

 **SAMBA LIVE**

by

**DIGITAL  
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# HOW THE UNIVERSITY SAN JORGE IMPROVED THEIR INTERNAL COMMUNICATIONS WITH SAMBA LIVE MEETINGS

The University San Jorge in Spain is successfully using Samba Live to organise their online meetings and manage their internal communications. In this interview speak to Miguel A. Martínez about why they chose Samba Live and how their institution is benefiting from our solution.

## WHAT CHALLENGES IN YOUR COMMUNICATION PROCESS INFLUENCED YOU TO LOOK FOR AN ONLINE MEETING SOLUTION?

All the time, there are more scenarios where communication at a distance is necessary, not only in the work environment (meetings, interviews, projects with providers, etc.) but in our growing home educational environment. We had two objectives: We wanted to offer possibilities so that those students that are at distance may follow a class as well make our educational programs richer by bringing in important speakers for key-note talks from wherever they may.

## DID YOU HAVE A PREVIOUS SOLUTION THAT COULD NO LONGER MEET YOUR NEEDS? IF SO, HOW DID YOUR NEEDS CHANGE?

We have a videoconference solution that covers a lot of actual needs but, not all of them. Especially for intercontinental retransmissions, Samba Live has resulted to be a tool that solves the video and audio delays that are produced in other tools.

## WHAT CRITERIA DID YOU HAVE IN MIND FOR A SOLUTION?

- A solution that is easy to use for the participating user (easily activate audio and video), as well for the session administration (administration portal).
- A solution that allows you to download recorded sessions and to use them for postproduction treatment.

## **TELL ME ABOUT SOME OTHER SOLUTIONS YOU CONSIDERED BUT REJECTED**

Besides common solutions like Hangouts or Skype we have evaluated other options that we have discarded due to their cost and because they did not offer the flexibility that we needed to manage our users.

## **WHY DID YOU CHOOSE DIGITAL SAMBA SAMBA LIVE OVER OUR COMPETITORS?**

Samba Live is a very intuitive tool and the support team behind the software is very accessible and responsive to any of our doubts. Great support was very important to us and the Samba Live team is highly recommended in that regard.

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

We have adapted Samba Live to serve several, specific needs and it works perfectly for our meetings, interviews and teaching intercontinental classes. It's very universal and growing in adoption in our organisation.

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

Samba Live is very easy to manage. It is very interesting how Samba Live uses a tabbed interface approach to easily switch between content pieces. It is also important that the recording may be paused so several recordings of the same session can be created.

# QUESTIONS ABOUT RESULTS AND BENEFITS

## WHAT BENEFITS HAVE YOU EXPERIENCED FROM USING SAMBA LIVE?

Its simplicity makes it easy for students to follow the sessions. The high quality HD images are also an important point for the success of the sessions. The extensive user and session management features allow us to configure the system just the way we like it.

## AS YOU ARE A UNIVERSITY, ARE YOU ALSO PLANNING TO USE SAMBA LIVE AS A SOLUTION FOR E-LEARNING AT YOUR INSTITUTION?

At present we have two functioning e-learning platforms, Adobe Connect and Samba Live. We don't know how it will evolve in the future but with both we feel comfortable since they are accepted by the users and the administrators. The adoption of Samba Live within our group of organisations is definitely growing.

If you want to know more about our online meeting solution, go to

[www.digitalsamba.com/education](http://www.digitalsamba.com/education)

or send us an email to [info@digitalsamba.com](mailto:info@digitalsamba.com)