

Obidicut Discovery™ identifies specific ways your company can enhance revenue, control costs and improve customer satisfaction through Web conferencing.

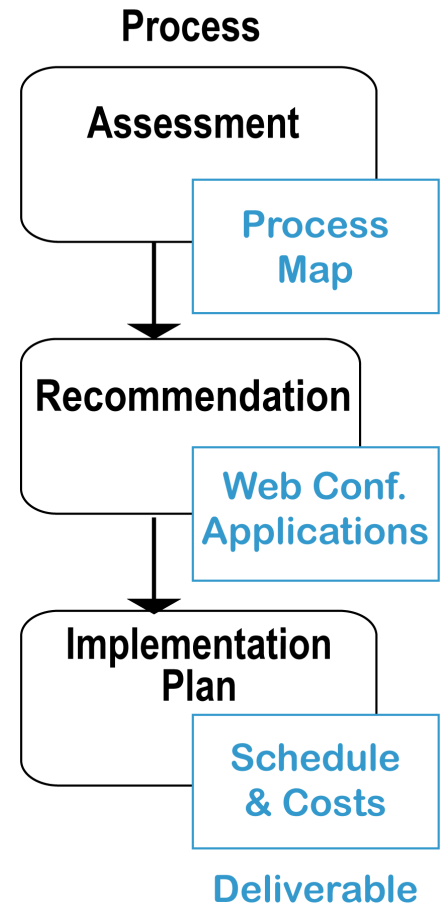
Web conferencing is not a business objective; it's a means to achieve business objectives more efficiently and effectively within the context of your organization's existing processes. Depending on your business and marketplace, Web conferencing may offer a variety of concrete benefits:

- Reducing expenses associated with travel and lost productivity
- Accelerating the sales process through lead generation and qualification
- Improve customer satisfaction through faster response and more convenient training
- Enhancing customer retention through frequent, convenient communications
- Decreasing time-to-market through remote meetings and online seminars
- Improving internal staff efficiency through internal communications and training

Program Elements – Obidicut Discovery's three-step process explores your current business process and pinpoints specific applications of Web conferencing. We explain how these applications can accelerate those processes with superior tradeoffs in time, effectiveness and convenience. Then we give you a roadmap for getting started efficiently and effectively.

1. **Assessment** – We begin with interviews with key staff from your company responsible for a variety of functions, including marketing, sales, customer relations and corporate communications. We use Web conferencing to make this step fast and convenient for all involved. We translate this information into a map of your present business processes.
2. **Recommendation** – Next, we make specific recommendations for where Web conferencing can improve process performance – and how you can measure the improvement. We build consensus among staff on how they can focus on specific opportunities to improve communications, operations and, ultimately, profitability.
3. **Implementation Plan** – We complete the Obidicut Discovery process with a presentation of an implementation plan. At a strategic level, the plan shows how you can roll out Web conferencing for the applications targeted for your company, along with an budget estimates and a recommended schedule.

Obidicut Delivers – Obidicut Discovery costs \$975 and takes two weeks, on average. You get the competitive advantage of our experience planning and executing Web seminars and meetings for a variety of companies and industries. Moreover, we draw on decades of experience in business processes involving marketing, sales, operations and technology. We focus on the business value and measurable results made possible by Web conferencing.



Obidicut Discovery is an methodical, focused service for uncovering and evaluating Web conferencing opportunities with specific benefits for your company and industry.

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