

Web Conferencing in Practice

vitero – More Efficiency with Online Meetings

Ever since the beginning of globalization in the 1990s there has been a tendency towards a corporate culture which has become ever more differentiated, i.e. geographically, temporally and personnel-wise. Increasing internationalization, associated with the competition of countries, a growing number of partners and subcontractors, their geographical dispersion, and steadily accelerating cycles of innovation signify mounting time and cost pressure and increasing demand for organization in the enterprises. These new market requirements affect not only major corporations, but also small and medium-sized businesses, institutions of higher education, and the public sector are facing similar challenges.



In **vitero** you can meet online with colleagues, customers, or business partners no matter where you are and at any time. Within a few minutes the virtual meeting can begin.



Intensive Networking

The consequences for internal and external corporate communications are manifold: frequent business trips for meeting colleagues, partners, and customers lead to high expenses, loss of time, and great stress potential, not to mention a negative environmental record. Nevertheless, a company should, can, and, indeed, has to have a tight-knit communication network, nowadays. Still, in order to assure intensive cooperation personal presence is not necessarily required. Online meetings offer an easier, faster, and cheaper

alternative and they are at least as effective as conventional meetings. Online meetings may be used as a supplement or even replace conventional meetings altogether provided that the tool meets the requirements placed on it.



One Software, Many Fields of Application

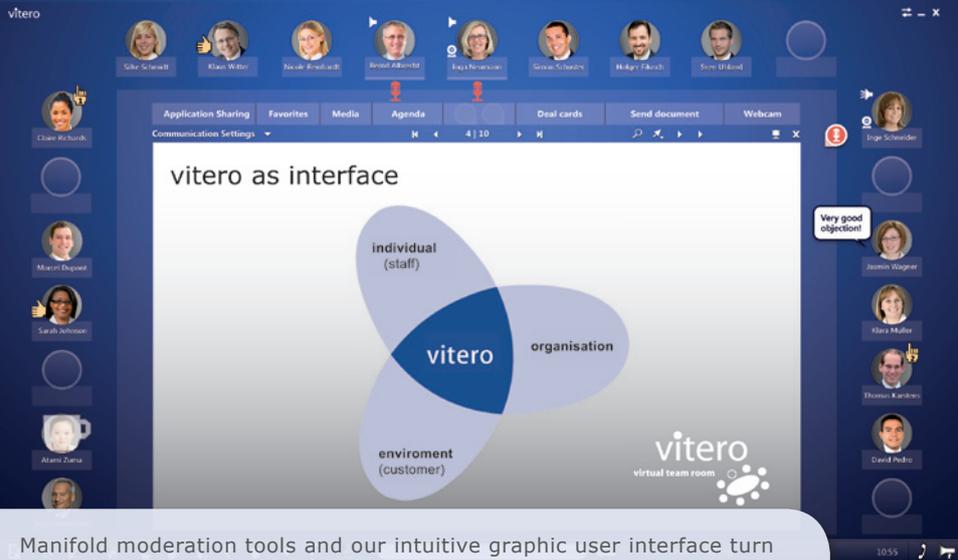
The decisive advantage of web conferencing compared to video- and teleconferences lies in the fact that not only live images and sound are available but also that the participants have many helpful functions for interaction and tools for

visualization at hand. These are, for instance, online polling, editing documents concertedly, forming subgroups in adjoining virtual rooms, or dealing virtual card queries, to name a few.



Meetings in vitero – Efficient, Easy, and Productive

Many companies, however, fear that the introduction of new technology comes with a lot of initial inconveniences and problems of acceptance among employees, e.g. operating problems, due to which the new technology is used scarcely or not at all. Of course, a certain initial effort has to be made



Manifold moderation tools and our intuitive graphic user interface turn **vitero** into the perfect tool for both virtual participants who use their own computers and those who attend in person as a group.

– this is always the case – but thanks to change management and customized trainings it can be minimized. That is the reason why **vitero** not only provides software but also offers all accompanying services. **vitero** Outlook Add-In further facilitates its usability. Without any prior knowledge **vitero** can be booked online via Outlook, participants can be invited and **vitero** appointments can be administered. Other critical issues are IT security and data protection. **vitero** tackles these difficulties with an adaptable security and data protection architecture that includes 128-bit encryption.

● ● ● ● ● User Acceptance Is the Key

Alongside its introduction, the key to success of web conferencing lies in user acceptance and the resulting intensity of use within the company. **vitero's** virtual conference room was designed under the premises that with its ergonomic interface sessions can be handled intuitively and easily thus guaranteeing good acceptance and a high rate of use from the very start. **vitero** is based on scientific findings of long-time research by the Fraunhofer Gesellschaft which involved cognitive psychologists, usability experts and IT specialists. Next to technical

aspects, it was the declared goal to develop an intuitive user interface that would not only allow for virtual group communication but one that would actively support and promote it.

● ● ● ● ● Virtual Team Spirit in the Making

The ergonomic interface has been designed to resemble real-life meeting situations. Thanks to its design initial inhibitions are overcome and the communication atmosphere is improved permanently. Participants can focus thoroughly on the contents of their conversations; the technical circumstances are being pushed into the background. This has positive effects on communication. An open and productive atmosphere is created that promotes efficient cooperation and team spirit. Further advantages of **vitero** are its flexible role system, its excellent moderating and structuring possibilities, and many additional functions (gestures, virtual adjoining rooms, polling tools etc.) that invest web conferencing with a new dimension.

● ● ● ● ● Contact

You have questions? You would like to experience **vitero** in action? Feel free to contact us!

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Hans-Georg Hommel
Senior Project Manager and Knowledge Manager, EMAG Salach GmbH

"With project meetings, virtual conferences and international management meetings we have already covered quite a lot of settings but we are permanently seeking to expand the application spectrum. I personally use **vitero** to meet and exchange ideas with my international knowledge management colleagues. It is all the same with us. We do not have all day and would like to network as effectively as possible."

With 1,600 employees at 28 locations and an annual turnover of 506 million € (2011) EMAG Group is worldwide the most important manufacturer of CNC vertical turning machines.

Dr. Melanie Piepenschneider
Head of Department for Civic Education, Konrad Adenauer Stiftung

"As a world-wide operating political foundation we rely on innovative communication technologies for internal coordination as well as for discussions with external participants. **vitero** has convinced us with its intuitive handling and its great acoustic reliability."

Konrad-Adenauer-Stiftung e. V. (KAS) is a political foundation associated to Christian Democratic Union (CDU), its legal status is that of a registered association.