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INDUSTRY

Computer-Assisted Modeling

WEBEX APPLICATIONS

WebEx Support Center

SUMMARY

CAD Sciences needed an effective remote access solution to provide high-level customer support using limited resources. With WebEx Support Center, CAD Sciences increased support staff productivity by eliminating remote connection problems and on-site visits. Support Center expanded the company's geographic reach, enabling it to provide proactive, uninterrupted customer support from anywhere. With WebEx, CAD Sciences now responds to support requests six times faster than before.

ABOUT CAD SCIENCES

Headquarters

White Plains, NY

Number of Employees

30

Line of Business

Medical imaging software

Target Markets

Radiologists, oncologists, and urologists

WebEx Customer Since 2006

CAD Sciences accelerates customer response times with WebEx Support Center.

Founded in 2002, CAD Sciences is the technology leader in the advancement of computer-assisted modeling of contrast-enhancement in MR imaging of cancer. Radiologist customers worldwide currently use the company's Server2™ and WorkSpace™ software platforms to facilitate the analysis, interventional planning and reporting of breast and prostate MRI. CAD Sciences products automate MRI image processing and provide higher quality imaging studies, lowered facility costs and increased revenue streams for radiology practices as well as improved analysis and reporting tools for physicians. In addition, the company is the sole distributor of Machnet breast biopsy intervention devices and magnetic resonance breast and carotid coils.

The Challenge

To offer its customers the highest level of technical support possible, CAD Sciences sought a solution with seamless remote access capabilities. Existing remote access solutions required CAD Sciences and its customers to spend time configuring their systems to enable access into hospital and clinic networks. “Most of our customers used hardware-based VPN solutions for remote access functionality. But that configuration required that we install VPN clients with authentication keys on our laptops, and that our customers configure their firewalls and VPNs to allow us access into their networks,” explains Froilan Mendoza, IT Manager at CAD Sciences.

With customers in Europe, CAD Sciences found that language barriers and time zone differences added a higher level of complexity to the remote access process. According to Mendoza, “Most medical facilities don't have dedicated IT departments, and doctors don't have time—or in many cases, the expertise—to work on network configurations.” Because the remote access systems were difficult to use, CAD Sciences application specialists had to travel to customer sites to assess support issues. “We'd drive at least two hours to fix a problem that often took five minutes to resolve remotely,” says Mendoza.

The Solution

Mendoza heard about WebEx and decided to purchase WebEx Support Center to test it internally. He recalls, “After testing WebEx for half a day, we knew it was the right solution. We chose WebEx because it is so easy to set up and use, for our support staff and our customers.”

Using Support Center remote access capability, CAD Sciences application specialists now perform software upgrades and troubleshooting remotely, with no need to interact with the customer or travel to each site. CAD Sciences simply provides its remote customers a link which enables Support Center to self-install on specific machines, avoiding the need to download software or configure firewalls. “Because WebEx is HIPAA-compliant, we can assure our customers that their files remain private and their



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CAD Sciences workstations secure from unauthorized users,” Mendoza remarks.

The robust feature set within Support Center also facilitates customer support activities. The file transfer feature enables application specialists to upload files—such as software patches and upgrades—to the customer’s machine without having to open a separate application. In addition, the Support Center audit trail feature records and tracks all support activities. “The audit trail is especially helpful for FDA and other agency audits. It makes it possible for us to provide a complete record of who logged into the system and what functions they performed,” says Mendoza.

CAD Sciences also uses Support Center for customer demonstrations. Application specialists record their support sessions with customers and post the recordings on the company’s Intranet. These sessions walk customers through software installations and upgrades, and demonstrate the use of specific features. Mendoza says, “Each WebEx recording is based on an individual support session, making it specific to the particular requirements of each customer.” In addition, CAD Sciences uses Support Center to present more general software demonstrations to potential customers. “WebEx demonstrations enable us to leverage our resources and make better use of our time,” says Mendoza.

The Benefits

Adopting WebEx enabled CAD Sciences to optimize its limited resources and increase company productivity, while raising the quality of service it provides to its customers. “In the past, each software installation required at least five on-site visits to complete,” says Mendoza, adding, “WebEx helped us eliminate these on-site client visits, greatly reducing the time between sale and installation.”

“WebEx reduced our travel costs significantly, but more importantly, it has freed up key resources that can now be devoted to more immediate sales-related tasks,” states Mendoza. In the past, application specialists spent significant time setting up remote access connections or driving to customer sites. Additionally, employees from corporate headquarters frequently traveled to sites that the application specialists didn’t have time to cover. “By eliminating the two to three hour drive time required to make standard on-site support calls, everyone gets to focus on their main priorities,” says Mendoza. This is especially critical in Europe, where CAD Sciences has one application specialist supporting customer sites throughout Germany, France, The Netherlands, and England. “WebEx helps us support our geographically widespread sites more efficiently, further expanding our global reach,” he says.

WebEx has given CAD Sciences a competitive edge by enabling it to

provide proactive customer support and immediate response times. “Used in conjunction with our in-house monitoring system, we can now access customer computers remotely via WebEx and resolve issues before they escalate.” And because WebEx is web-based, application specialists now access and troubleshoot customer computers from wherever they are, at any time. Mendoza says, “With WebEx, we can provide uninterrupted customer support, even when an application specialist is traveling or on vacation. We’ve cut support response times from approximately six hours to one hour with WebEx.” This is an important benefit for doctors who have to cancel appointments if CAD Sciences software isn’t working properly.

The Future

As a result of the tremendous productivity gains and improved customer support it has experienced with WebEx, CAD Sciences is expanding quickly its use of Support Center. “We now require all of our customers to install WebEx on their computers. Plus, we plan to purchase more WebEx licenses by year-end,” says Mendoza. He is also exploring the possibility of integrating the Support Center System Management solution to benefit from its enhanced functionality, including automatic anti-virus updates. In the future, Mendoza looks forward to continuing to use WebEx to achieve the company’s high-level goals for seamless customer service.

HIGHLIGHTS

- Existing remote access solutions were too difficult to configure and use.
- WebEx Support Center optimized the company’s limited resources and increased productivity by eliminating remote connection problems and on-site visits.
- Remote access capabilities enabled CAD Sciences to expand its geographic reach and to provide proactive, uninterrupted customer support from anywhere.
- With WebEx, CAD Sciences now responds to support requests six times faster than before, ensuring their customers stay up and running.