003. Total revenues will top \$5 billion in 2003, and will grow at 74 percent over this five-year period (not including revenues for Microsoft NetMeeting and Sun Microsystems’ SunForum products).

One of the key opportunities for growth according to Collaborative Strategies lies in channel distribution of real-time data conferencing solutions. While data conferencing vendors should generate \$1.2 billion in 2003, Collaborative Strategies expects the channel to generate \$3.8 billion. Thus the 74 percent growth estimate for real-time collaboration tools is based primarily on rapidly expanding channel revenues.

In 2003, we can see how the market is projected to grow, relative to the same functional categories outlined above. The numbers below include channel and vendor revenues.

- ?? Internal/external corporate communications and collaboration (30 percent, \$1.5 billion)
- ?? Internal/external corporate training and education (24 percent, \$1.2 billion)
- ?? Web marketing and sales demonstrations (12 percent, \$600 million)
- ?? Academic distance learning (9 percent, \$450 million)
- ?? Technical support and help desk (12 percent, \$600 million)
- ?? Project management (4 percent, \$200 million)
- ?? Other or miscellaneous (9 percent, \$500 million)

While the growth of data conferencing over the next few years will be unprecedented, this rate is not permanently sustainable. Growth will slow as the data conferencing market becomes saturated.

### **Application Areas**

For a number of reasons, the desire to conveniently share information, including electronic documents and applications, and collaborate on tasks from multiple locations has never been completely fulfilled by other real-time conferencing solutions. However, WebDemo offers a way to for people to communicate and collaborate to help overcome both the social and technical hurdles to effective long distance collaboration.

Data conferencing as defined by industry analysts, encompasses a variety of products and services that provide some level of networked data communications among multiple remote PC users. Looking solely at the data conferencing market, the following areas of application are broken into six market categories, they include:

- ?? **Corporate communications and collaboration.** Companies providing tools to support collaborative work groups and interactive meetings. Applications may include real-time communications and document sharing and may be designed for either in-person or remote participation.
- ?? **E-Learning and training.** Companies providing corporate training tools for customer's internal or external training generally focused on specific

- tasks or procedures. Generally focused on real-time applications (either in person or remote).
- ?? **Web marketing and sales.** Companies providing a variety of automated self-service or remote, real-time communications solutions. Generally focused on one-to-many data “broadcasting” to promote and demonstrate a customer’s product or service.
  - ?? **Academic distance learning.** Companies providing training tools or services focused on academic learning where conceptual and applied skills are demonstrated and practiced. Here, real-time audio and video to support remote classroom environments are generally a part of the solution.
  - ?? **Technical support/help desk.** Companies providing tools focused on facilitating voice and data interaction between an IT or help desk professional and a PC end user to resolve a problem. Remote diagnostic and remote control tools may be incorporated into the solution.
  - ?? **Project management.** Like communications and collaboration, companies in this market sector provide tools to support real-time communications and document sharing for in-person or remote planning. Generally, these companies refer to their products as groupware.

## **WebDemo, The Conferencing and Collaborative Software Solution**

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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 extend a view of their desktop including documents and applications to anyone, located anywhere, using only a Web browser. Unlike traditional Web-based presentation products 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 common business tools in use today, the Internet and the Web browser, users can hold meetings, conduct training sessions or make 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 Key Features**

**File Broadcast.** File Broadcast allows the presenter of a WebDemo session to broadcast files to any or all attendees. As a result, files of any type can be distributed quickly to all meeting participants.

**Complete set of demonstration tools.** To support better online communications, WebDemo offers interactive tools like voice and keyboard chat that allows users to engage in individual or group discussions. To further enhance the online demo experience, users can also use 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 so presenters can direct attendees to specific live Web pages for training or support.

**Remote collaboration and control.** WebDemo's Host Transfer feature allows users to transfer meeting control, including Viewport, whiteboard and chat functions to meeting attendees thereby further enhancing collaboration.

