

CONNECT

Experience the Power of WebEx Collaboration

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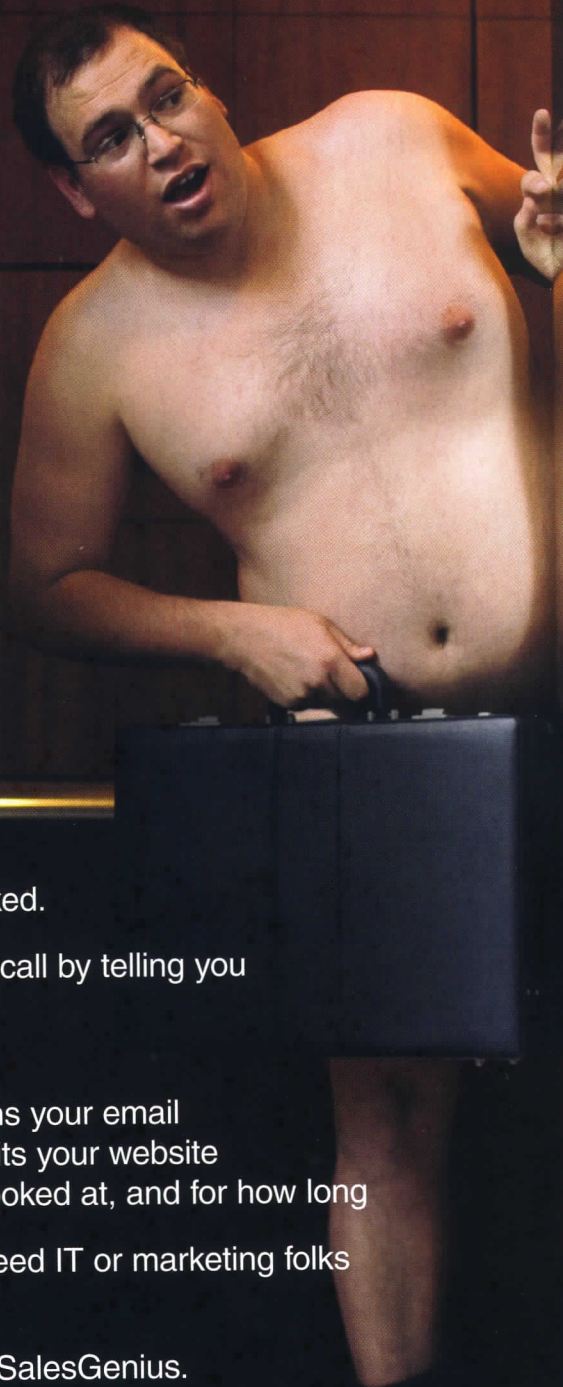
How WebEx dissolves barriers to link people, processes and data in ways you never thought possible

- Go Video for Meetings With Personality
- Accelerate Sales With IM That Even IT Will Love
- Follow Buca Restaurant's Recipe for Training Success



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CONNECT

Experience the Power of WebEx Collaboration

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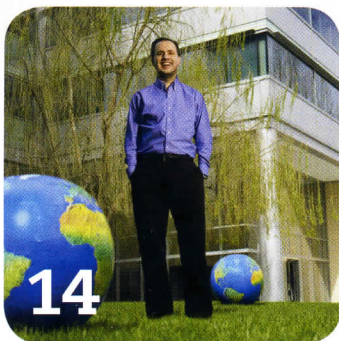
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Spring 2007
Vol. 1, Issue 1

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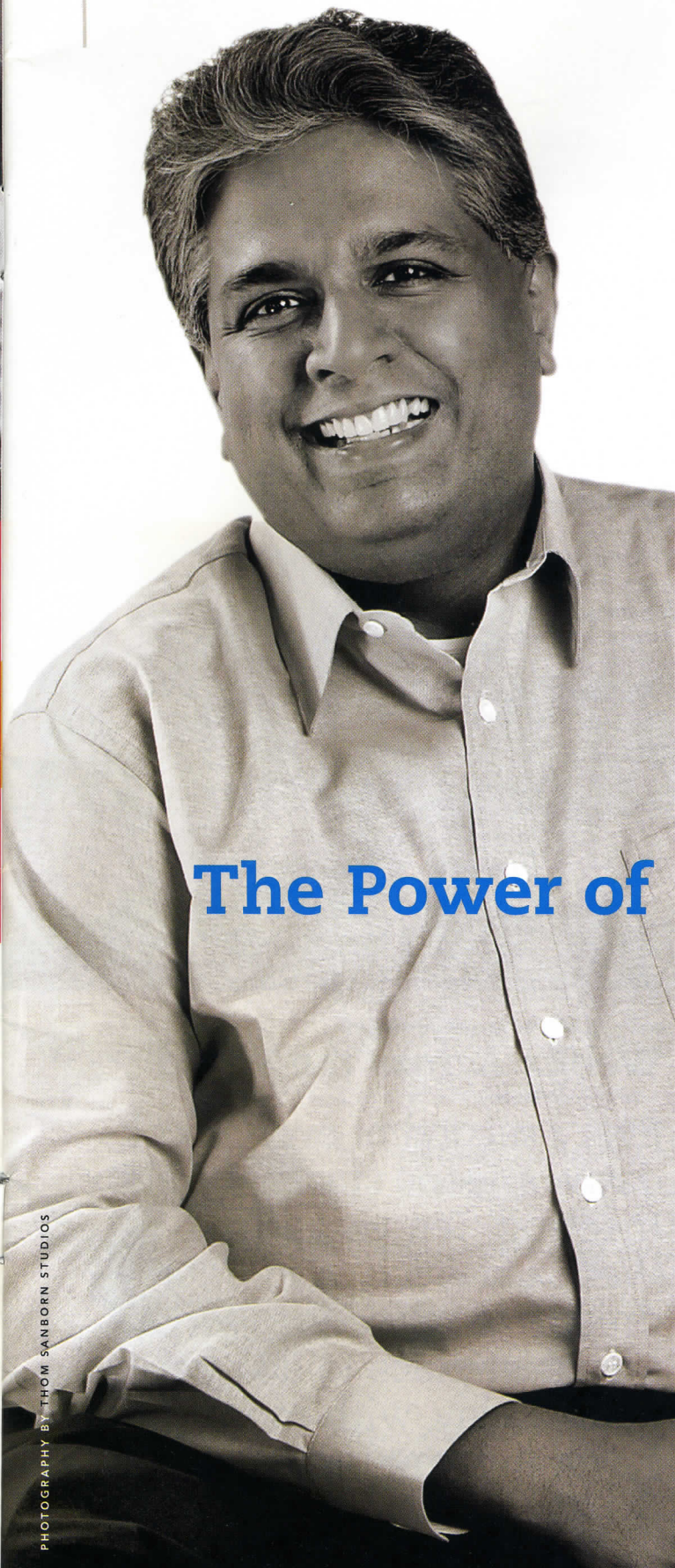
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Special thanks to Rick Faulk for
empowering his people to make
Connect magazine a reality.

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Connect magazine is published
quarterly by DCP.
www.dcpubs.com



Dear Reader,

Whether you work at a Fortune 500 company or a small startup, your business likely demands that you communicate and collaborate with people across the country—even around the world. At some point, you've probably been frustrated by the traditional barriers that keep you from connecting as easily as you'd like: distance (whether between continents or adjacent buildings), technology and time.

Fortunately, we can now dissolve many of these barriers. A revolution in on-demand collaboration lets us do business easier and faster—and have a better quality of life along the way. After 10 years, WebEx remains at the forefront of this revolution.

WebEx's new *Connect* magazine is your introduction to the power of Web collaboration. Within these pages, you'll find new and innovative ways to connect and collaborate that will change the way you do business. And you'll read stories about people and companies that can't imagine life without WebEx, because our services accelerated their success in remarkable ways and saved them millions of dollars.

