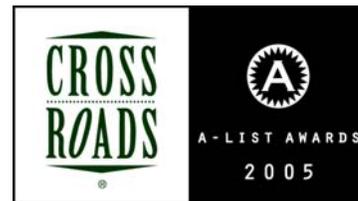


Interwise
Cambridge, MA

ECP Connect
➤ Enterprise Conferencing



CUSTOMERS AT WORK

A large financial services firm, a multinational industrial corporation, a high-tech company and a government agency served as references for Interwise.

Common strategic objectives included:

- Improving key business processes
- Delivering high quality online education for employees, partners and customers
- Reducing cost and complexity of extended enterprise conferencing
- Enabling all to participate, regardless of technical skills, technology platform or location

WHY INTERWISE?

Interwise ECP Connect provides unlimited web, video and voice conferencing to the extended enterprise—all for a fixed price. Interwise's fixed-price/unlimited usage business model provides the cost effectiveness of IP-based conferencing with predictable pricing. Use of existing telephony equipment eases the financial impact of adopting VoIP. Interwise ECP Connect delivers the usability regular folks need for voice conferencing and live Web collaboration, the easy access to a polished experience required for externally facing Web seminars, and the rich functionality required for e-learning. Integrating ECP Connect conferences with portals and other enterprise apps makes it possible to live-communications enable key business processes.

COMPANY INFO

Interwise is a private company with about 130 employees.

☎ 617.475.2200

www.interwise.com

BUSINESS IMPACT

Near-term value: It's simple, according to Interwise reference customers: ECP Connect is the best. First, it delivers the best financial deal. Overall conferencing expenditure is reduced materially although conferencing usage has grown immeasurably. And the nature of the expenditure is changed from an uncontrolled and wildly fluctuating variable cost to a predictable expense. Second, reference customers say that ECP Connect really does deliver a solution for just about everybody. Reference customers are supporting a broad range of end users on coexisting technology generations. Those with good network connections can work adequately with their less technology-advantaged colleagues ranging from road warriors on cell phones in an airport to dial-up users in low-bandwidth parts of the world.

Enterprise innovation: Interwise ECP Connect enables just-in-time learning, even on emerging issues. For one reference customer, the top ten service issues on any given day can account for up to 80% of customer calls. This company uses ECP Connect to build and deliver just-in-time help sessions that change daily. Subject-matter experts prepare a data-and-voice explanation and post it for clickable access from the support portal. Support call volume has been deflected by up to 50% in some situations with this see-and-hear approach.

Technology gains: Some reference customers had hit a wall with previous conferencing solutions, running into limitations of functionality and scalability. With Interwise ECP Connect, they've been able to replace a hodge-podge of different approaches with a single, more versatile tool that everybody can use easily.

SUCCESS FACTORS

Project strategy: Reference customers advise prospective implementers to think about conferencing as the next enterprise utility. For employees, customers and partners, the impact of pervasive conferencing is on a par with that of the telephone or email.

Resources: Interwise enables organizations to use VoIP conferencing without investing in new VoIP phones. Large sites may want to host the service internally; small sites may prefer to subscribe to the Web service; or any company can benefit from a hybrid approach.

Skills: Initiate new users with a short training session that covers establishing and participating in ECP Connect meetings, tips for low-bandwidth participants and Web conferencing etiquette.

Fit: Reference customers recommend Interwise ECP Connect for any company that depends on keeping its people maximally productive.

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ABOUT THE 12th ANNUAL CROSSROADS A-LIST AWARDS

The Crossroads A-List identifies the best newly proven IT products and services transforming business today. Winners are determined after an analysis of the vendor's strategy followed by confidential, in-depth interviews with early adopters.