

Audio Conferencing 2.0

Control costs and simplify administration with HiDef Corporate™
audio conferencing solution

Executive summary

There has been very little innovation in audio conferencing in recent years — unless, of course, you consider complicated keypad commands or expensive operator-assisted calls to be significant milestones. Audio conferencing's basic function — connecting people in different locations by providing bare-bones audio — has not evolved at the same rate as virtually all other forms of business communications have during the last decade. Sure, audio conferencing does what it's supposed to do. But there's definitely room for improvement.

Take, for example, the issue of controlling costs. With traditional audio conferencing, IT and finance departments have little visibility into the conference bridges used by other segments of the organization or the duration of use. At the end of the billing cycle, finance receives an uninformative invoice and IT is left wondering how audio-conferencing costs skyrocketed.

Moreover, managing multiple vendor relationships significantly drains IT resources and productivity. Billing aside, just think back to the last time you needed to manage your users or run a simple report. Actions that should take a few seconds to complete can quickly become vacuums of wasted time and frustration when the requests have to be directed to multiple vendors.

Plus, operator-assisted audio conferencing is costly. According to Frost & Sullivan, the average price of operator-assisted audio is approximately 25¢/minute¹. Considering that the average length of an audio conference is about 60 minutes, that's an alarming figure. That's why it's critical that IT departments find innovative ways to reduce or eliminate operator-assisted calls.

Finally, you probably aren't getting enough value for your investment. You're *paying* top dollar for your audio conferencing solutions — shouldn't you be *getting* top-dollar value?

HiDef Corporate™ answers these critical IT concerns by providing innovative, cost-effective audio conferencing with value-added features. Built with Web-based administration and control, HiDef Corporate enables you to control the cost of conferencing, consolidate providers, cut reliance on operator assistance and optimize operations with free recording. This paper will detail how you can get more (and truly know what you are getting) from your audio-conferencing investment.

True cost control

There has never been a more critical time for IT to control and monitor the use of audio conferencing. According to Forrester Research Analyst Lisa Pierce, "Especially in these challenging economic times, IT managers must proactively identify solutions that increase control over telecommunications expenses."² Traditionally, audio-conferencing scenarios have provided little, if any, ability to control costs or even offer any visibility into infrastructure and process. In the past, the only glimpse into audio usage arrived with the bill.

With HiDef Corporate's Web-based administration, you can see *instantly* who is using the service and *precisely* how the service is being used. Moreover, cost control is a click away with HiDef Corporate's on-demand reporting, which provides you with critical information about usage patterns and trends. This empowers you to be proactive in your audio-conferencing management rather than blindly reactive.

Time and resource management

Most companies today have multiple audio-conferencing solutions because – until now – there wasn't a one-size-fits-all solution. Of course, cobbling multiple vendors together to create a "comprehensive" audio-conferencing plan eats up a considerable amount of an IT department's resources. Think of the countless hours lost to unnecessary interactions with third-party vendors to accomplish very basic management tasks, such as adding and removing users or running usage reports.

Built with Web-based administration and control, HiDef Corporate enables you to control the cost of conferencing, consolidate providers, cut reliance on operator assistance and optimize operations with free recording.

You shouldn't have to waste your valuable time communicating with audio-conferencing providers every time you need to add a user or run a report. This drains the productivity of your staff and consumes more resources than necessary. With HiDef Corporate, you can instantly and easily add or remove users online via the intuitive Web Controls.

HiDef Corporate™

Audio Conferencing Made Easy™

Logout

My Account

Billing

Minute Usage

My Conferences

My Account

Welcome, Lorem Ipsum Corp. Admin.

Start here to manage your company's accounts:

- Create or Edit a group.
- Add a new user or Edit their information.

Groups

Group: Business Tech Contacts

| Name | Moderator Pin | Conference ID | Email | Cost Center | Manage |
|------------------|---------------|---------------|--|----------------------|--------|
| Aaron Abacus | 8375997 | 6940258 | aabacus@abacorp.com | XXXXXXXXXX20CharsMax | Edit |
| Betsy Abacus | 7822617 | 6033858 | babacus@abacorp.com | 0123456789ABCDEFGHU | Edit |
| John Capacitor | 8769876 | 6334590 | johnc@capacitorsltd... | 0123456789ABCDEFGHU | Edit |
| Xander Xylophone | 7595936 | 6884572 | xophone@xmusicx.net | 0123456789ABCDEFGHU | Edit |

Group: Marketing Department

| Name | Moderator Pin | Conference ID | Email | Cost Center | Manage |
|-------------------|---------------|---------------|--|----------------------|--------|
| Aaron Abacus | 8375997 | 6940258 | aabacus@abacorp.com | XXXXXXXXXX20CharsMax | Edit |
| Evan Schumacher | 7786429 | 6320498 | briteidea@loremipsum... | 0123456789ABCDEFGHU | Edit |
| Ashley McGuinness | 9014011 | 7000108 | amcguinness@loremipsu... | 0123456789ABCDEFGHU | Edit |
| Wendy Williamson | 8765309 | 5943047 | wwilliamson@indiemar... | 0123456789ABCDEFGHU | Edit |

Create new group:

Group Name:

Save

Create new user:

First Name:

Last Name:

Email:

Add to Group:

Business Tech Contacts

“ As a new user of HiDef Corporate Conference Calling, I could not be happier that we switched our services to you! Your rates are extremely competitive and we have noticed savings already after just one month! ”

Alleigh Stadtmueller
Training Specialist
Globus family of brands
Globus, Cosmos,
Monograms, Avalon

Figure 2: HiDef Corporate simplifies user management and reporting.