With WebEx, you can address a global market and interact with customers and partners faster. Even a small business can transform itself into a multinational SOHO, servicing customers

The Power of Web Collaboration

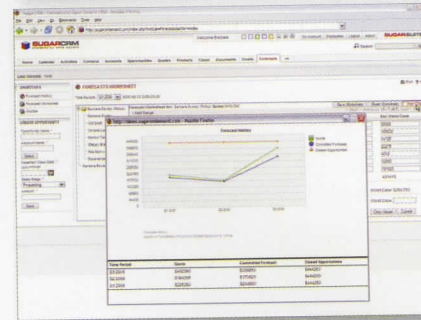
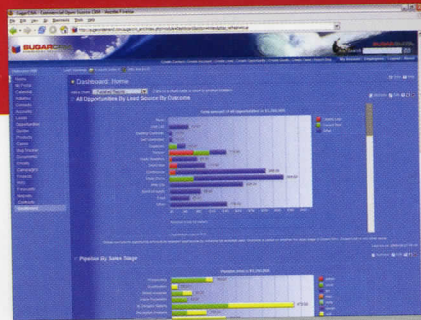
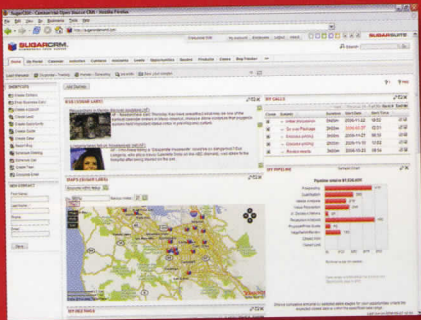
5,000 miles away. And the nice thing is that WebEx is easy and intuitive to use—just get on the Internet and go.

As WebEx celebrates 10 years of industry leadership, we're looking toward a future in which every worker has an online WebEx workspace through which she can reach the world. Think of it as a MySpace for business users. The possibilities are exciting, and as this revolution evolves, look to WebEx and *Connect* magazine to keep you on the cutting edge.

Sincerely,

Subrah S. Iyar

Chairman and Chief Executive Officer
WebEx Communications



"Sterling PCU's leadership team depends on SugarCRM to provide the highest quality customer experience."

—Christopher Edwards
GM Sales and Marketing



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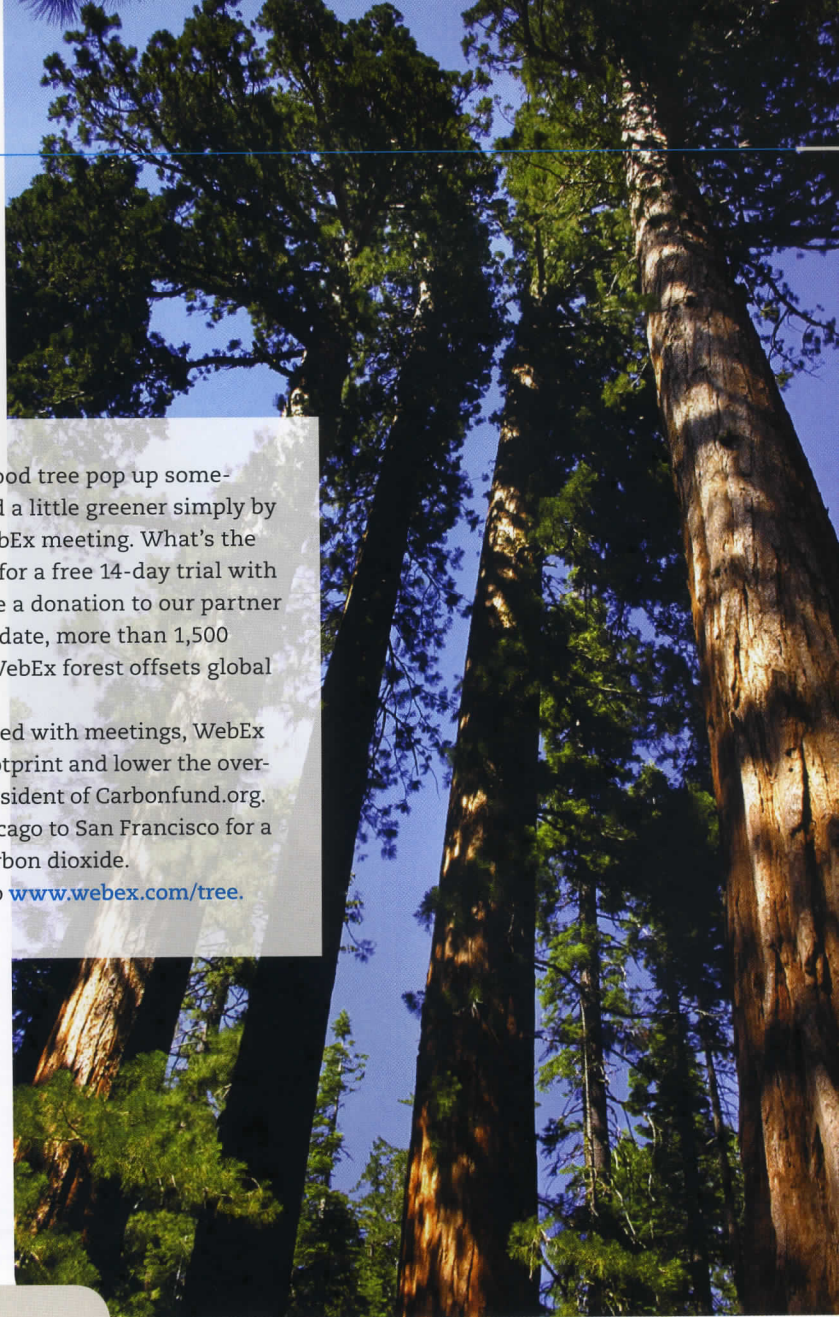
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Host a Meeting, Plant a Tree

Poof! Like magic, you just made an eastern cottonwood tree pop up somewhere in America. That's right, you made the world a little greener simply by collaborating online with your sales team via a WebEx meeting. What's the connection? It's called Plant-A-Tree-With-WebEx. Sign up for a free 14-day trial with WebEx, and if you host two business meetings, we'll make a donation to our partner Carbonfund.org, which will plant a tree in your name. To date, more than 1,500 trees have taken root, thanks to WebEx trial users. This WebEx forest offsets global warming by absorbing carbon dioxide, a greenhouse gas.

"And by helping to reduce unnecessary travel associated with meetings, WebEx helps companies reduce their corporate carbon dioxide footprint and lower the overall cost of doing business," says Lesley Marcus Carlson, president of Carbonfund.org. Using WebEx instead of having two people travel from Chicago to San Francisco for a sales presentation, adds Carlson, saves 4,696 pounds of carbon dioxide.

To sign up for a free WebEx trial and plant a tree, go to www.webex.com/tree.



• View worldwide collaboration activity at www.webex.com/map

WebEx Across the World

Every second of every workday, someone starts a WebEx meeting. Ten years ago, WebEx was founded upon a dream: to make the world an easier place to do business. Today, with more than 22 million annual users, that dream is a reality.



Ten Days of Geeking Out

Register now for three killer conferences sponsored by WebEx: Web 2.0 Expo, Software 2007 and Enterprise 2.0.



Web 2.0 Expo

For all business professionals building the next-generation Web
April 15–18, San Francisco

Software 2007

For software and services vendors, investors, industry experts and CIOs
May 8–9, Santa Clara

Enterprise 2.0

For industry experts, business professionals, CIOs and IT
June 18–21, Boston

To learn more about these conferences, go to www.webex.com/events.

Now Presenting Must-Read Blogs

If you're blessed (or cursed) with the frequent need to deliver PowerPoint-based presentations, bookmark three blogs—recommended by Steve Gershik, director of marketing innovation at Eloqua and a blogger at www.theinnovativemarketer.com—for advice and inspiration.

