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—Anthony Chavez, Director of New Media Publishing Technologies and Services



SupplyChainBrain.com delivers TV-quality webinars while reducing long-term costs with WebEx.



INDUSTRY

Trade publishing

WEBEX APPLICATIONS

WebEx Event Center, Meeting Center, LiveStream Services, Production Services

SUMMARY

SupplyChainBrain.com needed an online event solution that offered top-of-the-line technology, reliable connectivity, and strategic guidance from a seasoned team of event professionals. By turning to WebEx LiveStream Services in conjunction with WebEx Production Services, the company can now deliver TV-quality events with minimal hassle. As a result, SupplyChainBrain has been able to develop a post-production infrastructure that delivers high-quality events while driving down long-term costs.

ABOUT SUPPLYCHAINBRAIN.COM

- **Line of Business**
New media publishing on logistics and supply chain management
- **Headquarters**
Great Neck, NY
- **Number of Employees**
20+
- **Target Market**
Supply chain managers and executives across 70 channels
- **WebEx Customer Since 2007**

Global Logistics and Supply Chain Strategies, a magazine published by Keller International Publishing, offers critical guidance to supply chain managers across dozens of industries. The magazine's digital incarnation, SupplyChainBrain.com, is even more comprehensive. Created in 1996, SupplyChainBrain serves as an information hub for best practices on logistics and supply chain management for a growing international audience.

The Challenge

In 2007, SupplyChainBrain underwent a radical re-design to draw more traffic. The new design succeeded in bringing more visitors to the site, but the organization was looking for a way to heighten its impact using audio and video content. "We attempted to produce and record an online event with a non-WebEx provider, but the technical expertise just wasn't there," recalls Anthony Chavez, Director of New Media Publishing Technologies and Services. "They had no automated registration function. The connectivity wasn't reliable. We endured one event under those circumstances, and we immediately started looking for something better." In order to produce content that would add value to the company's site without draining time and resources, SupplyChainBrain needed an online event solution that offered top-of-the-line technology, reliable connectivity, and strategic guidance from a seasoned team of event professionals.

The Solution

It wasn't long before Chavez and his team settled upon WebEx LiveStream Services. SupplyChainBrain now sends video crews to capture dynamic content from top analysts and industry leaders, then edits that content into a series of clips for delivery through the WebEx platform. "We organize these clips in a database, then show them to a live panel while an online audience watches," explains Chavez. "So our panel is reacting to the material in real time. We like to say that we're creating content at the speed of thought."

SupplyChainBrain can place the same content in front of different panels and end up with an entirely different webinar. "By organizing and reusing our content as creatively as possible, we can really deliver multiple perspectives on these critical issues while getting the most out of the content we've already created," says Chavez. "We can also deliver a new webinar in very short order, because we have so many of the raw materials on hand."

By turning to WebEx Production Services for assistance, SupplyChainBrain can now deliver its TV-quality events with minimal hassle. "We wouldn't be doing this if it weren't for Production Services," notes Chavez. "The WebEx team provides so much of the planning and execution behind these events—it's been an amazing and valuable relationship for us." He recalls one event in particular that required five video shoots with major analyst firms from all over the country. The Production Services team was so efficient in planning the logistics that, after several weeks of planning, Chavez was able to cancel production meetings during the final week leading up to the event.

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“They just give me total peace of mind, because they’re on top of everything,” he says. “The bottom line is that they deliver, and they deliver with really impressive speed.”

The Benefits

By creating online content that can be used in different ways for different audiences, SupplyChainBrain is able to lower its average webinar cost by approximately 50 percent. “We’re spending literally one-third as much per event because we can reuse the high-quality content we’ve already created,” notes Chavez. “And working with WebEx means that we can have a lot more control over how we deploy that content going forward. This technology has really helped us maximize our resources.”

He also points out that his relationship with the WebEx Production Services team feels like a genuine partnership, and the professionalism and efficiency he sees during the planning process adds significant value to each event. “People throw around the word ‘relationship’ a lot in business these days,” he says. “But it’s not just a word to the people I know not only in Production Services, but in customer service and on the sales team as well. They add so much value to this process, and they’ve been a huge benefit to our organization.”

Attendees have been duly impressed with the results. Chavez notes that WebEx LiveStream Services offers a level of visual clarity that few people expect from webinars, and the intuitive WebEx interface is convenient and easy-to-use for even the busiest managers and executives. “We had one attendee who left one of our simulcasts on his computer all day as he was coming in and out of his office,” says Chavez. “He was able to pick up a lot of our content even while he was multitasking. That’s exactly the kind of utility and flexibility we’re looking to offer here.”

WebEx also helps SupplyChainBrain gain a significant competitive edge. “Many of our competitors are rolling out large-chunk videocasts at very high cost to themselves,” says Chavez. “But we’ve been able to build a post-production infrastructure that delivers high-quality events while driving down long-term costs. That’s just good strategy, and WebEx makes it possible.”

The Future

In the very near future, Chavez hopes to begin deploying WebEx Meeting Center for small-group collaboration and content creation. He also plans to begin using Meeting Center to share and discuss video clips among small groups. “We’ll record some of those small-group sessions and store them as audio clips on our site,” he explains. “This technology offers us so many options for reaching a really broad range of audiences in creative, cost-effective ways. I’m thrilled about the possibilities.”

HIGHLIGHTS

- By using WebEx to create online content that can be used in different ways for different audiences, SupplyChainBrain is able to significantly lower the total cost of its webinars.
- The WebEx Production Services team offers consistent professionalism and efficiency throughout the planning process, adding significant value to each event.
- WebEx has enabled SupplyChainBrain to develop a post-production infrastructure that offers the organization a significant competitive edge.