

CUSTOMER EXPERIENCE



Cloud video conferencing delivers for Dotmailer



About Dotmailer

Established in 1999 Dotmailer has quickly grown to be the UK's number 1 email marketing provider with over 4,000 customers and 70,000 users in over 150 countries. Dotmailer now has over 180 staff spread across offices in New York, Edinburgh, Manchester, Croydon and in London, where it recently relocated its headquarters to the prestigious No.1 London Bridge building overlooking the Thames.

The Challenge

In moving to its London headquarters, Dotmailer wanted an event space in which they could hold weekly "raa-rra" sessions, in which all employees could share in the successes of the week and receive company news and updates. Dotmailer had tried using Skype to facilitate these meetings, though the audio was often poor and its video connection was unstable and unpredictable.

It was the responsibility of Chief Financial Officer Milan Patel to find a cost effective and professional solution to Dotmailer's video conferencing needs.



The Worksmart cloud conferencing service has revolutionised the communication between offices. The audio and video quality is outstanding.



Milan Patel
Chief Finance Officer

The Brief

- A **HQ Audio** solution that will integrate with clients Lync environment, as well as their desired Vidyo platform for video conferencing.
- Microphones must be simple for all users, stylish and **scalable** to for any meeting size.
- A **single solution** that can affordably be deployed across all boardrooms.
- Using a **cloud** solution to reduce cost of ownership and on-site responsibility for Dotmailer
- **Simple** control switches that can be understood by everyone
- **Wireless** microphones and content sharing to avoid clutter and add value to client training days

For more information visit www.worksmart-uk.com

The Solution

Worksmart proposed a **cloud-based video** conferencing solution with high quality wireless microphones, which could be deployed around the meeting and event rooms.

Worksmart recommended the use of a **wireless content sharing** solution – Barco Clickshare. This intelligent device allows multiple users to share content simultaneously without any cables, during or outside of a video conference for engaging meeting room collaboration.

To meet the projects primary brief (delivering exceptional audio) Worksmart supported a **high quality speakers** with powerful Extron amplifiers, setup discreetly within the buildings finishes, in order to blend the AV aesthetics seamlessly with Dotmailer's interior style.

Worksmart wanted the clients brief to be the only deciding factor when selecting hardware recommendations. In order to do this, Worksmart deployed versatile 'Pan, Tilt & zoom' cameras and Barco Clickshares so that all meeting rooms could continue to enjoy **familiar functionality** for users, regardless of their varying size or dimension.

The end result of these specifications, left each meeting room looking immaculate, similar in appearance and **free of untidy cables**, both before..... and after meetings.

The event area solution includes surround sound speakers and multiple displays, to enable large numbers of staff and guests to see and hear, what remote participants are saying. High quality amplifiers were chosen for each room to meet the **high standard** of audio quality demanded.

“
Worksmart have a similar approach to ourselves when it comes to customer service. They are agile, responsive and a pleasure to work with.”

Milan Patel
Chief Finance Officer



Dotmailer Board Room with Barco Clickshare Content Sharing

Simple to Use and Maintain

Functionality has been made simple and consistent between the rooms, delivering **usability for all**, rather than a few technical members of staff.

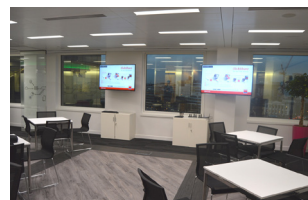
The cloud-based nature of the managed conferencing service means that we are able to monitor, manage and maintain the service remotely. Software updates are carried out seamlessly at weekends **avoiding disruption** to the service and ensuring that Dotmailer always benefits from the latest features and functionality.

The unique software of our Vidyo-powered conferencing service means that **high quality audio** is maintained, despite the variable bandwidth and packet loss typical of public, remote and wireless network connections of guest participants.

The innovative solution has been designed to be simple, easy to use and consistent throughout the different rooms and end users are able to join the conference from **any device**.

The Impact

The team at Dotmailer now enjoys a far more reliable and higher quality video conferencing experience, with simpler more intuitive user interface, whilst maintaining the desired character of the meeting and event rooms. Remote offices are able to effectively talk face-to-face on a regular basis and the weekly 'raa raa' sessions now work as intended.



For more information visit www.worksmart-uk.com