Presentation Zen

Garr Reynolds blogs about professional presentation design. "If you're trying to break the bad habit of bullet-point design," says Gershik, "check out this blog." www.presentationzen.com

Beyond Bullets

"Blogger Cliff Atkinson shows you how to tell stories that attract attention, communicate clearly and make you seem more interesting than you really are," says Gershik. www.beyondbullets.com

Tony Ramos' PowerPoint Blog

"If you can get past this blog's bullet points," says Gershik, "you'll find a good read on the pulse of the presentation world." www.tonyramos.com/Presentations%20Weblog.htm



Industry Giants Rely on WebEx

WebEx was recently named Boeing Supplier of the Year for Nonproduction Suppliers. WebEx stood out among Boeing's 5,000 suppliers by demonstrating quality, on-time delivery, postdelivery support and the ability to anticipate and respond to Boeing's needs. Boeing isn't alone in its enthusiasm: WebEx is used by 14 of the top 15 aerospace and defense companies, 10 of the top 12 computer software firms, nine of the 10 largest banks and eight of the 10 largest health-care companies.

What's Now

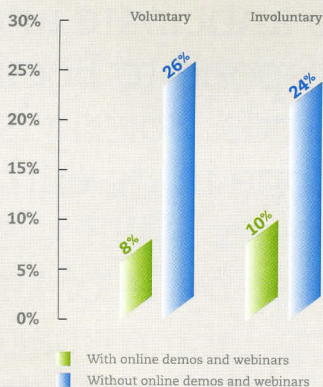
Cubicle dwellers love the speed and convenience of instant messaging (IM), but management and IT have reasons to be nervous about its growing use. According to a 2006 survey of 416 companies co-sponsored by the ePolicy Institute, 35 percent of employees use IM at work (up from 31 percent in 2004), but only 31 percent of organizations have an IM policy in place, and a scant 13 percent retain IM business records. And then there's the download free-for-all: 50 percent of workplace IM users get free, unsecure IM tools from the Internet, and 26 percent of their employers aren't even aware of it.

Has your company spelled out an IM policy and considered the advantages of a secure, business-class enterprise IM solution such as WebEx AIM Pro? For more information on the benefits, visit www.webex.com/IM.



IM: Fast, Cheap and Out of Control?

Sales Rep Turnover Rates



Got Fired? Blame the Internet

What might you assume about a sales rep clearing his desk and packing books, pictures and posters into cardboard boxes? Right: He didn't make his number and got fired, or he quit voluntarily. But maybe he also didn't know how to leverage the Internet skillfully enough. Or so suggests a 2006 survey by CSO Insights.

Sales reps most commonly use the Internet to research prospects, but a

growing number are employing online demos and webinars to increase sales effectiveness. According to the survey of more than 400 companies, sales reps who used these two tools were far less likely to defect or get canned. The inference? They were selling more and—cha-ching!—earning more. To learn about online presentations using WebEx Sales Center, go to www.webex.com/selling.

Corporate Giving 2.0

Does your company empower you to help your community? At most organizations, the bigwigs make charitable-giving decisions, but through our new Partners in Giving program, individual WebEx employees can support causes they believe in. They can use approved company time to teach at-risk kids, shop for or make donations to their favorite charities, coordinate bike-ride fundraisers and more.



• WebEx employees take part in the Tour de Cure to raise money for diabetes research.

This evolution in corporate giving wasn't the brain-child of a single visionary at WebEx, either. Last year, hundreds of employees shared ideas to create Partners in Giving—a testament to the power of collaboration, which not only drives WebEx's services but also permeates our corporate culture. For information on corporate-giving programs, go to www.webex.com/giving.



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GET READY FOR THE NEXT GENERATION OF 'DESKTOP' APPLICATIONS FOR THE WEB

Busting out of the gate soon. Stay tuned at: www.dreamfactory.com/webex



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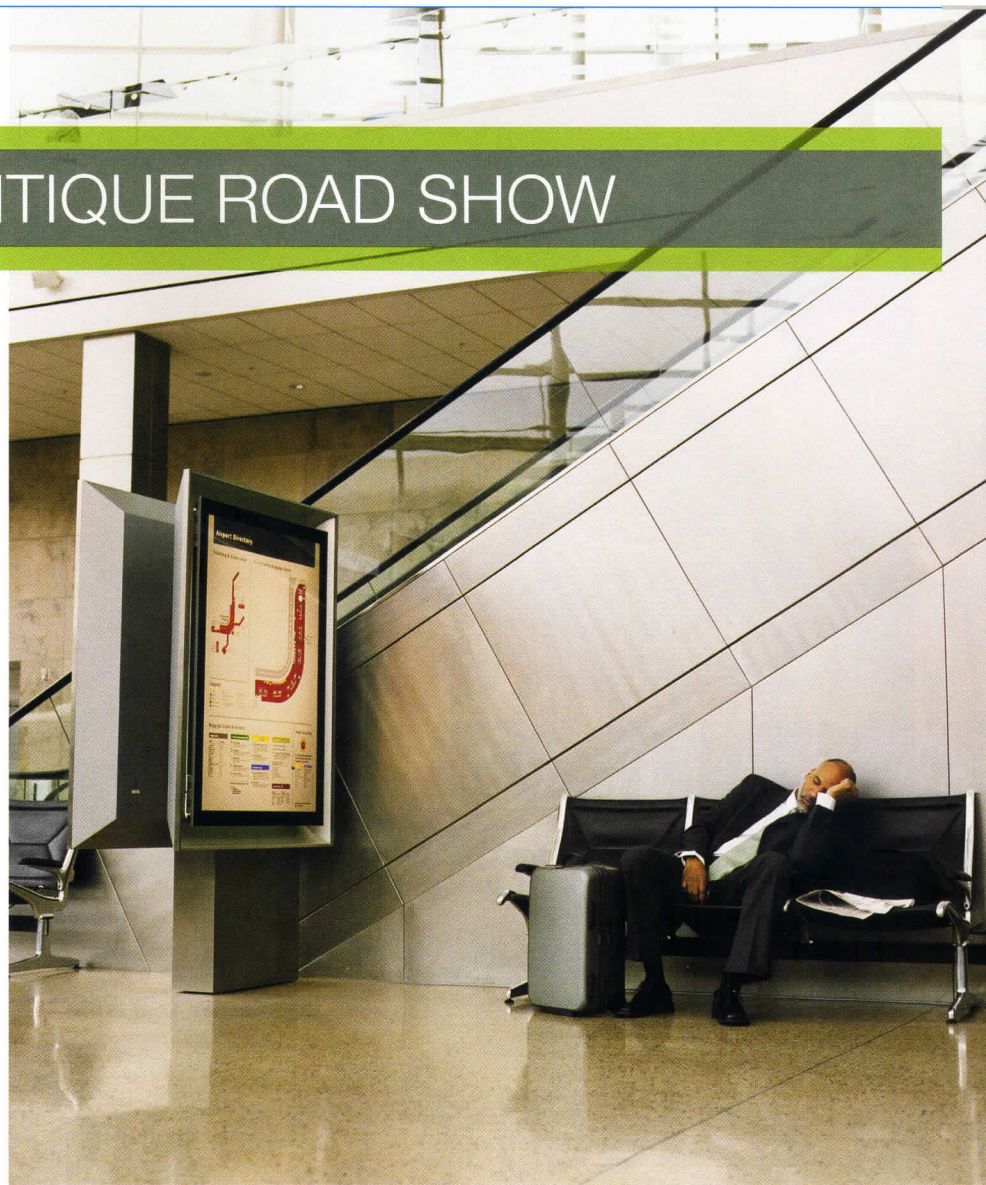
SCRAP THE ANTIQUE ROAD SHOW

The challenge:

How can you meet your sales goal when you're always stuck at new-product seminars?

The solution:

Spend less time training (and traveling) and more time selling with WebEx Training Center.



Getting pulled out of your sales territory wouldn't be half bad if your company held mandatory off-site seminars on the beach in Tahiti. Instead, you catch an 8 a.m. flight across two time zones and drive a rented sedan to a bland hotel. In a conference room packed with other salespeople, you spend eight hours getting up to speed on the new software your company is rolling out to customers next month. And while you're trapped at yet another road show, you're not selling a thing.

