



by

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SAMBA

D-Link[®]

How D-Link increased the average of their webinar attendance and save time and money with Samba Live Webinar Solution

Over the last 30 years, D-Link has grown into an exciting global brand offering the latest network solutions.

In Digital Samba's Samba Live, D-Link found an easy solution for sales to update their partners about technology and product launches. D-Link immediately increased the average of their attendance. We talked with Xavier Campos, Product Manager Iberia, about how Samba Live became a key component of D-Link's communication strategy.

What made you look at webinars as a solution to your organization's problem?

We frequently have to update our partners and sales people about upcoming product launches and the new technology we're using. Making sure our global sales force intimately understands exactly what we've made is critical for them to stay competitive in technical sales.

We've found that Samba Live's feature set and intuitive simplicity is what allows us to communicate and strategize with our global team of over 500 people.

Did you have a previous solution that could no longer meet your company's needs? If so, how did your needs change?

We actually progressed through several conferencing tools. In the beginning we'd get together on Skype, and that worked for a while until our team grew and our project grew in complexity. We went through Google Hangouts and Gotomeeting as well – but eventually our founders kind of sat down and said “Hey. This is a serious business now. We're not in our dorm rooms anymore. We need a professional solution.”

That's when we made the upgrade to Samba Live – and we haven't looked back since.

What did you want in your solution?

In the beginning we weren't really sure what we wanted; so we tried a bunch of live demos.

When we tried Samba Live, it was simple enough to immediately understand and it was intuitive enough for just about anyone to use. That was good for like 90% of our needs – but it turns out that Samba Live has this super rich and flexible feature set right there underneath this simple user-interface, and absolutely anything on it can be customized. That's what allows us to easily communicate with the last 10% of what we need – giving us a competitive team-advantage.

How did you search for a solution to your problem?

We checked which platforms were using other networking vendors and also which

alternatives were available in the market. Finally, we tried and selected Samba Live.

We poked around on Google for a while and went through the really popular free solutions at first, then we started trying enterprise-level software demos when we were ready to progress, and out of the live demos, Samba Live was by far what we needed.

Tell me about some solutions you considered but rejected.

At first we just limped by on free solutions like Skype and Hangouts. But we quickly outgrew that; it's kind of embarrassing to do a multi-million dollar sales pitch to a University over Skype.

From there we tried the live demos for GoToWebinar and WebEx among others and it just wasn't what we were looking for.

Why did you choose Digital Samba's Samba Live over our competitors?

Most of our team, most of the time just wants a really simple to use web conferencing solution that does one or two things. But some of our key people need lots of interactive features for things like sales training. Digital Samba's Samba Live is the only single platform that somehow fits both of those very distinct user-behaviors.

Also, for us, there was a business aspect to our choice as well. D-Link was a networking vendor of ours who wanted to avoid using other webinar platforms that belong to some of our competitors. So, in a way, Samba Live was an independent solution that matched our requirements.

Did you have any problems implementing Samba Live?

The short answer is 'surprisingly no'.

Well, in the beginning there were a few nit-picky things that our upper-management wanted tweaked and fine-tuned. Graphical styles — things like that. But even for that, Digital Samba's support team was willing to step us through that process to get us exactly what we wanted in a really short period of time. It's been running smoothly ever since to this day.

What did you find most attractive about Digital Samba and Samba Live? What are your favourite features?

You can 'grab and go' with Samba Live. There's no downloads or compatibility issues, and the mobile support is great.

It was firewall friendly. We didn't have to reconfigure our network.

Scalability. On this slick little platform we can handle literally hundreds of users at a time.

What benefits have you experienced from working with us?

We find it way less exhausting to put together product launches, or do remote technical training, or even for our sales staff to make sales calls. You don't have to spend time and headache 'setting up' for a conference or online presentation. That's made our team much more productive. We ended up using it for a ton of things since it was so flexible.

On top of that there's great control tools in Samba Live. Since we use it for a ton of things now, we can pretty much go back and analyze our whole sales and marketing operation to make improvements.

What specific results have you seen from implementing our solution?

The most exciting one is that we have increased the average of our attendance from the beginning. In the end; that's the only thing that unambiguously 'proves' effectiveness.

But there's tons of benefits that aren't specific that I can't really describe right now. You'd have to try it to see what I'm talking about.

What business processes does Samba Live enhance? Does it save you time or money?

Almost all of them. It saves a huge amount of time and aggravation — and yea; it's definitely the most cost-effective professional solution that we've found.

The thing that sticks out the most is sales and sales training, mainly. If you're in the

software industry, it's very fast-paced, and business trips are painfully slow and expensive. Since it's so secure; we even use it for high-level internal meetings. It's way better to coordinate with Samba Live than fly executives to even more locations than they already have to.

If you want to know more about our webinar software, go to

www.digitalsamba.com/webinars

or send us an email to info@digitalsamba.com