

Simply, Conferencing

Video Conferencing

Video conferencing can transform the quality, efficiency and interactivity of your company's communications.

We successfully connect thousands of business professionals around the globe every day and our sophisticated video conferencing tools are as versatile and diverse as the different business needs that they serve.

Perfect scalability allows us to connect a handful of people, or many thousands, whilst our experienced conferencing specialists provide the highest levels of customer service, professionalism and consistency so you're free to concentrate on effective, affordable real-time communication.

Our range of video conferencing services

We offer a portfolio of flexible video conferencing services, designed to meet your specific requirements. However you choose to work with us, you can be confident that this method of communication can have an immediate and positive impact on your company.

Not only will it enhance your ability to make important decisions quickly and effectively, share vital information, and stay ahead of the rest, but our competitive rates mean you'll also notice an improvement to your bottom line.

Our bridging services enable you to connect from two to 10,000 locations anywhere in the world using the optimum combination of integrated audio, video and web conferencing.

Our expertise is in providing these bridging services to the video conferencing marketplace, furnishing our customers with the latest facilities without the set-up or on-going running costs associated with such an infrastructure investment.

Video conferencing bridging

We deploy the very latest technology, in direct response to our customers' needs. Impeccable quality is vital to any company's reputation, and our quality strategy means that we never compromise our own high standards. CentraCall's

philosophy is to only provide our clients with technology that has been consistently proven.

By adopting this approach, we're proud to quote a *98.5% success rate on all our launched conferences. To ensure maximum conferencing quality and capacity operating 24x7 we have a global platform, with bridges located in the UK, throughout the USA and Asia.

Video conferencing IP bridging and gateway service

More and more of our customers are listing IP as a requirement, or as an important part of their developing communication strategy.

We offer many IP conferencing services either as an ad-hoc gateway service, or as a fully managed solution, for companies that use video conferencing more frequently.

Video equipment hire and purchase with maintenance

Depending on requirements, customers can either hire our video conferencing equipment, or choose to purchase it outright. We also offer a valuable maintenance service, to help keep your communications running smoothly.

Room hire

Access to video conferencing technology is now both affordable and feasible, as we have over 9,000 superbly-equipped video conferencing rooms available across the world, for use at an hourly rate. These facilities are particularly useful to first time video conferencing users, who want to try out the technology before they invest in equipment, or to regular video meeting users, who need a suitably-equipped room available at a specific location.

Our value added services

Together with our core services, we offer an array of support functions, to maximise the value of your video conferencing:

Dedicated team of technicians for all calls

- Allocation of your own CentraCall team helps build a mutually-beneficial working rapport, ensuring that each client receives the same level of quality for each call.
- Important information about service changes and new sites can be disseminated to our customers more efficiently.

Troubleshooting on live calls

- All our operators are fully trained technicians, so if there are any problems during a conference, they are equipped to handle it on the spot.
- We monitor the networks and the bridge on all calls; when requested, we can also monitor the video conference itself.

Post conference review

- Rigorous quality control is important to us. On occasion even if we believe that a video conference has met a client's required levels of quality we may suggest that we can improve further.
- If so, we'll contact our on-site video contact, and run tests to enhance future call quality. Our clients are not charged any extra for this pro-active quality improvement service.

Conference reports

- To allow you to continually improve your communications, we hold a report after each conference which is available on request; this evaluates the quality of our audio and video service, network, light source, room suitability etc.

Charging

- We know that business moves quickly, and plans change, so we don't charge you for any cancelled or "no-show" conferences. You only pay for the service you use.
- Your service also includes our rapid response facility: once your company is registered on our system, we can set up a video conference for you in just 4 minutes, for no extra cost.

Recording

For people who weren't able to attend a conference, or to allow repeat viewings, we can record conferences on VHS or DVD, with duplication to MPEG.