"Imagine if you could shorten the time to roll out a product and train salespeople from two months to two weeks," says Bob Lee, senior product manager for WebEx training solutions. "Think of how that extra selling could impact your bottom line. It's an immense competitive advantage."

And it's possible.

Enter WebEx Training Center. "With WebEx, you can provide the same level of training online for your company's entire sales force," explains Lee. "[Sales reps] can be trained

faster at their desks, and without travel expenses and scheduling hassles. And WebEx minimizes the time they spend away from customers."

How can you convince your sales manager to consider WebEx? Make her wince by calculating the "opportunity cost" of a traditional training. For example: Let's say you pull in \$1 million a year as a software sales rep. That breaks down to \$83,333 per month and \$2,740 per day. If you're away from your territory for two days at a road show, you've lost \$5,480 in sales. Tack onto that airfare, hotel, meals and venue fees, and you've got a frown-inducing figure.

Even if your sales manager finds the WebEx solution irresistible, your company's trainer may be a harder sell. Can live, online product training be as effective and engaging as in-person classroom training? "Absolutely," says Lee. To explore Training Center's many interactive features—on-demand labs, instant polls and feedback, breakout sessions and testing—go to www.webex.com/antique. —Don Knapp

R U AWOL?

The challenge: Your customers want you to address their needs immediately.

The solution: One click with WebEx AIM Pro.



Don't send chocolates to sweeten up your customers. Give them the gift of your immediate attention.

"Customers want your response now—not an hour from now," says Linda De Los Reyes, senior product marketing manager for WebEx AIM Pro. No wonder, then, that more companies are turning to instant messaging to communicate internally and with customers. IM use is growing fast: Gartner Group predicts that within the next three years, 90 percent of business e-mail users will also have a business IM account.

It makes sense. Set your customers up with WebEx AIM Pro, and they'll see that you value the relationship. When they need you instantly, they can check your online presence and fire off a query. You can then chat securely or choose one-click access to other useful tools: Outlook Calendar, VoIP, secure file transfers, instant meetings or live Web video to flash them a smile and assuage their worries. To learn more about WebEx AIM Pro or to download the free client, go to www.webex.com/awol. -dk

Swiss Army Intranet

The trend: Small businesses are demanding that their intranets offer the versatility of a multi-tool.

The opportunity: Work and share from anywhere using the smart features on WebOffice.

Like countless other small businesses, Swann and Partners, a startup Dallas-based advertising agency, realized that intranets aren't just for Fortune 500 companies. But the firm couldn't afford to spend thousands to build its own intranet, only to have the setup become outdated when its needs changed.

The right solution had to be inexpensive, hassle-free and flexible enough to allow four partners, each working out of home offices, to collaborate with five independent con-

tractors and clients in North Carolina, Georgia, California and Texas. For Swann and Partners, along with 10,000 other businesses, the smart answer was WebEx WebOffice, an inexpensive Web-based intranet that allows them to collaborate and accelerate their workflow with ease.

"We chose WebOffice because it gave us a quick start, maximum flexibility and customization," says Swann partner Dan Acree. "It's amazing. [We have access to WebOffice] wherever we are—on the road or at home."

With WebOffice, there's no software to install—just secure access via the Internet to shared documents and databases. Swann and Partners takes full advantage of WebOffice's innovative, customizable features: WebOffice Online Calendar, Database Manager, Task Manager, WebEx Mail and Expense Reports. "This product is absolutely awesome," says Acree.

How can WebOffice help your small business? Take two minutes to find out by signing up for a free, 30-day trial at www.webex.com/office. -dk



Family affair: Lori Van Holmes enjoys the warm, personal service of her WebEx-trained staff at a Buca di Beppo restaurant in Minneapolis.

No more relying on three-ring binders and classroom sessions, no more travel for training; Buca now conducts interactive employee trainings online with WebEx Training Center.

“We [used to] put all the training materials into a huge book and send it out to the restaurants,” explains Van Holmes. “It was two inches thick. If we were rolling out a new spring menu, we’d put everything in there: recipes, how to train the cooks, where you’d order ingredients and so on.”

In spite of these efforts, plus follow-up visits from teams of divisional vice presidents and culinary supervisors, the menu rollouts weren’t being implemented with ideal consistency in all locations. For Van Holmes, sipping a mojito that missed the mark crystallized the issue.

She started thinking. OK, you’re a restaurant manager and you’re super-busy, and here comes this book that’s two inches thick. There’s no way you’re reading that cover to cover. Even if you do, you’re not absorbing everything. And if the manager doesn’t get it, the bartender won’t get it either. But Buca can’t incur the cost of sending its training department to every restaurant in the country. There’s got to be a better way to train our 7,000 staffers.

Then Van Holmes remembered WebEx. She’d just taken part in a WebEx webinar as part of a professional training conference and loved it. So she signed up for a basic WebEx class and learned how to annotate, share documents and

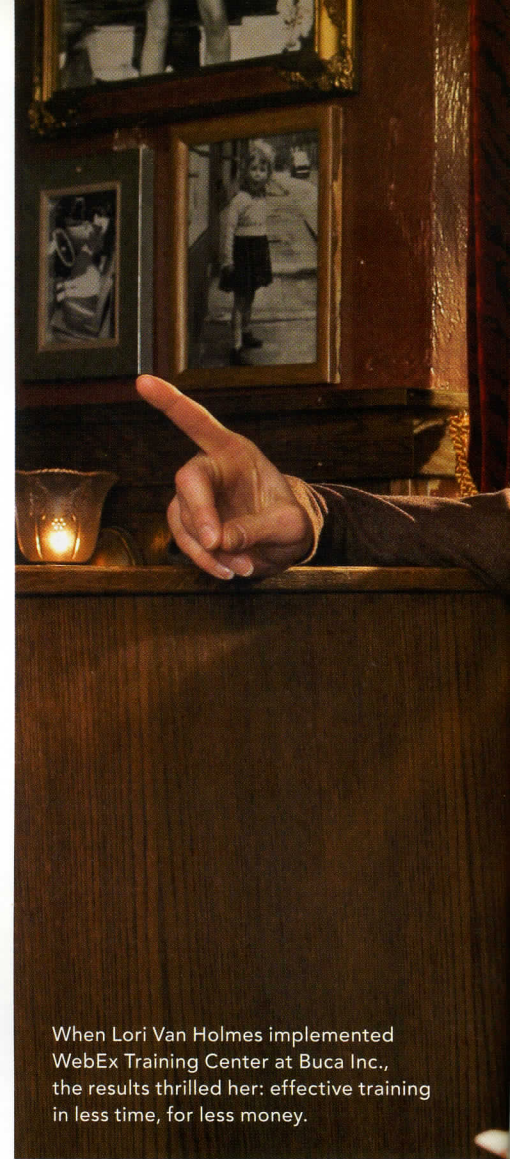
applications, run a poll, work the whiteboard and more. Then she went home, set up a meeting between her PC and her husband’s, and practiced. It was a snap, and the decision was made: No more relying on three-ring binders and classroom sessions, no more travel for training; from now on, Buca would conduct interactive employee trainings online with WebEx Training Center.

In July 2005, Van Holmes rolled out her first Buca webinar, and employees raved about it. Even so, she had no idea how big a hit WebEx Training Center would become—or how much it would change the company.

Friend of the Family

One axiom of restaurant marketing is that you sell the sizzle, not the steak. In the case of Buca di Beppo, the “sizzle” is authenticity: not just authentic Italian food but a genuine Italian experience. And that starts with Buca’s *“paisano partners.”*

Tracy Watson runs a 400-seat Buca restaurant near Lake Union in Seattle. “In Italian,” she explains, *“paisano”* means a person who is a friend of the family, somebody you trust with your business. At Buca, it means you’re an invested partner, trusted to run that business like it’s your own.” In



When Lori Van Holmes implemented WebEx Training Center at Buca Inc., the results thrilled her: effective training in less time, for less money.

Italy, that kind of trust is usually confined to real family, so Van Holmes set out to build Buca’s extended family with webinars that engaged her employees.

