



# Genesys Meeting Center

ON DEMAND AUDIO AND WEB CONFERENCING

## A TRANSFORMATION IN MARKETING

The VP of Marketing was a little nervous. The biggest product launch of her career was just days away. In that time, she needed to coordinate three different teams spread across two continents and 4 countries. To help, she turned to Genesys Meeting Center for easy-to-use, reliable teleconferencing. Genesys was the only tool she trusted with such a mission-critical effort.

That afternoon, her teams gathered in a virtual conference room where, using the most basic office equipment — just a telephone and an Internet-enabled computer — they met in real-time, shared ideas, concerns and questions, and collaborated on a common set of documents. And, they did it all from the comfort of their geographically dispersed conference rooms.

## A STATE-OF-THE-ART BREAKTHROUGH

Genesys has been a breakthrough for this and 200 other companies in the Global 500. Forward-thinking marketing departments are utilizing Genesys Meeting Center to reduce marketing cycles, create more consistent collateral, collaborate more effectively, and to unify their marketing initiatives, all at a lower cost than meeting in person.

## A COLLABORATIVE TOOL

With Genesys, they use the Web to deliver and collaborate on PowerPoint® presentations. They share desktop applications like Word®, Quark®, and Photoshop® to create a single, seamless set of marketing collateral. No downloads. No additional equipment necessary.

## GREATER REACH

Beyond the advantages of internal collaboration, marketers are seizing upon Genesys for externally-focused efforts, as well. Genesys Meeting Center helps them do more, reach more people, and communicate more effectively than ever before. They host virtual seminars, coordinate product launches, and conduct Web tours all while they capture polling and survey results from their audiences in an instant. They even have the luxury of recording and archiving their efforts for future use.

## DEDICATED EXPERIENCE

Eventually, as their events grow larger and more complex, Genesys clients like this rely on the care of highly-trained, experienced Genesys Project Managers who help guide efforts from seamless start to flawless finish.

## EMPOWERING GLOBAL SALES TEAMS

Powerful. Intuitive. Collaborative. Cost-effective. What more could one ask? Well, to top it off, Genesys Meeting Center provides a simple, upfront, time-based rate. You pay only for the time you use.

State-of-the-art teleconferencing solutions from **Genesys Meeting Center**: empowering tomorrow's marketing leaders.

## Empower Teams

- Unify global resources
- Articulate goals
- Review plans
- Sync with agencies
- Connect with Sales

## Greater Impact

- Deliver messages quickly
- Drive lead generation
- Lower costs
- Retain customers
- Enhance ROI

## Maximize Productivity

- Delegate from the desktop
- Redirect lost travel time
- Minimize preparation
- Create virtual classrooms

## Global Service and Support

- Experienced support
- 24 hours-a-day
- 7 days-a-week
- 7 languages
- 21 countries