In addition, HiDef Corporate allows you to easily conduct reservationless calls for 3 - 500 participants or scheduled calls for up to 2,000 participants, either toll-based or toll-free — without having to manage multiple providers.

Ease of use

In the past, there were just two options for audio conferencing: Manage calls yourself with complicated phone keypad controls or pay for an operator-assisted line to ensure seamless backend management. According to Frost & Sullivan, the average price of operator-assisted audio is approximately 25¢/minute. Since operator-assisted calls are often used to accommodate large groups, per-minute fees add up quickly.

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HiDef Corporate's revolutionary ease of use liberates you from the necessity and expense of operator-assisted calls by giving you the choice of either using intuitive Web controls or traditional phone keypad controls. With HiDef Corporate's simple Web interface, quickly mute, unmute or lock the conference with a click of the mouse. Easy-to-use, Web-based admin dramatically reduces the need for costly operator-assisted calls — even for novice Web users.



HiDef Corporate™
Audio Conferencing Made Easy™

- Logout
- My Account
- My Conferences
 - Invite & Schedule
- Web Controls
- Recordings
- Preferences

Web Controls

Active Participants: 6
Total Participants: 7

Callers

| Active | Mute | Hold | Hand Raised | Caller | Duration | Drop |
|--------|------|------|-------------|--------------------|--------------|------|
| | | | | aloremipsum@dom... | 00:10:23.456 | |
| | | | | 908-555-12345 | 00:09:45.234 | |
| | | | | aabacus@mathana... | 00:12:02.063 | |
| | | | | 1-212-555-0987 | 00:12:02.063 | |
| | | | | 1-718-555-4657 | 00:08:55.123 | |
| | | | | 647-555-2000 | 00:12:02.063 | |
| | | | | 347-555-4343 | 00:12:02.063 | |

Record Conference

Mute All

Unmute All

Lock

[Web Controls Help](#)

My Conference Room:
0123456
My Moderator Pin:
0123456

Phone Commands ?

Moderator

- 1 Play features menu
- 2 Mute/Unmute moderator line
- 5 Hear the numbers of callers
- 6 Lock/Unlock Conf.
- 7 Record the conference
- 8 Lecture mode: mute all but moderator
- 1 Entry/Exit beeps on or off
- 2 Allow conference to continue after moderator hangup

Participant

- 1 Play features menu
- 2 Mute/Unmute moderator line
- 5 Hear the numbers of callers
- 6 Lock/Unlock Conf.

Figure 3: Intuitive Web Controls make call management simple and stress-free.

More bang for your buck

With traditional audio conferencing, you pay top dollar for basic audio service. No bells. No whistles. No value-added tools at all. Bells and whistles aside, wouldn't you prefer to add new users instantly without having to ask a third-party vendor to do so on your behalf? Wouldn't you like to be freed from the dependence on costly operator-assisted calls?

HiDef Corporate enables you to realize greater value for your investment. With HiDef Corporate, you can enjoy (at no extra cost):

- **Reservationless Conferencing** – Give instant, “reservationless” access to up to 500 participants on demand. Or, schedule conferences in advance for up to 2,000 participants.
- **Recording** – Archive calls for future playback and review. The MP3-formatted recordings can be saved locally to desktops and easily shared.

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| Recordings | | | | | |
|---|---------------|----------|---|---|--|
| Conference | Date | Duration | View/Edit Notes | Delete | |
|  01140029 | Jan. 21, 2009 | 00:32:23 |  |  | |
|  01139834 | Jan. 8, 2009 | 00:55:49 |  |  | |
|  01138765 | Dec. 14, 2008 | 01:16:09 |  |  | |
|  01127890 | Oct. 17, 2008 | 01:28:55 |  |  | |
|  Web Recordings Help | | | | | |

Figure 4: HiDef Corporate's MP3-formatted recordings are posted by date.

- **Tough Security** – Add a unique security PIN per call for additional security.

Conclusion

HiDef Corporate takes audio conferencing to an entirely new level. By providing cost-effective audio conferencing with value-added features, HiDef Corporate has literally changed the game by innovating administration, simplifying management and enabling users to control costs — all from a single audio-conferencing solution.

If you'd like to learn more about HiDef Corporate, please call 1-866-962-6488. If you're calling from outside the United States, please call +1-805-617-7015.

HiDef Corporate

Citrix Online Audio Services Group, LLC.

Product Information:
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¹ (2008). Frost & Sullivan. Worldwide North American Audio Conferencing Markets.

² Pierce, Lisa (October 2008). Forrester Research, Inc. Combating The Rising Cost of Telecommunications in Today's Economy.

About us

The Citrix Online Audio Services Group provides HiDef Conferencing™ and HiDef Corporate™ audio services to businesses needing easy-to-use, high-quality conference calling at affordable rates. The services accommodate toll-based and toll-free calls made on traditional phone lines in addition to Web-based calls using services such as Skype®. The Audio Services Group is based in Hoboken, New Jersey.