Watson’s first training webinar focused on food. “It showed us everything from the recipe to slides of the arrangement of the finished dish,” she says. “We could see that the green onions go here and parsley goes there.”

Watson also appreciates the opportunity for open discussion during a webinar. “There are lots of ways you can ask a question,” she says. “You can ‘raise your hand’ and ask, ‘When’s the mozzarella cheese *fresca* going to be available in my region?’ And if someone from purchasing is in the webinar, he might say, ‘We talked to your distributor, and you’ll get it by May 1st.’”

Compared with traditional training, Watson thinks a webinar offers far more learning opportunities. “It can be fun, serious and detailed,” she says. “And



> EXTEND YOUR TRAINING REACH

Is your company spending a fortune to train employees at a glacial pace? With WebEx Training Center, you can reach more learners, transfer more knowledge and educate more quickly—at a fraction of the cost of

traditional classroom seminars.

Use Training Center to instantly deliver interactive online trainings to employees, partners and customers anywhere, anytime through a standard Web browser. It's the innovative

solution that is enhancing business for countless companies—and one reason WebEx swept *Elearning!* magazine's Best of Elearning! 2006 awards. To learn more, go to www.webex.com/reach or call 877.469.3239.

[everyone] can participate. If the leader skips over something, you can send a note saying, 'Hey, can you go over that again?'"

PowerPoint on Steroids

Brett Post has been a believer since his first Buca webinar. Post's 500-seat restaurant in Columbus, Ohio, employs more than 100 staffers, so rolling out new dishes is no cakewalk. "The first couple of webinars were focused on food and beverages," he recalls, "and it was like PowerPoint on steroids. You could see recipe specs and really interact with other attendees."

How do webinars compare to previous training sessions? "The information flow is dramatically higher," says Post. "In the past, we'd have to fly in two or three people just to show us how to cook something. The webinar is executed immediately, via phone and computer. It has just as much impact as watching someone do it right in front of you, and it's a lot cheaper."

Van Holmes agrees. "Every menu rollout we do via webinar saves Buca roughly \$30,000." And the rollout trainings that used to require a month of travel are now achieved in less than a week.

Make It Your Own

Buca's corporate culture is fun and irreverent, and Van Holmes tries to keep the training sessions that way, too. "When we were training managers on our new signature drink program, my poll question was 'Would you bet \$100 that your bartender knows all the standards in the bar?' One guy quickly answered, 'In a heartbeat.' I posted the results for everyone to see ... then I posted a picture of one of our signature drinks."

Another recent practice at Buca is using recorded webinars. At first, every menu rollout was accompanied by four live webinars. But many Buca restaurants now serve lunch, so employees had trouble find-

ing time to attend live webinars. Webinars are now recorded so staffers can view them whenever they have time.

To make the recorded webinars more dynamic, Van Holmes uses WebEx's Presentation Studio. "It lets us show videos and give people tests." Still, there's something about live webinars. "It's so cool that people can share information and learn from their peers. Someone says, 'This drink is too hard to make,' and someone else goes, 'This is what we do,' and the first guy says, 'Oh, OK. Great idea!'"

Enthusiastic, well-trained employees create a better dining experience, which results in happier customers and higher profits. It's a WebEx-driven phenomenon that makes Van Holmes want to celebrate. Lemon basil mojito, anyone? 🌍

To learn more about how WebEx Training Center worked miracles for Buca, go to www.webex.com/buca.

WebEx Connect powers a new level of global collaboration, says David Knight (pictured outside WebEx's Santa Clara headquarters).



THE NEXT LEAP FORWARD

WebEx Product VP David Knight explains how WebEx Connect will dramatically change the way you do business / by Preston Gralla

New technology is supposed to help you connect with people and processes with ease, right? But it doesn't always work out that way. At some point we've all navigated desktops jammed with applications—e-mail, IM, Web browsers, CRM software, an ERM system—that couldn't be integrated with one another.

That's about to change with WebEx Connect, a major advance in business collaboration that may revolutionize—not to mention simplify—your work life and help you connect with people in ways you didn't think were possible.

WebEx Connect enables mash-ups that pull data from enterprise and Web-based applications into a shared workspace. This allows for easier and faster online collaboration because everything (people, data and processes) is in one place. These virtual team workspaces are called “instant spaces” and are where you and your team come together with all the necessary information to collaborate efficiently and get business done more effectively.

For a closer look at the innovation behind WebEx Connect and how it will change the way you conduct business, we caught up with David Knight, vice president of WebEx Connect, to explore this new service.

Connect: Give us the big picture: What is WebEx Connect, and why did you develop it?

David Knight: WebEx Connect is our next-generation collaboration platform, designed to connect people in ways that simply haven't been possible before. It brings people, data and business processes together in totally new ways and makes people and businesses far more effective and productive.

For years, WebEx's APIs have let you launch meetings from within Microsoft Office, CRM systems and other environments. But we discovered that people didn't use this integration as frequently as we would have anticipated. So we talked to users and observed them in the workplace. We found out they begin a project by first assembling the people, then bringing in the

data. When we designed WebEx Connect, we put collaboration and people at its core.

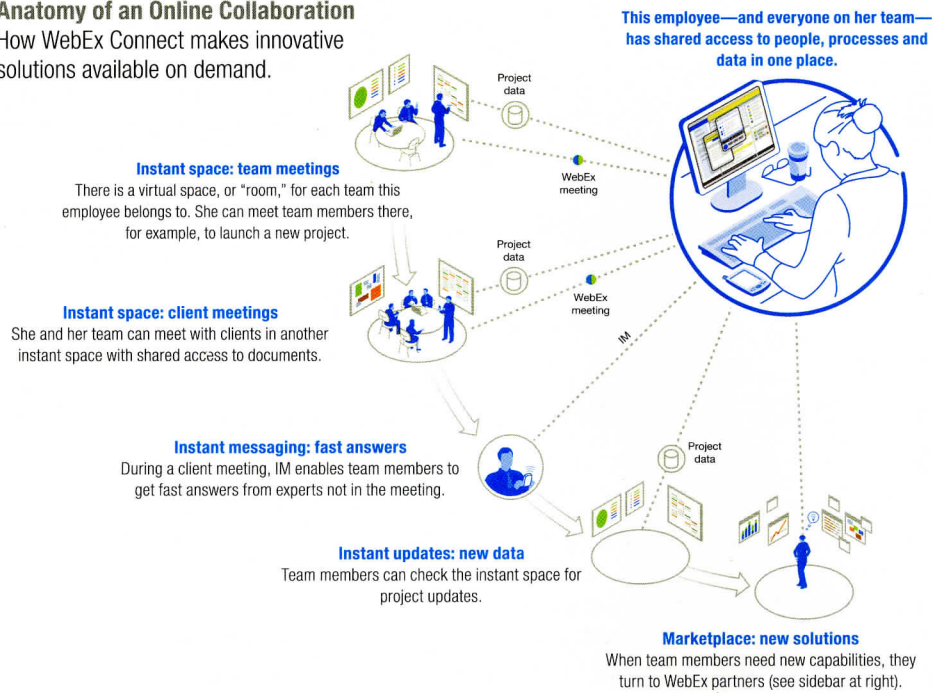
What does this mean in real-world terms?

Let's say I'm a sales manager for a pharmaceutical company, and I need to track the sales of established drugs and new drugs coming to market, the performance of sales reps, clinical trials that may aid or hamper sales, and the physicians [reps are] calling on. I log in to the WebEx Connect client sitting on my desktop. In a column on the right I see a list of my contacts. On the left is a list of “instant spaces”—templated containers that can hold data from various sources. In this case, I could dedicate instant spaces to every drug we're selling or plan to sell. I select an instant space from the list, and the middle of the screen turns

photography by Carter Dow

Anatomy of an Online Collaboration

How WebEx Connect makes innovative solutions available on demand.



into a virtual war room, where I can track everything related to that pharmaceutical. The instant space has tabs along the top. One tab might be a repository holding all relevant documents—the sales sheet for the drug, clinical trial information, regulatory documents from the FDA and so on. Another tab might connect to contact information for every salesperson in the field. (I can even see if they're online or available via phone and instantly connect for a one-on-one chat, a group chat or to schedule a meeting.) Another tab might show all the tasks that need to be completed to close a sale. And so on.