**Record and Playback.** The Record and Playback feature records a meeting session and saves the recording for playback at a later time. This feature allows the presenter to determine what is to be recorded such as the ViewPort, Voice, or Keyboard Chat. The recorded sessions are thereafter available for meeting attendees to playback whenever they wish to view the recorded sessions.

**Outlook® Email Integration.** The Outlook Email Integration integrates Microsoft Outlook® and WebDemo by allowing a meeting session to be scheduled in Outlook from an email produced by WebDemo. Meetings are scheduled in the attendee's Outlook Calendar from the emails sent by the meeting presenter. Once the meeting is scheduled in the Outlook Calendar, the default meeting notices and reminders within Outlook will be utilized. Another feature of the Outlook integration is the ability to import names and email addresses from the Outlook or Outlook Express Address Books into the WebDemo Address Book.

**True Color Representation.** True colors between 256 colors, High Color (16-bit), and True Color (32-bit) are available for added enhancement to the ViewPort. This is an excellent feature for advertising and marketing professionals who place a premium on the creative component of their presentations. Presentations immediately gain more clarity and accuracy with the color added feature.

**ConnectionPoint meeting management.** WebDemo's ConnectPoint application securely manages all presentation connections, simplifying and precluding firewall-related connectivity.

**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 clients or partners 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. With WebDemo's ConnectionPoint, network administrators can spend less time addressing firewall configuration and security issues.

**Video Conferencing—Optional Feature Component.** Upon electing to add the Video Conferencing feature component to your WebDemo system, participants attending the meeting session are allowed to send video images from their PC cameras. Participating members in the Video Conference are then able to view everyone's images that are displayed. This component is uniquely integrated with Voice Chat, therefore transmitting the video image synchronized with the audio sound.

### **WebDemo Benefits**

**Infinite return on investment.** Save on the high costs associated with travel and travel related expenses.

**Software free.** With WebDemo all you need is a PC, Internet connection and a Web browser. Because WebDemo is installed on your Web Server, additional software is not required on the host or attendee's personal computer—everyone is software free.

**Control, stability and confidentiality.** WebDemo provides complete control, stability and confidentiality over the user's Internet-based communications. Because users have complete command of the appearance and feel of the interface, users have total control of the data displayed.

**Complete authority over critical information.** Having the choice of using either the Internet or Intranet, users have complete authority over critical information, as well, by not having to rely on an ASP or a web-hosted platform; users have the absolute advantage of managing their own backup and configuration.

**E-Learning.** Make learning more effective and efficient by instantly delivering the information anytime, anywhere, with WebDemo. Many students cite a sense of isolation as the greatest drawback to the exploding field of e-learning. WebDemo allows students and instructors to meet online for interactive, real-time lectures and seminars. Voice and Keyboard chat features allow everyone to

participate and contribute, allowing the instructor to field a question from a student in Chicago and watch a student in Miami deliver the answer.

**E-Training.** Ease the high cost of traveling for training or re-training employees, partners or clients with WebDemo. With WebDemo, you can reduce downtime and lost productivity due to business travel time by delivering your training program directly to your targeted audience, anywhere, anytime.

Hold training sessions more often with WebDemo. Make sure your employees receive important training and keep up-to-date on company policy, sales strategies or product updates. Use the Attendee List to verify who's attending the meeting and who is absent and who still needs to be caught up to speed.

Save time and money by keeping salespeople in the field, instead of bringing them back to the office to meet every quarter.

**Collaboration or conferencing.** Achieve productivity gains by using WebDemo for visual collaboration or conferencing. WebDemo can immediately bring important customers, partners and employees together to solve problems or to reach a consensus. With WebDemo's real-time conferencing and collaboration software tools, multiple parties can deliver electronic presentations as well as interact with one another. Because WebDemo provides total content control and optimum interactivity, customer support, sales and marketing professionals can easily use WebDemo to conduct a variety of meetings, communicate information and ideas, and collaborate on business projects—all without incurring traveling costs.

**Marketing and sales.** With WebDemo, you can now give real-time presentations instantly using any application or document from your desktop to anyone, located anywhere, using only a Web browser.

