

Web Meetings Allow Firm to Establish Global Business Model

Statseeker uses web-based technology to expand globally while eliminating need for international offices or travel.

Summary

Customer Name:

Statseeker

Industry:

Technology – network monitoring software

Location:

Brisbane, Australia

Number of Employees:

16

Challenge:

- Expand business globally without establishing international offices
- Establish business model to sell directly to customers online
- Significantly reduce the need for face-to-face meetings

Solution:

- Easy-to-use application allows staff and customers to quickly adapt to new technology
- Single, flexible platform can be used to manage entire sales and customer support process
- Application-sharing features enable highly interactive product demonstrations.

Results:

- Successfully expanded into 22 new countries with new global online business model
- Reduced need for face-to-face meetings by 90 percent
- Enabled small team to provide service and support to worldwide customers

Challenge

Statseeker develops, markets, and distributes highly scalable network infrastructure monitoring software that is designed to operate within large, complex networks. Currently deployed at over 600 customer sites around the world, the company's software is used in a wide variety of public and private sectors including government, military, banking, education, manufacturing, aviation, telecommunications, retail outlets, publishing, automotive, and healthcare. Founded in 1996, the company is privately held with headquarters in Brisbane, Australia.

After operating primarily within Australia and New Zealand for five years, Statseeker had successfully saturated its local target market. To continue growing the company and tap into global markets, Statseeker needed to expand into the United States. "We could see the huge opportunity and potential rewards that would come with expanding our customer base globally, particularly into the U.S.," says Martin Reed, the company's operations manager.

After investigating a number of options for its new business model, including resellers and partnerships, Statseeker decided to sell directly to customers through online meetings and web conferencing. "We knew we needed a web-based technology that was not only cost-effective and easy to use, but would also allow us to bring an entirely new, remote business model to life," Reed says.

Solution

When Statseeker began searching for a web-based meeting application, it explored several options but selected Cisco WebEx™ technology based on its ease of use and the fact that it's well-established within many global companies. "WebEx solutions fit perfectly with the business model we were trying to achieve," says Reed. "The simplicity of WebEx technology allowed our staff to start using the technology immediately. We also wanted an application that our customers and prospects would be familiar with, and since WebEx solutions have such a large market share, particularly in the U.S., we knew it would be instantly recognisable and help us to project a professional corporate image."

Statseeker now uses WebEx® solutions to manage the entire sales and customer engagement process, from demonstrating products before a sale to providing training and technical support after customers deploy Statseeker software in their networks. "All of our sales, customer service, and operational teams use the tool so much that setting up WebEx meetings has become second nature for our employees," Reed says. "Our whole business model is built around web meetings, and WebEx technology has become ingrained in everything we do."



The company also uses WebEx features, including document and application sharing, to provide a highly interactive online meeting experience for prospects, customers, and Statseeker staff. “Many prospective customers evaluate Statseeker software before deciding to buy one of our products. After a brief demonstration, we can pass control to the customer so they can get hands-on experience with the software,” says Reed. “We also use WebEx technology to share documents with customers during training sessions, and we use the interactive features to share information during internal meetings. In short, we’ve been able to rely on WebEx technology to meet numerous business needs across our company.”

“Using WebEx technology, we’ve been able to achieve rapid international growth, and more than 65 percent of our customer base is now located outside of the Asia-Pacific region.”

— Martin Reed, operations manager, Statseeker

Results

After implementing Cisco® WebEx solutions, Statseeker has been able to expand its operations to more than 22 countries around the world, creating a global presence while avoiding travel costs and the need to set up international offices. “If we had employed a traditional business model for global expansion, creating and maintaining a local presence in global markets would be cost-prohibitive and would have prevented us from achieving revenue growth and geographic expansion as rapidly as we have,” says Reed. “Using WebEx technology, we’ve been able to achieve rapid international growth, and more than 65 percent of our customer base is now located outside of the Asia-Pacific region.”

To underline the company’s success, Reed points out that Statseeker now conducts more than 500 WebEx meetings per year, 80 percent of which are international. “Our WebEx meetings reach several thousand people annually, and we’ve logged more than 62,000 minutes of WebEx usage,” Reed says. “With WebEx solutions, we’ve been able to reduce the need for onsite meetings by up to 90 percent, saving time and money for both our company and our customers.”

In addition to allowing Statseeker to expand its global reach and maintain high profitability, Cisco WebEx solutions have made the company’s staff more productive overall. “We are not a large team of people, but the increase in productivity and efficiency enabled by WebEx means that we need fewer resources to get the job done,” says Reed. “By using WebEx technology, we can provide each of our customers with daily personalised service and support, regardless of their location, all from our base in Australia.”

Next Steps

In the future, Statseeker hopes to introduce additional Cisco WebEx applications to deliver all of its in-house and external training sessions, and will continue to use WebEx meetings to expand its international business. "We will never go down the path of relying entirely on face-to-face meetings again," says Reed. "We've experienced such dramatic results with WebEx solutions that we're excited to see how we can use the technology to grow in the future."

For More Information

To find out more about Cisco WebEx, go to <http://www.cisco.com/web/products/webex/index.html>.

Product List

Cisco WebEx



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San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV
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