



by

DIGITAL
SAMBA

SkyMeeting



88%

CUSTOMER LOYALTY



30%

YEARLY GROWTH RATE



900

NEW CUSTOMERS



"As SkyMeeting we have deep webinar industry experience and we know the needs of users very well – Digital Samba is a team that is able to take our input and feedback and turn it into a beautiful solution for our customers. It's a perfect symbiosis with a lot of success."

Antonio Sanguinetti

HOW SKYMEETING ITALY ACHIEVED A 30% YEARLY GROWTH RATE WITH SAMBA LIVE WHITE LABEL SOLUTION

SkyMeeting is a webinar and web conferencing provider from Italy and has managed to become the biggest operator in Italy with the help of Digital Samba's Samba Live. We asked Antonio Sanguinetti, the founder of SkyMeeting, how he managed to achieve a massive annual growth rate of 30% per year and amazing 88% customer satisfaction and loyalty.

WHAT KIND OF SERVICES DOES SKYMEETING PROVIDE TO ITS CUSTOMERS?

We offer a full range of web-conferencing plans suitable for online meetings, training and learning courses, virtual classrooms, and webinars. We also provide special integration services through APIs for advanced customers.

WHAT MADE YOU SEARCH FOR A WHITE LABEL SOLUTION LIKE SAMBA LIVE?

When I founded SkyMeeting in 2005, we started working hard to create a web conferencing solution completely developed in-house. Our team was very experienced, so we launched our own platform in the same year, starting to compete with the main players on the market. After a few years, we had unexpected difficulties in keeping pace with technological innovation and competitors' offer. I thought it was time to change strategy, so *I started to find a technological partner able to guarantee a constantly updated and a full-featured solution.*

WHAT CRITERIA DID YOU HAVE IN MIND TO FIND AN OPTIMAL SOFTWARE SOLUTION FOR YOUR NEEDS?

I was looking for a cloud-based, clientless, cross-platform, easy-to-use web conferencing solution, providing a full suite of collaborative features; on the other hand, *it had to offer a white-label solution in order to consolidate our brand reputation on the market.*

HOW DID YOU PROCEED TO FIND THE RIGHT SOFTWARE SOLUTION FOR SKYMEETING?

I made a first selection among most relevant providers, excluding client-based solutions. *Many companies and corporates in industry do not easily allow installation of third party software behind their firewalls.* When I made the decision to search for a technology partner able to offer a white label web conferencing solution, I evaluated different international providers, restricting my choice to Flash-based platforms only, in order to guarantee reliability and usability; after several technical tests, we selected nothing but Digital Samba: their Samba Live web conferencing platform provided all the features our customers needed to communicate and collaborate effectively.

WHY DID YOU CHOOSE DIGITAL SAMBA SAMBA LIVE OVER THEIR COMPETITORS?

It was a long time that I followed Digital Samba and I was very impressed by their ability to innovate and keep pace with quick tech evolution. I met Robert Strobl for the first time in Barcelona in April 2012; since the beginning, I appreciated his vision and his availability made me feel absolutely confident that I made the right choice. We started collaborating immediately; *The Digital Samba tech team provided a ready-to-go white-label solution on our own servers very quickly, working in synergy with our team.*

DID YOU ENCOUNTER ANY CHALLENGES WHEN IMPLEMENTING SAMBA LIVE, AND HOW DID YOU SURMOUNT THEM?

Moving from one solution to another is a very delicate step, for the technical team and also for users. We selected a test users group to measure the impact related to the change, and I can say that the white-label solution provided by Digital Samba was accepted with great enthusiasm thanks to the full range of communication and real-time collaboration features. *The Samba Live support team is very responsive; every time we submitted a question or an issue, we got exhaustive answers very quickly.*

WHAT DID YOU FIND MOST ATTRACTIVE ABOUT DIGITAL SAMBA AND SAMBA LIVE? WHAT ARE YOUR FAVOURITE FEATURES?

The new Samba Live release introduces a beautiful look & feel with a cool, intuitive, and flat user interface. I'm absolutely confident that it will be very appreciated by our users. When I host a live meeting, I like to change my workspace very often, in order to quickly move from one scenario to another. Furthermore, I think that the media library is a very useful tool for achieving and sharing my rich media files with all participants. I love to record live meetings: it's an excellent reminder for me and for all participants.

WHAT BENEFITS HAVE YOU EXPERIENCED FROM WORKING WITH SAMBA LIVE?

As you know, *as SkyMeeting we have a deep industry experience and we know all the needs of users very well.* Periodically we discussed with the DS team about new features implementations; we always appreciated how responsive their dev team was. Digital Samba is a great team. Good choice.

WHAT SPECIFIC RESULTS HAVE YOU SEEN FROM IMPLEMENTING SAMBA LIVE?

We have achieved a massive growth of 30%. *After implementing Digital Samba we went from 300 customers to more than 1.000 within only a year. Due to the good customer service and the excellent features, we have a very high customer loyalty index. 88% of our customers are loyal to us and renew their subscription.*

If you want to know more about our white label solution, go to

www.digitalsamba.com/oem

or send us an email to info@digitalsamba.com