WebDemo can immediately streamline travel expenses without compromising the quality of market planning or sales negotiations. With WebDemo, you can directly deliver electronic presentations as well as interact with an audience of remote customers, partners or employees—all of whom require nothing more than a PC and an Internet connection. Because WebDemo provides a complete set of interactive meeting and presentations tools, companies can easily demonstrate a product or service, as well as propose marketing and sales solutions.

### **WebDemo Solution Offerings**

#### **WebDemo Server Software Package**

Available in a cost-effective single server package, WebDemo is available in packages of 3, 5, 10, 25, 50 and higher concurrent user licenses. As an

example, a 10-user license package permits any 10 people to be connected at one time, from any PC. Unlike other Web conferencing products, the licenses aren't specific to any person or to any PC.

WebDemo server software is the premier online communications program when you want complete control, stability and confidentiality over your Web-based presentations and collaboration. With WebDemo, you have complete control of the appearance and feel of the user interface, as well as control over data that is displayed while giving Web-based presentations. By having the selection of using either the Internet or your own Intranet, you also have control over critical customer information. As well, by not having to rely on an ASP or web-hosting platform, you have the ability to manage your own backup and configuration.

### **Linktivity's Systems Integration Services (S.I.S.)**

If your organization requires a conferencing, collaboration or e-support solution that reflects its own unique way of conducting business, Linktivity's System Integration Services Group can help. With over 15 years experience providing customized remote communications and computing technology to OEM and corporate accounts, our team can help you to define, plan, execute and support a successful conferencing, collaboration or e-support system. We can make sure that the system fits into your existing infrastructure. We can design it to work with your established processes, as well as work with you to ensure that it meets your needs even as your business requirements change.

**Flexible technology.** All of SpartaCom's Linktivity products are designed with flexibility and ease-of-integration in mind. Because they're composed of modular functional components, our team can easily provide you with the exact capabilities you need. Whatever your goals, from customized PC remote control to Web-integrated text or voice chat capabilities, our team has the tools to deliver results in record time.

**Integration experience.** Original Equipment Manufacturers like IBM, Dell, Active Voice, RVS, WRQ and Network Orange have turned to SpartaCom for remote support and communications software technology to enhance their product and service offerings. Working in partnership with our engineering team, these companies have extended the benefits of real time data communications to their customers.

Enterprise customers like Merck, Fortis, Computer Associates, Unipress, Monolith, Executone, Westinghouse, Voice System Research and Wyle have relied on SpartaCom to deploy enterprise-wide support and communications solutions that fit their unique business needs. These customers have deployed company-wide e-support and remote communications systems to keep their employees productive in the office, at home or on the road.

## Key Applications, Descriptions and Benefits

Feature	Description	Benefits
Pricing Models.	<p>Five <i>Standard</i> pricing configurations are offered for 3, 5, 10, 20, and <i>concurrent</i> User License connections.</p> <p>3 <i>concurrent</i> User License Model: \$1,499.</p> <p>5 <i>concurrent</i> User License Model: \$1,999.</p> <p>10 <i>concurrent</i> User License Model: \$2,999.</p> <p>20 <i>concurrent</i> User License Model: \$3,999.</p> <p>25 <i>concurrent</i> User License Model: \$4,999.</p>	<p>WebDemo is a shrink-wrapped server based software application that is loaded on your own server.</p> <p>You host WebDemo on <i>your</i> Internet backbone. Monthly or annual ASP fees are eliminated.</p> <p>Real time Web conferencing and collaboration is available for any size business, large or small.</p> <p>WebDemo provides businesses with the maximum flexibility to conduct any meeting type or size.</p>
Number of Users.	Accommodates up to 800 concurrent users per server. Number represents concurrent users per session/per server.	<p>Presentations, data conferencing and collaboration can be shared with one to one hundred remote participants.</p> <p>Systems integration projects are available for more than 100 users.</p>
Download.	Dynamic downloads of DLL's occur seamlessly in the background.	Participants will never have a long wait prior to being connected to a conference or meeting session.
Attendee List.	<p>Displays to the host and participants who are logged into the Web Conference.</p> <p>Attendees can</p>	The Host Attendee List displays important performance detail and allows for enabling/disabling of communication features.

