



Web conferencing saves 94% on meeting costs; offers eco-friendly solutions

InMotion by Media Solutions drive the trend in the UAE

www.mediasolutions.ae

Dubai April 07, 2009: Web conferencing can save time, money and increase productivity, according to Altaf Alimohamed, Managing Director, Media Solutions.

“Travelling for business meetings is a good way to meet and understand business partners, however, we need to agree that it is also poses quite a strain on time, money and resources, especially during these challenging economic times. Web conferencing can shave 94 percent off of the cost of a meeting,” he said.

Alimohamed suggest that a meeting by web conference brings an immediate solution to enhancing productivity levels, reducing lead time to decision-making and managing a positive balance sheet. He cites an independent study conducted by www.webconferencing-test.com.

“Recent research looked at the economic benefits of a web conference versus a traditional meeting. The results reveal that web conferencing requires just six per cent of the cost incurred during a traditional, face-to-face meeting*,” he said.

Susan Black, CSP Vice President of Momentum Conferencing Corporation agrees. She said that she has witnessed a 20 percent increase in demand for web conferencing applications in the last year alone.

“The economic situation is a huge component in that growth, along with the desire by most businesses to ‘go green’ and to play a role in reducing the carbon footprint,” said Black. Canada-based Momentum Conferencing Corporation is a technology partner of Media Solutions.



Black said that InMotion is a web application that brings business associates from multiple locations together to share information in an interactive environment over the Internet. InMotion is available in the UAE from Media Solutions.

“Sophisticated video conference systems are still in use in big companies, but for smaller companies with small business budgets, these options cost a fortune and are often out of reach. InMotion is a high-end video conferencing system with multiple user sessions, and is very affordable.

“Green is another value-added factor. InMotion enables our clients to make a positive impact on environment. The meetings & training sessions held using web conferencing can connect geographically diverse teams, employees and customers, without any major negative environmental impacts,” she added.

Alimohamed said that while web conferencing gained acceptance in world markets it is still at an early stage in the UAE.

“Efficient and affordable IT infrastructure and solutions support driven by enhanced market awareness are factors that will encourage growth in web conferencing throughout the region.”

He said that unlike video conferencing, InMotion can function without the use of high-priced hardware and software.

“We can swiftly configure existing IT hardware, and for a little as AED 275 per month a company is given unlimited use. The programme is delivered over the Internet and works as a Software as a service, or SaaS application,” he concluded.

*Source of test results:

http://www.webconferencing-test.com/en/economic_benefits/webconference_cost_comparison.html



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Media Enquiries to Strategic Solutions:

sarah@strategicsolutionsonline.com tel +97150 9803810

anu@strategicsolutionsonline.com tel +97150 7286803

Editor's Notes

About Media Solutions:

Media Solutions is a privately-held company based in Dubai Media City, United Arab Emirates. The company provides varying aspects of Media, Television and Information Technology services and products to businesses throughout the United Arab Emirates.

Media Solutions IT Division: Media Solutions is a service-focused company that believes IT should be a highly-valued asset for businesses, and that businesses should be able to rely on IT in order to achieve additional success. We supply the best of breed technology solutions for our customers and our aim is to work with our clients to:

- Establish the solutions suitable for their particular needs,
- Provide value for money, and
- Maximise their business potential to the fullest.

Software as a Service (SaaS): SaaS is a delivery mechanism for hosted applications architected in a single instance, multi-tenanted environment. SaaS-based solutions can be deployed rapidly and eliminate the need to invest in infrastructure and ongoing software maintenance costs that traditional applications require. Applications, once deployed, are continually maintained by the service provider including upgrades and enhancements. The cost of application sustenance is not passed on to the customers, which get to leverage the 'current' version of the applications on a perennial basis.