Proactive directory management

- Maximum efficiency - we proactively manage your video directory, updating contacts and site details on our database.
- Regular updates are essential, so that ad-hoc conferences can be set up in 10 minutes, without the participant having to know any other information than the location. This is ideal for emergency conferences.

Need to organise a large event?

For those events that require co-ordinating many people, at different locations across the world, we have a specialist unit that focuses solely on large events. The largest event we have managed to date incorporated 89 locations on video, and over a thousand locations on audio.

We regularly hold video events that exceed 45 locations in a single call, and the most extensive audio event that we have run incorporated over 10,000 locations. For this complex type of event, we provide a Customer Event Manager, who works with a customer to help plan and manage the event logistics, to their satisfaction.

Unlike a solely audio conference, managing a video event takes time from experience; we know that our event management success is due to possessing the highest quality of both resources and expertise within our dedicated unit.

This doesn't just mean having the right people on the day, but having the right team from the very start of the event planning right through to the conference completion, and subsequent post event-review.

Our event management service therefore comprises:

- Your named Customer Event Manager.
- An event plan, agreed with you in advance.
- Presentation planning for video calls, to ensure all goes smoothly.
- A rehearsal, to anticipate and resolve any issues or concerns.
- Roll call to all sites, for maximum participation.
- Q & A session.
- Audio back up.
- An open line to your Event Manager throughout your conference.
- Three technicians on all video calls of more than ten sites.
- Additional audio technicians.
- Pre and post-conference reports.
- Recording of your conference to VHS/DVD or MPEG (viewable via the web).



Information Helpline

0871 7000 170 • 44 (0)1452 546742

info@centracall.com

www.centracall.com

How our account managers support you

When you open a video conferencing account with CentraCall, we assign you an experienced Account Manager. This person will be your regular contact, working with you to service your account in the way that best serves your requirements. Our Account Managers provide many services, including:

- Monthly client account reviews.
- Presenting customers with usage reports (along with any other relevant information).
- Building an effective working relationship with your main client contact, and any other appropriate employees within your company.
- Arranging client training where needed.
- Raising awareness of the conferencing service, if required.
- Liaising with other departments in CentraCall, should you experience any issues.
- Informing and advising customers of any product or technology changes.

Bespoke billing reports

We only bill you for exact usage, based on increments of whole minutes. Your bill will reflect:

- The exact number of lines used.
- The exact length of time each line participated in the video conference.

Our billing is completed on the last day of every month, and invoices are sent in the first week of the new month. No matter how large the account and volume, your invoice will always be on our monthly schedule, with no time lags. In addition:

- Billing will be delivered to each site, with all cost centre information in local currency.
- We offers invoices delivered via:
 - - Paper.
 - - CD-ROM (Excel format).
 - - Diskette billing (ASCII format).
 - - Company diskette billing (summarising multiple accounts onto one CD) is also available.
- Diskette/electronic invoicing allows for up to 14 columns with the following information, which can be customised to your requirements: Client name; Participant Name; Division; Type (usage per minute); Department; Minutes Charges; User Name; Features; Confirmation ID; Feature Charges; Conference Date; Record Total; Conference Call; Time; Department or Cost Centre Number

How we get you started

Once we've agreed how we're going to work with you, our structured implementation process ensures that all your company users are aware of, and can effectively use the new booking procedures. We take the following steps, enabling a seamless adoption of the new programme:

- Your ISDN site is set up.
- Certification tests are conducted with the bridge, on all units.
- You're provided with a branded telephone number and branded video holding screen.
- We construct a database of your on-site video "champions".
- We agree and set your billing currency requirements.
- Expectation goals are established, and time scales put in place.
- We collaborate on website and email announcements to all your relevant colleagues.
- We provide you with approved branded literature, including poster, leaflets, and wallet cards, all outlining the new points of contact and procedures.

We further suggest that at around 30 days after the initial rollout phase we hold a post-launch adoption review, to certify that all users are correctly following and implementing the new conferencing procedures.