



Your conferencing decision is important

Match the right web conferencing solution with your needs

[Web conferencing](#) is intended to help companies reduce costs and save time. That's true ... if you have the right products for the right application. Among the biggest challenges faced by web conferencing users in today's evolving market is making this critical match making decision. The decision making matrix for user analysis should include many of the product adoption considerations listed below:

- **Cost:** Web conferencing minutes are expensive and represent only a portion of the cost. You will also need a simultaneous audio bridge.
- **Installation:** Will you need to download and install a special web conferencing viewer/client like WebEx or Placeware?
- **Access/Firewalls:** Corporate firewalls can interfere with your conference in the name of corporate security and can undermine your user acceptance efforts.
- **Operating System:** Microsoft XP offers user some great new features and significant new levels of control for the IT department. But beware! This new operating system will not let you install and run that flashy new web conferencing product if your IT department has not granted you administrative rights.
- **Audio and Streaming:** Real Player issues is one of those really useful applications for streaming that can only be installed by users with administrative rights.
- **Web-Audio Integration:** What is the level of integration between the audio and the web conference products you will be using? Some companies are good at web but do not even have an audio platform and vice versa.
- **User Interface:** Can you say "**over-engineering**"? New technology can inadvertently wrap itself in exceptionally complex or confusing control systems. Crisp, intuitive and elegant design is hard to find because the products are still evolving and standardization is not yet in place. Web conferencing is not like driving a car. Operating knowledge of a web platform is not always portable between competing web products.
- **Training and Training Support:** Training the user community may end up to be your biggest challenge of all ;-)
- **Customer Support:** When something goes wrong, (and something **always** goes wrong), "*who you gonna call??*"



Web conferencing products are broken into three basic categories:

- 1) PowerPoint or static content sharing programs
- 2) Multi-feature web conferencing with features like:
 - a) Application Sharing
 - b) Web Touring
 - c) Shared Call Control
 - d) Whiteboard Application
 - e) Polling
- 3) Integrated Video, Web and Audio



As you would expect, the price increases with the number and sophistication of the products. Unfortunately, so do the chances that you will need technical support to ensure a smooth call.

Here are some simple suggestions to assist you with your decision to enter the exciting world of web conferencing, reduce your costs, upgrade or better match your products horsepower with your company's needs:

- 1) Ease your users into a product that will operate without an installation. Once they are familiar with the technology, upgrade and add more features.
- 2) Don't lock into an agreement to purchase seat licenses until you've had a chance to ensure your users will adopt this new technology.

Be sure your IT department is aware of your planned implementation. That way, they can proactively have the client software installed on the users computer ahead of the call.

THTWeb helps customers make the right decision and make sure they get the right price.
[Click here](#) for more info.

The banner features the TownHall Teleconferencing logo on the left, which consists of a stylized 'TH' inside a circle with the words 'TELECONFERENCING' and 'TownHall' around it. To the right of the logo is the text: 'What is your staff meeting costing you?' in a large, bold, blue font. Below this is 'A LEADING AUDIO CONFERENCE SERVICES PROVIDER' in a smaller blue font, followed by 'call 866-546-5296 or visit www.townhallteleconferencing.com' in a small black font. On the far right of the banner is a photograph of three people sitting around a table, engaged in a meeting.