But how will WebEx Connect really impact the bottom line?

Consider the inherent value in any business process, such as a sales process. In a typical sale, you don't spend a lot of time recording the transaction. Most of your time is spent in meetings, phone calls, chats, e-mail—the actual collaboration required to close the sale. Think of all that collaboration as the "white space" around the transaction. WebEx Connect helps you be more efficient by "condensing" that white space. Even just a 10 to 20 percent reduction is a tremendous return on investment.

It's also a competitive advantage. Being efficient means you can be first to market—and that means you can generate more revenue, grab more market share and even charge premium prices for your product or service.

WebEx Connect sounds pretty complex. Is it only for corporations with large IT staffs?

Absolutely not. It's for everyone from Fortune 500 companies to five-person virtual firms with no central office or IT staff. WebEx Connect will be used differently by every company. There will be hundreds of partners building applications, so a small company could come to the WebEx Connect marketplace and find turnkey solutions delivered as a service on demand (see sidebar at right). Larger companies can build their own applications or mash up what they build with applications they find in the marketplace.

Will WebEx Connect really change the way companies do business?

Actually, I think companies have already changed the way they do business, but the software hasn't caught up. Most software is designed for the old world of transactions that occur inside the firewall. WebEx Connect recognizes that the workplace has changed. In today's global economy, it's all about collaborating with partners in a very complex chain, often around the world. WebEx Connect is designed for the new global economy and the complex collaboration that economy requires. 🌐

To learn more about how the new WebEx Connect can reshape your business, go to www.webex.com/connect.

OUR GROWING ECOSYSTEM

A key to the success of WebEx Connect will be the large ecosystem of partner composite applications built upon the platform. Any user can come to the WebEx Connect marketplace and find ready-made solutions delivered as a service on demand.

A FEW OF OUR PARTNERS

Genius.com has developed SalesCloud for WebEx Connect, which lets sales and marketing professionals track responses to their e-mails. Better yet, you can identify a prospect visiting your Web site in real time and launch a Web meeting on the spot. Genius.com also helps you determine which prospects are most interested in your products. www.genius.com

SugarCRM has a WebEx Connect version of Sugar Professional, a commercial open source CRM application. Sugar Professional provides a unified view of customer interactions across sales, marketing and service. It offers campaign management, opportunity tracking, account management, sales forecasting and customer support capabilities, as well as reporting and collaboration tools. www.sugarcrm.com

DreamFactory provides several off-the-shelf applications. The WebEx Connect version of DreamFactory is a Rich Internet Application (RIA) development environment and business mash-up tool. The company has a suite of on-demand applications, including DreamTeam for Project/Document Management, DreamCarousel for reporting, dashboards, meeting automation; and OrgView for automatic organization chart creation. www.dreamfactory.com

Transera is releasing Seratel, an on-demand call-management application. With Seratel, businesses can easily determine the needs of each caller and then intelligently route the caller to the most appropriate employee based on employee availability and expertise. Seratel is delivered on demand with no premise technology investments required. www.transerainc.com

Forbes 25 Fastest-Growing Technology Companies

WebEx makes the list for fifth year in a row!

Top 10 Reasons for you to Join the WebEx Revolution

- 10 Reduce carbon emissions.** Replacing travel for two people from Chicago to San Francisco with a WebEx meeting saves 4,696 pounds of carbon dioxide. Working at WebEx means you can have a real impact on the environment.
- 9 Get your life back.** Who needs constant business travel? Our collaborative technology enables you to be there for the fun things in your life instead of waiting in long security lines and cramming yourself into airplane seats.
- 8 Our technology rocks!** Innovation is our game and we're improving it with better technology and solutions every day. Tell your grandkids you changed the way we do business – forever!
- 7 Your work matters.** WebEx is celebrating 10 years of success thanks to our technology and the amazing minds that make our 22 million annual users happy. Be a part of the WebEx success as the market leader and influence the future.
- 6 Work with smart, serious, fun, innovative people.** With 2,000+ teammates, our people are our greatest strength. Get in the game and play with the best.
- 5 Be yourself.** We respect who you are as a person – regardless of culture, expertise, or personality.
- 4 Play at work.** It's a fun place to work and we're firm believers that fun fosters innovation and creativity. Nerf gun fight, anyone?
- 3 Meet the world without a passport.** Bonjour! More than 3.5 million people use WebEx every month, across the globe. You'll virtually travel around the world without leaving your desk when you join the WebEx team.
- 2 We've got you covered.** Generous benefits cover your back and give you the peace of mind you need.
- 1 No boredom.** Constant change is the name of the game. And we don't use the word revolution lightly. Ready to change the world?



"I am a working mother. With WebEx I can manage a multi-million dollar sales territory without any travel or overnight stays. Plus, I own stock in one of the fastest growing tech companies in the U.S."

Molly
WebEx Strategic
Consultant



Apply for your dream job at www.webex.com/magazine/jobs

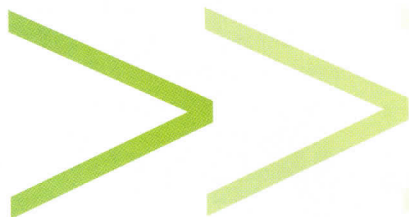


The Video Revolution Has Begun

1. Go Video: WebEx Meets YouTube

• What a shame, to have conducted dozens of WebEx meetings with Joe in engineering and never have known that he has a caterpillar mustache thicker than Geraldo Rivera's. But seriously, it's time to make the jump to video: You need it to see smiling faces when you share great news (and see who's frowning when you drop bombs), and you want it to connect more meaningfully with customers and others on your team.

• We have the technology. These days, videoconferencing is so easy that CNBC's *Fast Money* uses WebEx multipoint video to allow remotely located callers to be featured in video on the show. They get their stock questions answered *and* get 15 minutes of fame.





- Using video is simple! If your 15-year-old can post a video of herself dancing to Justin Timberlake on YouTube, then you can work a webcam into your meeting to add a face-to-face dimension.

2. Dial In Your Webcam



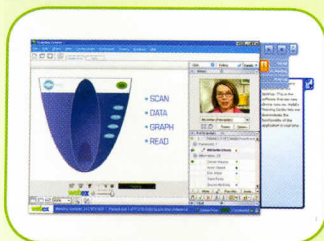
- Connect your webcam (we recommend the Logitech QuickCam® Messenger for best video resolution) to your computer, and **WebEx Meeting Center** will automatically detect your camera.

• Check that your webcam is operating properly, and adjust its image size and frame rate to balance quality with bandwidth/connection speed.

- Close any software program you may have installed with the webcam.

3. Bring Up a Visual

- In WebEx Meeting Center, in the **Meeting** window, on the **Meeting** menu, choose **Options**.
- Under the **General** tab, select or clear the **Video** check box to turn the video option on or off.

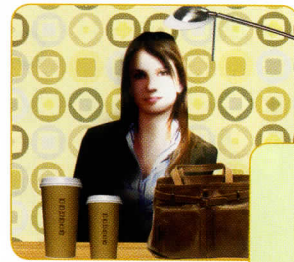


- Select the video option you want: **single-point**, which lets the presenter or one participant send live video during the meeting; or **multipoint**, which allows up to four participants, including the presenter, to transmit live video.

4. Switch the Spotlight

- In the **Meeting** window, open the **Video** panel.
- If the panel is closed, click the **Panels** button and then on the **Select Panel** menu, and choose **Video**. If the panel is minimized, click its icon in the icon tray.
- In the drop-down list below the video image, select a participant.

To learn more about the advantages of videoconferencing, visit www.webex.com/video.



< Video no-no.



Video go-go. >

Set the Mood for Your Meeting

Video that's choppy, dark and annoying to the eye will quickly make your boss grumpy and your co-workers wonder why they decided to wear polka-dot ties that day. Follow these easy tips to create professional video meetings.

