



“People really like using WebEx... last month we used over 600 hours of meetings.”

– Joakim Gustafsson, Business Development Manager, ReadSoft



INDUSTRY
High Tech

WEBEX APPLICATION
Meeting Center, Support Center

SUMMARY
ReadSoft use WebEx for internal meetings, sales, training and customer support.

ABOUT READSOFT

Line of Business
Software and document automation

Headquarters
Helsingborg, Sweden

Number of Employees
270

WebEx Customer since 2004

ReadSoft trials collaboration landscape and chooses WebEx

For more than a decade, ReadSoft has been supplying customers across the globe with innovative software for document automation. Today the company works with 3,500 customers in nine languages to free businesses from manual document handling. ReadSoft customers range from small to large organisations across all industry sectors. Its customers include AC Nielsen, AMF (France), Boots Opticians (UK), DGZ-Deka Bank (Germany), Fidelity Investments (UK), Gallup, HSBC (UK), ICTA-clinical Trial (France), Manpower (Germany) and the World Health Organisation (Switzerland). To ensure support across 70 countries, ReadSoft has a network that consists of over 300 partners.

The Challenge

In the early stages of its history, ReadSoft realised that solely developing software would not make it a world leader, even by investing 15% of revenues into research and development. ReadSoft recognised that customer and partner interaction would also be a key success factor for the business.

ReadSoft provides workflow improvements for companies by handling forms, invoices, mailrooms, indexing and document electronic data interchange (EDI) across the finance, healthcare, insurance and research sectors. It helps digitise business paper documents and integrates the process into technological sensitive applications such as customer accounting, billing and enterprise resource planning.

In 2001, ReadSoft identified web conferencing as a way to remotely communicate with its customers and partners while retaining its close relationships and eliminating

unnecessary travel costs. Joakim Gustafsson Business Development Manager, ReadSoft said, “We realised that web conferencing was a way for us to grow and better service our existing customers, but we were unsure what product to choose. The web conferencing market was immature at the time and there were lots of companies for us choose from.”

“People within the company were using a free Internet conferencing solution and were generally happy with the way it worked, but we were restricted to working with people in our own company, it didn’t go through firewalls,” Joakim continued. The search for more firewall and customer friendly web conferencing partner ensued.

After numerous trials and investigation, ReadSoft decided to go with a product from a specialist in group communications. Although this helped address the previous firewall problem, the experience wasn’t ideal. Joakim said, “We found this solution difficult to use and it was generally unstable.”

Although the multimedia conferencing tool was clunky and unstable, the concept was still proving to be a success; web conferencing was of great benefit to ReadSoft. Though it was only when a keen sales executive started using the service offered by the market leader with great success, did ReadSoft start to fully enjoy the benefits of web conferencing.

The Solution

The service ReadSoft had discovered was WebEx, the market leading web conferencing company with over two thirds of the global market share. “People really like using WebEx. Since introducing the service across the



company the usage is snowballing. Last month we used over 600 hours of meetings.”

ReadSoft is using WebEx Business Suite, WebEx’s latest application suite that provides a unified meeting experience throughout the customer lifecycle. WebEx integrates the entire range of digital media, data, video, and telephony to provide a virtual meeting environment that simulates the full interactivity of face-to-face meetings. ReadSoft is using WebEx for internal meetings, to support the sales process, in training sessions and to provide remote customer support. It is used throughout the entire organisation, including the President and Directors.

The Benefits

The first benefit of choosing WebEx was realised immediately, Joakim explains, “WebEx is really easy to use and was simple to implement, we didn’t need a lot of people to get the project started.”

WebEx made a positive impact on the bottom line very quickly. Over the last six months ReadSoft has drastically cut its telephone costs. The WebEx communications service handles data, video and telephony over its proprietary network called the MediaTone Network. “Our phone bill has been reduced by 20% as a result of doing more of our phone calls on WebEx’s network.”

WebEx is a winner with the sales team. One of the sales hurdles that WebEx is helping ReadSoft overcome is qualifying opportunities and contacts within prospective companies. “The people that we sell our products to can be either in IT or finance and a lot of the time it involves the approval of both,” comments Joakim. “The biggest benefit for the sales team has been realised from using WebEx to help qualify customers. Since we can demo our products and instantly bring experts onto sales calls we have drastically reduced the number of unnecessary face-to-face meeting that often require

travelling for considerable time and distances.” ReadSoft also feels that the quality of presentations has improved since changing over to WebEx and Microsoft Outlook integration makes scheduling meetings straightforward.

The cost of customer support is another area that WebEx is helping ReadSoft to save resources. With a customer base that spans the globe, the cost of customer site visits is very high. “Using WebEx, we are able to remotely support our customers and virtually ‘get our hands’ on their systems if we need to without having to leave our desks. In Europe alone we have saved the cost of hundreds of flights a year,” said Joakim. Customer support savings are also evident in the Americas. “Instead of our support team having to take a six hour flight from Santiago to Colombia a WebEx support session can fix issues immediately. The direct travel costs are saved and countless hours of time are freed up.”

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The Future

ReadSoft has been very quick to adopt the latest technology enhancements that WebEx offers. In February 2005 when WebEx rolled out the third generation of its proprietary platform, the MediaTone network, ReadSoft was one of the first companies to embrace the new benefits. “The local toll free numbers in 30 countries has been very well received by our customers.” Multi-point video was also appreciated as a means of putting faces to the numerous names in meetings.

“WebEx is proving to be a very complimentary technology, in terms of helping us get more out of our existing applications. Since we are using WebEx to support many internal training

programmes, we are considering standardising all of our training around WebEx’s specific training application WebEx Training Center.” So far ReadSoft has used WebEx to support training on various initiatives from introduction to PowerPoint to unique selling courses to ad hoc training on internal CRM systems.

ReadSoft is planning to make the most of its global presence and help drive sales leads and grow revenue. By pushing prospects to one ReadSoft demonstration website, the company will be able offer live presentations around the clock. Instead of having to wait days or weeks to understand how ReadSoft can aid document automation, the opportunity will be instant, and delivered in local languages.

HIGHLIGHTS

- ReadSoft has drastically cut travel and telephone costs through WebEx
- ReadSoft use WebEx Meeting Center to qualify prospects and to give product demos reducing the number of face to face meetings
- ReadSoft use WebEx Support Center to reduce the number of customer site visits and has saved the cost of hundreds of flights a year

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