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InfoGenesis increases efficiency and customer satisfaction with Support Center.



INDUSTRY

Outsourced IT services

WEBEX APPLICATIONS

Support Center

SUMMARY

By deploying WebEx, InfoGenesis improved its support effectiveness while increasing customer satisfaction.

ABOUT INFOGENESIS

Line of Business

Point-of-sale solutions

Headquarters

Santa Barbara, California

Number of Employees

160

WebEx Customer Since 2003

A leading provider of hospitality information technology, InfoGenesis develops point-of-sale (POS) solutions for the hospitality and foodservice industries. The company’s managed POS solutions include software, hardware, installation, training and consulting, and an award-winning customer support team that delivers powerful back-office management tools and flexible, intuitive touch screen terminal solutions. InfoGenesis serves over 300 customers around the world with over tens of thousands of installed POS terminals.

The Challenge

Providing superb customer support for its POS solutions has been critical to the success of InfoGenesis. According to Eric Sanabia, manager of integration for the company, “We provide frequent updates, patches, and refinements to our applications—which are invisible to the customer. Seamless customer service is one of our competitive advantages because many of our customers don’t have the dedicated IT resources to maintain a solution.” To deliver its remote machine support, InfoGenesis was using IBM Director, which provided remote access and desktop viewing of equipment. But the company found this solution less effective than they desired, particularly over lower bandwidths. “Using Director sometimes required 30 seconds or more to respond to basic commands, depending on the customer’s Internet connection,” says Sanabia. “And it required us to remote control our data center, then launch Director, and then contact the remote machine we wanted to service.”

Director also required InfoGenesis to maintain direct network connections between the company’s data center and its customers over Virtual Private Networks (VPNs), a requirement that was expensive to implement and manage, and offered poor scalability. InfoGenesis needed a new solution that didn’t require a direct network connection to access equipment, that wasn’t slowed by variable connectivity speeds, and that didn’t require hands-on intervention at the customer end to make it work.

The Solution

InfoGenesis began its search in the last quarter of 2003 with key requirements clearly in mind. “We considered Citrix Online’s GoToMyPC,” says Sanabia, “but it didn’t have the security features we were looking for.” Citrix Online’s second product, GoToAssist, was not selected because it required customer assistance during installation. Additional solutions were eliminated because they required InfoGenesis to build direct network access between the company’s servers and its customer sites, which was not feasible either from a cost or resources perspective. When the company looked at the WebEx Support Center remote access solution, however, InfoGenesis found what they were looking for. “WebEx was extremely helpful during our technical analysis process in a way that clarified our requirements without giving us a hard sell,” says Sanabia. This consultative approach was a critical factor in InfoGenesis’ selection of WebEx, in addition to the fact that Support Center provided real-time remote access and support that didn’t rely on



high bandwidth, direct network connections, or customer intervention. According to Sanabia, “WebEx did a demonstration of a Support Center session on one of our computers here in Santa Barbara and I was actually surprised that we didn’t have to reconfigure any of our firewalls. That was huge for us, because the idea of going to each customer site to reconfigure firewalls was not feasible. With Support Center, we didn’t have to.”

The WebEx solution is now used to deploy regular updates and security patches successfully to the over 1200 terminals it supports in its ASP customer base. The process begins with 3rd party application Marimba, which manages the download of appropriate software to each customer location. The application creates reports that give InfoGenesis support techs instant visibility into the status of each download. When attention is required, a tech initiates a WebEx Support Center session to take a close look at the equipment in question. The technician can take remote control and quickly view logfiles, use the Support Center file transfer function to upload log files for a closer examination, and push repaired or updated files back to the problem machine to clear up the issue. “The whole process takes place behind the scenes, in a completely streamlined fashion,” says Sanabia, “Support Center is much more efficient than our previous solution.”

The Benefits

With Support Center, InfoGenesis has experienced an increase in customer satisfaction directly related to the increased speed with which they can diagnose and service their POS terminals and respond to customer support issues.

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— Eric Sanabia, Manager of Integration, InfoGenesis

Deploying the solution was equally successful. InfoGenesis used WebEx comprehensive online training programs to prepare its help desk teams to use Support Center—a program that InfoGenesis’ second level support staff has praised for its efficiency, calling it “superb.” And deploying the solution to customers was managed so transparently, customers hardly knew it was happening. According to Sanabia, “The Support Center agent has such a small footprint that we didn’t have to worry about the impact of implementing it on our customers systems. There were no upgrades to our hardware or applications to implement, so it really was a seamless operation.”

InfoGenesis is also using Support Center for training customers remotely at their POS terminals. For example, if a customer doesn’t know how to perform a specific function, such as a refund, the company’s help desk can initiate a Support Center session and remotely walk the customer through the functionality as they watch from the other end. This elegant training solution has proven to be a very easy and fast way for the customer to get up to speed and gain all the productivity benefits of InfoGenesis’ solution.

The Future

InfoGenesis sees WebEx as a long-term partner that has already provided excellent deployment, training, and customer support. In the future the company is looking to create greater integration between Support Center and 3rd party applications like Marimba, integrations that would enable a WebEx session to be launched directly from Marimba’s reporting functions, for example. Says Sanabia, “So far the WebEx experience has been primarily positive and we are looking forward to finding all the ways Support Center can help us create even greater satisfaction for our customers.”

HIGHLIGHTS

- InfoGenesis uses WebEx to support more than 1200 POS terminals, taking advantage of real-time remote access and support that doesn’t require high bandwidth, direct network connections, or customer intervention.
- The company has extended its use of Support Center to provide real-time training to remote customers right at their POS terminals.
- Going forward, InfoGenesis plans to integrate WebEx with other key applications to further streamline support and create even greater customer satisfaction.