- **See the light:** Place yourself or your webcam subject in an area with bright, even light and minimal shadows.
- **Shoot 'em in the eye:** Keep the camera position as close to eye level as possible, for a more personal feel.
- **Simplify the setting:** If you're shooting from your cubicle, clear out the clutter, such as plants, books or pointy hats from your 40th birthday party. The background should be simple and plain so it doesn't distract viewers from you or your subject.
- **Sit still already:** Too much movement and fidgeting might make your audience dizzy. Stay seated in front of the camera as much as possible.

[Source: Logitech]

More Tips at WebEx University

Looking for a quick overview of WebEx Meeting Center or advanced instructions on any other WebEx service? For simplified how-tos, FAQs, self-paced online training courses or instructor-led online training, stop by WebEx University at www.webex.com/learn.



Fast Answers Make the Sale

You've got a recurring nightmare about a sales presentation, and the last thing you say before you're startled from sleep is always: "Um, good question. Let me get back to you on that."

Nothing will stall (or kill) a deal like a hanging question. The next time a prospect stumps you during a WebEx Sales Center presentation, act fast. "Click to your expert directory [Bill the software engineer, Maria in finance], see who's present online and start a simultaneous IM chat session to get the answer," says Monique Nguyen, a sales exec at WebEx. "Or pull the expert into the sales call for a direct explanation that can only impress prospects."

To learn more about effective sales presentations using WebEx Sales Center, visit www.webex.com/selling.

Caffeinate Your Meetings

Do your cohorts morph into corporate zombies during online meetings? Snap 'em back to reality with a few smart (and smart-aleck) actions.

/ Start a chat session. Chat keeps meeting participants involved.

It's a great way to conduct a brainstorming session within a meeting or to allow people to voice opinions on key decisions.

/ Take a poll. WebEx's polling feature is a quick way to take the temperature of the audience. A poll can also reveal who's snoozing.

/ Share a whiteboard and annotate. If you're sharing a document, ask people to note what parts they like and dislike.

/ Use non sequiturs. Say something off-the-wall to get everyone's attention, such as, "To boost third quarter profits, we'll be asking employees to contribute a month's salary." Or put on a silly hat, and click to video.

[Excerpted from *WebEx Web Meetings for Dummies* (2005, Wiley)]



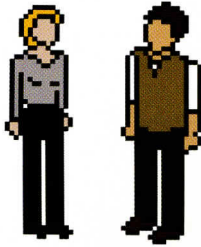
The Flush-and-Blush Story


A well-known Silicon Valley CMO was hosting a quarterly marketing kick-off event for his marketing team—70 in person and 20 more attending online via WebEx Event Center. "It was super, and everyone was energized," he says. After his strategic overview, the CMO introduced a guest speaker and left the room for a quick break.

But during the new speaker's presentation, everyone was startled by an interruption over the loudspeakers: the sound of a toilet flushing. The CMO had forgotten to turn off his wireless mic! "When I walked back in the room, everyone was laughing, including me, once I realized what had happen," he says.

The story's takeaway: Even the most experienced presenters need an event producer and a detailed event outline to lean on. The CMO who got it wrong in this instance—Rick Faulk of WebEx—adds another tip: "If you're the host, triple-check that your device is off before letting someone else speak—or leaving to take care of another kind of business." Got a story about a presentation or meeting gone wrong? E-mail us at connectmagazine@webex.com.





Answers for IT professionals  by Steve Levine

Q: What is the WebEx MediaTone Network and why should I care?

A: If you would like to avoid Internet traffic jams—and conduct totally secure online conferences—you'll definitely care about the MediaTone Network. When you set up an online collaboration, you're reaching across geographic and company boundaries, which means your data are traveling over the Internet, where bad guys and varmints lurk at every turn.

The MediaTone Network is WebEx's globe-spanning, dedicated, *private* IP network. Think of it as your own high-speed freeway protected by digital samurai. MediaTone is built around a proprietary backbone that links seven data centers with 36 clusters consist-

ing of 2,000 servers around the world, so you get 24/7 service. MediaTone can handle any kind of data—text, images, video—as well as application, desktop and document sharing. We're also talking business-class security here: Your session is always secure.

Online business collaboration is a mission-critical service, so if a MediaTone server falters, the system instantly switches to redundant backup servers. The service is over-provisioned by 100 percent, so there's never a shortage of bandwidth or capacity. Bottom line: The MediaTone Network means maximum security, reliability and availability. To learn more, go to www.webex.com/mediatone.

Q: Everyone in my office wants IM, but I'm loath to approve this because it's not secure. What should I do?

A: You're right: Traditional instant messaging is about as secure as a postcard. That's why we adopted AOL's AIM Pro Business Edition. It works just like AIM—and adds WebEx's collaboration, video and voice features—but it's far more secure.

For starters, when you use AIM Pro via WebEx, you're connecting via WebEx's private MediaTone Network, with its 128-bit SSL encryption. (File attachments are also scanned for viruses.) All incoming and outgoing messages pass through this proxy, which lets you filter, archive and prevent data loss or invasion. MediaTone insulates this proxy and all traffic with three-factor data-center access, rigorous change control, and certified

threat detection and elimination. It's about as secure as IM gets.

There are plenty of admin goodies, too. You can add and update user information in batch mode and, via Active Directory synchronization, streamline screen name and password administration. You can manage groups by creating unlimited domains and subdomains—even for external groups. And like any savvy enterprise app, MediaTone lets you enforce corporate policies by restricting communication among groups and providing selective access to certain features, such as file transfer. To learn more about AIM Pro's capabilities, go to www.webex.com/secureIM.

—Steve Levine is the MediaTone technology expert at WebEx.

By Timothy Chou

For an idea of what's next for business, we should become students of what's happening in the consumer Internet. MySpace, Second Life, World of Warcraft, Wikipedia, Friendster and Skype all hold keys to the next generation of business applications. These multidimensional communication models have allowed for the emergence of communities of individuals no longer bound to the street where they live, the school their kid goes to or the bricks-and-mortar office where they work.

Consider World of Warcraft, the most popular MMORPG (Massively Multi-player Online Role Playing Game) on the planet. With more than 8.5 million subscribers, at any moment there are hundreds of thousands of people simultaneously playing the game. Although some people are merely spectators, the vast majority are working collaboratively with other people—some they know, some they don't; some from Beijing, others from London—all to achieve a common objective. Sounds like the modern work world, doesn't it?

The next generation of sales and service networks will require that we leverage the lessons learned from World of Warcraft and the rest of the consumer Internet. We'll need to build business communities and identify individuals' roles and skills so we can work with others—including those we'll never meet in the physical world. We'll need to find a way to develop a common language that is unique to our community so that its wisdom can be shared, extended and codified. And we'll need to develop more sophisticated, multilayered interaction models that blend and extend forums, blogs, wikis and Web meetings. Only then will we be able to unlock the true potential of the Internet.

Every business today is global, and every business is challenged to find and engage the best minds. Building the next generation of social networks for business and connecting individual knowledge and assets in new, innovative ways will reshape how businesses develop, sell and support their products and services.

