



Web conferencing fires up Ignyte's consulting business

Executive Summary

For Oakland, California-based Ignyte Marketing Group, it's all about helping high-growth, mid- to late-stage, software-as-a-service (SaaS) clients achieve their business goals. To deliver on their promises to clients, Ignyte relies on web conferencing for collaborative meetings that accelerate strategy development and marketing execution processes.

“Consulting is based on trust and quality of work. WebEx helps us deliver faster and maintain personal relationships with our clients. It's one of the tools we use to build trust with our clients, and it increases their satisfaction with us.”

— Andy Singer, Principal and Co-founder of Ignyte Marketing Group

“Distributed” would be a good way to describe Ignyte Marketing Group’s client base and their internal team. With clients and team members spread across Northern California’s Bay Area, having all their meetings in person simply wouldn’t be practical or a good use of time for anyone involved.

Offering strategic marketing, consulting, and execution services to their SaaS clients, Ignyte’s services vary depending on client needs and may include product launches, expansion into new markets, and customer retention or growth. In all cases, the firm relies heavily on personalized, collaborative relationships, and responsiveness to client needs.

“Working in Silicon Valley, your customers could be five miles away, or they could be 50 miles away. It’s not always practical to drive to a site for an hour meeting and drive back,” says Andy Singer, Principal and Co-founder of Ignyte Marketing Group. Web conferencing allows Ignyte to work closely, personally, and effectively with their far-flung client base and internal team.

Real-time editing and video conferencing accelerate workflows

In the highly competitive SaaS market, Ignyte must prove they can deliver on their commitments quickly and accurately. Facing the challenge of connecting and collaborating across the geographically large Bay Area, Ignyte needed a reliable online communications platform to work with clients and team members alike from any location.

To help accomplish their promise to deliver high-quality marketing services, the firm uses video and document-sharing web conferencing features to validate that they understand and have incorporated client objectives, messaging, and feedback in real time.

When Ignyte evaluated online meeting platforms, they found that many simply didn’t cater to small businesses. They encountered problems on the high end and the low end. Some paid services were requiring investments of more than a \$1,000 a year—too much for a business striving to maximize limited resources.

Ignyte Challenges

Ensure the firm maximizes the value of clients’ time in meetings.

Keep business relationships personal even when not meeting in person.

Provide a frictionless process for clients to use web conferencing.

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– Andy Singer

On the other end, free services didn’t have the security features the company needed to protect client confidentiality. “As a small business owner, when you work with companies, you want to make sure you’re working responsibly,” Singer explains. “If you’re using free services, sometimes you have to worry about confidential information that you put on those sites.”

WebEx Meetings provided an affordable monthly subscription service that cost at least 60% less than the other paid services. In addition, the service is more secure than the free options the company considered because the account is in the company’s name and covered by Ignyte’s insurance.

Online meetings foster close, personalized client relationships

Since adopting WebEx, the Ignyte team can complete their work for clients faster and easier, Singer says. “In real time, we can collaborate with our clients on messaging, graphics, video, and presentations,” Singer says. “We get their feedback immediately rather than slogging through a series of time-consuming, back-and-forth emails.” And this means Ignyte’s clients can rapidly execute marketing initiatives critical to their businesses.

Also, important for Ignyte, Singer uses video conferencing whenever possible, so he and his clients can keep that personal, face-to-face connection that helps build strong working relationships.

Plus, Ignyte’s clients don’t have to create an account to join a meeting, and it works with various operating systems, including Windows, Mac, and iOS devices. “We can schedule a meeting within five minutes and have everyone jump on,” Singer says. “They don’t have to remember a password. They don’t have to download anything. They just need a meeting number or a link.”

“Using web conferencing to review deliverables combined with video sharing helps save our clients time and helps Ignyte accelerate delivery.”

– Andy Singer

The personalized meeting experience and ability to react quickly extends to Ignyte’s team members, who work from various locations around the Bay Area. Using web conferencing, they are able to share video and audio to streamline work processes.

Web conferencing provides agility and responsiveness to grow Ignyte’s business

Singer expects Ignyte to continue growing with more clients who are spread further out. He believes web conferencing will continue to play an important role in the company’s growth plans.

Mobile-friendly features that help the company be more agile and responsive are critical as the firm expands. Mobile apps also allow Singer and his partner to conduct meetings on the go.

Today, WebEx is the primary tool Ignyte uses for communications both externally with clients and internally with team members.

“Using web conferencing to review deliverables combined with video sharing helps save our clients time and helps Ignyte accelerate delivery,” Singer says.

To learn more about the Cisco solutions in this case study, visit www.webex.com.

Solutions:

WebEx

Interactive presentations

Results

Greater client responsiveness and productivity by turning work around faster.

Expanded reach to grow business without sacrificing personalized service.