

## Global IT sales enablement company gets one-click worldwide collaboration



Adopting jamvee™ gives Quadmark competitive edge while saving its people time and improving their productivity

### Challenge

Imagine an office full of people using different devices like iPhones, Macs, PCs and Cisco end points to suit their personal tastes. Great if you want total individuality. Less good if you want them to work together. Worse if you want them to collaborate with remote colleagues.

That was the situation facing Quadmark as it sought to work with clients and colleagues across the globe. An agency that helps its clients be more successful and improve productivity, it wasn't exactly setting the best example.

Pradeesh Devassy, a Quadmark Systems Architect, says: "There was no integration between our different platforms. To add to the complexity, our teams are seldom in a single location. They invariably include members in other regions like China, the US and the UK."

### Solution

Quadmark went looking for a solution that would enable it to unify its Cisco end points and other devices without investing in extra hardware. Also important were ease of use and low cost of ownership. A market search turned up jamvee™ from Tata Communications.

Comparison with another solution, which also claimed to be able to unify unmatched end points, involved parallel proof of concept trials. "With all the attributes we were looking for in the product, the jamvee account team and customer service engineers couldn't have been more helpful," says Pradeesh. "We held live calls using devices from different vendors and they all worked seamlessly. The price point met our expectation too."

### Quick Overview

Quadmark helps companies become more successful by inspiring transformation and helping people perform. It's adopted the cloud-based jamvee™ unified communications platform between its global offices. This enables its employees to instantly conduct audio and video conferences, chat and share documents with other Quadmark offices around the world whenever they want.

The open nature of the jamvee™ platform means that—in the same video conference—attendees can join using any compatible device. These include telepresence kit from vendors like Cisco and Polycom, iOS and Android mobile devices, and standard desktops and laptops.

As a direct result of using jamvee™ the company is getting:

- 20 per cent less travel time
- 40 per cent more productivity
- Better customer engagement leading to improved sales closure rates

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The Asia Pacific region is characterised by far-flung countries separated by vast distances.

While Europeans are used to short hops, travel times on the other side of the world are always measured in many hours. Today's collaborative technologies might have been developed for just that geography alone.

For Quadmark, jamvee™ from Tata Communications brings users from all corners of the globe straight to each other's doorsteps.

## Modest cloud-based commercial model

The jamvee™ pay-as-you-go model was a major differentiator. Many vendors insist on a minimum number of users before they will entertain subscription-based charging.

"With jamvee just one licence is the entry point. The only other cost is a modest initial set-up fee. Besides its feature-rich service, that was something that really attracted us to the jamvee model. "We're only paying for what we use and because it's cloud-based we're confident it will be there when we want it."

Money is saved in other ways too. With jamvee™ historic investment in, say, telepresence is not wasted. It's device-agnostic so the legacy video conferencing equipment can be used to join any call.

## Single click for slick collaboration

Using jamvee™ is really simple. A user simply clicks on the URL published by Quadmark on its intranet page and is immediately connected into the conference. There's no need to install software nor make changes to network hardware.

"With other products one has to click to download a software client and then click through several screens to get into the conference. When you're in a hurry those minutes count," explains Pradeesh. "With jamvee it's much easier. Just one click and you're straight into the meeting whether you're using a smartphone, a PC or whatever."

"With jamvee just one licence is the entry point."

Pradeesh Devassy  
Systems Architect  
Quadmark Singapore



## Flexibility with 20 per cent less time

One of the first Quadmark jamvee™ users was the company's CEO. He spent large slugs of time travelling to client locations. Diary slots had to be blocked weeks in advance and it was impossible to quickly schedule meetings even just a few days ahead. That severely limited his flexibility.

The same was true of the company's many consultants. It wasn't unusual for them to turn up at a building only to find the designated location occupied by client people. Some teams resorted to sending a couple of consultants out in advance to squat in the room.

Using jamvee™ virtual meetings Quadmark people are now much more in control of the client interface. Disrupted meetings are a thing of the past.

"With diaries no longer filled with travel, the CEO and the consultants are getting their lives back," says Pradeesh. "We estimate time savings alone at 20 per cent, not to mention the costs of travel and subsistence."



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## Closing sales in cyber space

Giving the jamvee™ virtual room number to clients and prospects means Quadmark can take the technology far beyond simple internal conferences. Its people can present ideas and have immersive face-to-face client discussions without the time and expense of travel—particularly valuable in a region like Asia Pacific.

"One of the primary reasons we went for jamvee was to meet with our external clients," says Pradeesh.

In just one example, Quadmark consultants in the UK office were asked to take part in a meeting with a prospective client in Singapore. With jamvee™ the client could see and talk to both sets of consultant in London and Singapore. The multi-million dollar deal was closed without anyone having to board an aeroplane.

Pradeesh says: "Helping to close sales in cyber space, with jamvee the sales pitch can also be developed by collaborating internally—using time much more effectively. We're definitely winning more deals as a result."



## Squeezing more from every 24 hours

Working across multiple time zones is always a challenge, but jamvee™ offers an answer. Singapore to Phoenix in the US is a prime example, with a short window of overlap between both. Before, Singapore consultants would typically send an email and hear back when their Phoenix colleagues woke up, losing a day in the process.

Now using jamvee™ people just setup face-to-face conferences—early morning in Singapore, late afternoon in Phoenix. That's used to thrash things out and helps set the agenda for what the Singapore team will do while Phoenix is sleeping, and vice versa.

"We speed up projects by making better use of every 24 hours. We've witnessed an around 40 per cent rise in productivity," says Pradeesh. "Our consultants in offices outside Singapore are talking about using jamvee similarly to expand global collaboration."

## Culture change catching on

Unlike many organisations, the jamvee™ platform is used more for external collaboration than for internal conferencing. "One of the hurdles in using video conferencing is a cultural one—people still feel shy about communicating via a screen," says Pradeesh.

That's gradually changing and Quadmark anticipates that adoption by other regions like the UK and the US will accelerate the cultural shift within the company. Currently the company is only using the one jamvee™ account in Singapore, but its experience is growing.

Pradeesh concludes: "The idea is catching on and I can see jamvee becoming our principal collaborative tool very soon. We may scale by setting up jamvee rooms for each consultant to hold personal conferences. Looking at the pricing model there's no penalty in adopting that organic growth model."

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Pradeesh Devassy  
Systems Architect  
Quadmark Singapore

## About Quadmark

Based in Singapore, China, the US and the UK, Quadmark helps companies become more successful by inspiring transformation and helping people perform.

Improving productivity through training, sales enablement and business consulting, it runs global programmes for IT industry leaders like Cisco, Google, HP and Microsoft.

## About Tata Communications

Tata Communications Limited (CIN no: L64200MH1986PLC039266) along with its subsidiaries (Tata Communications) is a leading global provider of A New World of Communications™. With a leadership position in emerging markets, Tata Communications leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multinational enterprises, service providers and Indian consumers.

The Tata Communications global network includes one of the most advanced and largest submarine cable networks and a Tier-1 IP network with connectivity to over 240 countries and territories across 400 PoPs, as well as nearly 1 million square feet of data centre and collocation space worldwide.

Tata Communications' depth and breadth of reach in emerging markets includes leadership in Indian enterprise data services and leadership in global international voice.

Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India.

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