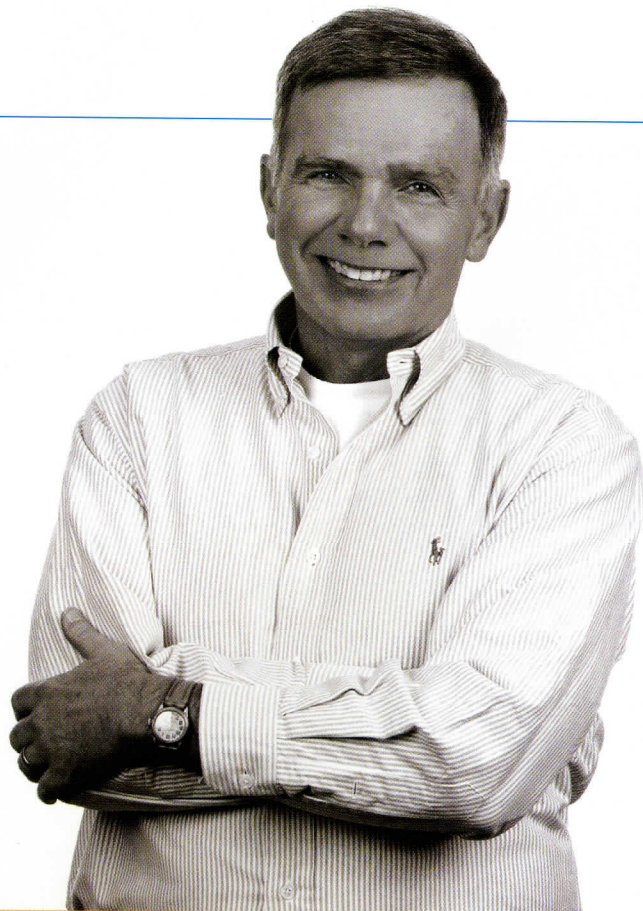
Timothy Chou is the former president of Oracle On Demand and author of *The End of Software: Transforming Your Business for the On Demand Future* (2004, Sams). Visit Chou's blog at www.theondemandjournal.com.

Social Networks 2.0

MySpace and World of Warcraft may transform the way you do business.



PHOTOGRAPHY BY THOM SANBORN STUDIOS



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Command Decision

Intelligent collaboration
saves the future!

By Gary Griffiths

You can learn a lot about collaboration by working underwater. Back in the 1970s, I was a junior officer aboard a nuclear fast-attack sub. I quickly discovered that you can't accomplish much by shouting orders. Cooperation and collaboration are the orders of the day.

When you're on patrol, you're cut off from the rest of the world. You live and work with a small team—maybe 100 sailors and a dozen officers. You have your mission objectives, but on an hour-by-hour, day-by-day basis, you're on your own. You learn to work closely with the crew, to solicit and respect their input and to make hard decisions—often without input from HQ.

These days, the Internet makes it hard to go it alone. Everyone wants input, and HQ (your boss) can reach out and micromanage you wherever you are. But one thing hasn't changed over the years: Whether there are two or 200 people in the meeting, someone will have to make a decision. Question is, does collaboration technology help or hinder?

Some claim that collaboration fosters group-think—that in the drive to achieve consensus, you end up getting lousy decisions. I'm not sure I buy that. Collaboration technology also encourages independence and lets different (and often dissenting) voices through.

Admittedly, there are some downsides, and new developments require careful management. We know that soon, everyone, and everything, will be sharing information. It'll be like MySpace on steroids. You'll be able to instantly learn about people, find them and communicate with them. If you're indecisive, don't know how to use the technology and don't know how to sift the wheat from the chaff, you'll end up with a terminal case of information overload.

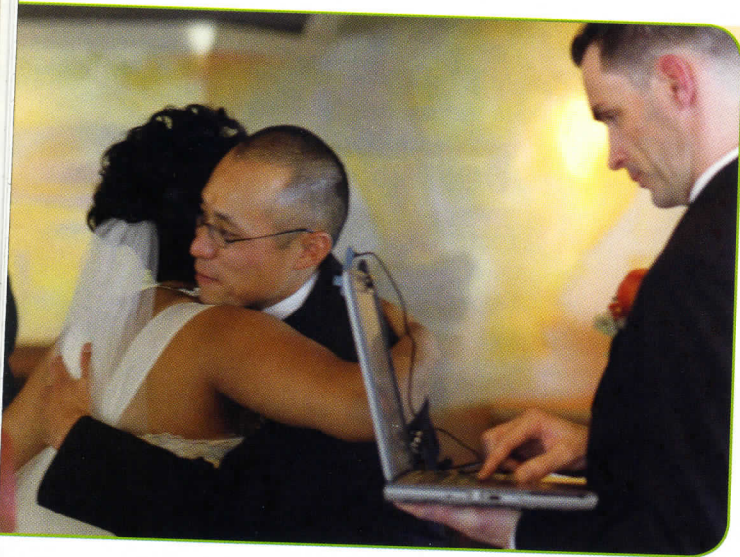
But I suspect that help is just around the corner, in the form of *intelligent* collaboration—systems that identify, evaluate and prioritize information and people for you. Think of it as a spam filter for your brain: a system that knows Mark is vital to your current project and should be immediately connected to you, while Fred (who is completely unreliable) should be shunted straight to your voicemail.

This kind of smart collaboration technology will really give you the best of both worlds. You can get a lot of information, filter it quickly and make better, more informed decisions. And that, after all, is the ultimate bottom line.

Gary Griffiths is president of products and operations at WebEx Communications. Read more of his thoughts at www.webex.com/blogs.

You May Click the Bride

How did family members stranded on different continents witness their loved ones' "I dos"? With a WebEx wedding!



Wireless in Seattle

As guests entered the wedding chapel, Steven Anselmetti, the happy groom, greeted them with a handshake and added, "Say hello to my father in Switzerland," as he pointed to the webcam attached to the laptop cradled in his other hand. Over a mobile phone,

Anselmetti's 75-year-old father—too frail to make the journey to Seattle last September—relayed greetings back to each guest he viewed on his computer via WebEx. When the ceremony began and Anselmetti exchanged vows with his bride,

Monica, the same webcam broadcast the event to family and friends in Switzerland, Hawaii and Cyprus. "At the reception," adds Anselmetti, "my daughters took turns walking around with the laptop, turning the webcam on everyone in the crowd."

• Anselmetti (right) uses his webcam to capture a tender moment for family and friends.

No Visas? No Problem

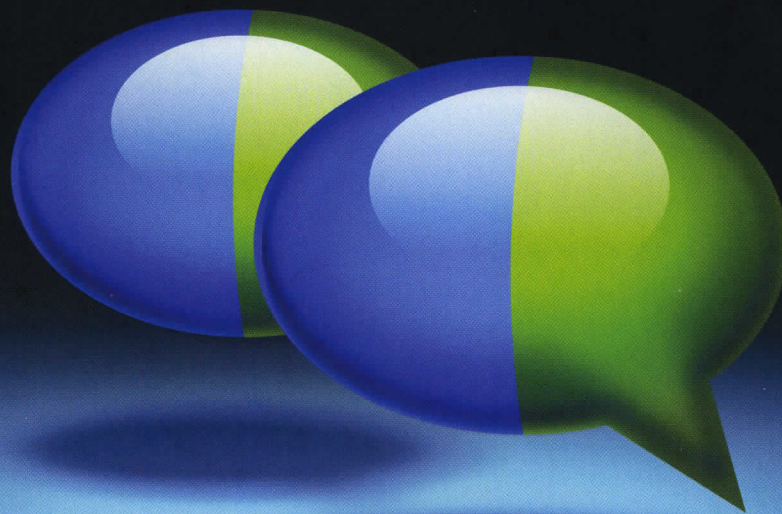
Reza Gorji's parents, who live in Iran, were devastated when their U.S. visas were denied. It meant they couldn't attend the March 2005 wedding of their eldest child at the picturesque St. Regis Resort in Dana Point, Calif. "The only way we could unite both families was via WebEx,"

says Gorji's wife, Mercedeh Sheik. At the ceremony, the hotel staff ran a DSL line across the lawn to her PC, and Sheik routed video and VoIP phone through WebEx to her in-laws' computer. "After the ceremony, my mother-in-law was crying over the phone," says Sheik. "She was so happy."



• Gorji's parents in Iran were able to view the happy newlyweds via WebEx.

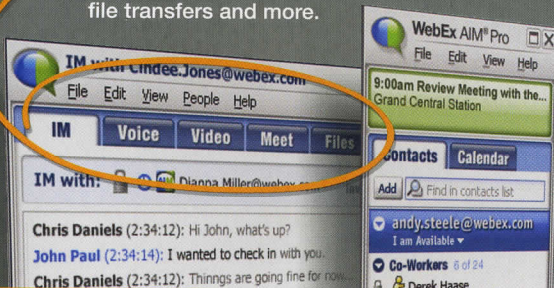
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