	selectively communicate to other participants or raise their hands to get the attention of the presenter.	The Raise Hand feature is useful to get the attention of the presenter without disrupting a meeting.
Invitations.	Email Invitations are sent to selected participants and includes agenda information pertinent to the Web conference.	Communicates via e-mail to the selected attendees the appointed time of Web conference as well as provides an embedded hotlink to simplify joining a meeting session.
Address Book.	Keeps contact information at your fingertips.	Saves time by creating contact lists in your address book and allows you to rapidly invite select groups to conferences or meeting sessions.
Multiple Presenters.	Presenter can transfer Host Control including Viewport and Whiteboard Tools to any attendee in the meeting in turn, making them the presenter.	Exceptional when more than one person is required to present content from their own computer desktop.
Software Applications.	Presenters are free to use any software of their choice by simply launching it on their desktop. WebDemo is fully application independent. Common programs are PowerPoint, Word and Excel.	No matter what software you use and display on your own desktop, it can be displayed to any number of users. Attendees do not need to have your software application resident on their computer in order to collaborate.
Web Conferences or Meeting Sessions.	Schedule or start a Web conference or meeting session at any time or anywhere.	Ideal when necessary to conduct impromptu or unplanned conferences or meetings on the fly.
Cancellation/Rescheduling.	Editing any given meeting is easily accomplished. Easily reschedule any meeting date or time	Ideal for providing immediate cancellation or rescheduled meeting notices when conferences or sessions

	and quickly notify attendees.	cannot be held as specified or planned.
Joining a Meeting.	Unique meeting numbers are automatically generated for every meeting. Immediately join a meeting by selecting the desired meeting and entering the confirmed meeting number.	Eliminates confusion as to which meeting sessions to attend.
Voice Broadcast.	Presenters can broadcast voice dialogue over the Internet and enable voice privileges to selected attendees to talk back.	Helps eliminate costly conference calls.
Keyboard Chat.	Host and attendees can communicate via Keyboard chat.	Allows host and attendees to converse privately without disrupting the meeting.
Application Sharing.	Enables any attendee participating in a Web meeting session to work on any document being displayed and shared.	Leverages existing communications and interaction. Helps participants collaborate in real time to solve problems, exchange ideas and apply solutions on the fly. Reduces travel time and associated meeting expenses.
Record and Playback.	Enables meeting sessions to be saved and archived.	Allows participants to re-play meeting sessions as well as makes the presentation available to absent members.
Outlook® Email Integration.	Participants can schedule a meeting session and update their Outlook Calendar in one step.	Allows meeting presenters to check attendee availability before sending an email notice, also reminds attendees about upcoming meetings.
True Color Representation.	True color within the	Graphic designs, artwork

	ViewPort enhances all document clarity.	and presentations are more vivid in color and easier to view.
Client Software.	Client software or plug-ins are <u>not</u> required.	Browser-based JAVA technology allows attendees to participate using only a Web browser and an Internet connection.
ConnectionPoint.	The WebDemo ConnectionPoint application securely sends and receives data.	Securely manages all presentation connections simplifying configuration and precluding firewall-related connectivity.
Viewport.	Viewport can be resized from a just a portion of your monitor all the way up to full screen representation.	Software that is displayed within the defined outline of the Viewport on your computer desktop is broadcast to attendees. Fully application independent.

**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.

**About Linktivity, a Division of SpartaCom Technologies, Inc.**

Linktivity, a division of SpartaCom Technologies, Incorporated provides real-time communications and remote control software products to enable browser-to-browser Web conferencing, collaboration and help-desk support solutions. The Linktivity product line includes feature-rich tools as desktop view-port, host transfer, voice and keyboard chat, whiteboarding, record and playback, call escalation and online reports.