The Goals:

Create Low-Cost Tools to Improve the Geographic and Scheduling Flexibility of Business Human Interaction
- **Better Telecommuting**
- **Better Flex-Time.**

Taylor These Tools to Make Businesses More "Virtual"
- **Less Commuting**
- **Lower Premises Expense**
- **Fewer 9-to-5 Monday-Friday Schedules**
- **Better 24-Hour 7-Day Coverage of the Global Marketplace**

Without CWIC . . .

- **True Multimedia Communication**

  - **Slow Installation of Hardware & Communications**

  - **Expensive to Set Up and Run**

  - **True Site Mobility Even More Expensive**

    - **Line-of-Sight and Land-Line Limitations**

    - **SatComm**

Without CWIC . . . (cont'd)

- **Limitations of Lower-Cost Alternatives**

  - **Traditional conference-call "teleconferencing"**

    - **Often frustrating and inefficient, except possibly for the individual, if any, who's running the meeting.**

    - **Unless you're rehearsing a vocal group, only one person should speak at a time**

    - **no graceful equivalent of hand-raising**

Without CWIC . . . (cont'd)

- **Limitations of Lower-Cost Alternatives (cont'd)**

  - Traditional conference-call "teleconferencing" (cont'd)

    . no courteous reaction to a speaker until there's been some polling of participants after speaker is finished

    . distrust of people we don't know and/or can't see (will they recognize our efforts and deliver on their promises?)

Without CWIC . . . (cont'd)

- **Limitations of Lower-Cost Alternatives (cont'd)**

  - 1-Camera-to-1-Camera PC Conferencing

    . The audio/video's nice, but . . .

    . Specialized HW & SW required for each PC

    . Weak on multisite simultaneous participation

    . Assumes link sufficient to run meeting by conventional means

Solutions

- **Fill Part of the Gap in Today's Spectrum of Tools-- Specifically, the Gap between:**

  - phone teleconferencing and

  - point-to-point connections ranging from PC Anywhere™ to Video Conferencing

- **Centered Around Internet Meeting Management Software Developed with CWIC**

Internet Meeting Management Software Developed in the CWIC IDE

- Security via IIS SSL using the CWIC Application Broker Server ISAPI DLL extensions

- As Bandwidth Permits, See Who You're Talking to

  - Names

  - Biographies, etc.

  - Picture(s), small, up to full motion, at least of speaker

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Internet Meeting Management Software Developed in the CWIC IDE (cont'd)

- Control speaker sequencing

  - Formal rotation

  - Time limits

- Allow non-audio comments simultaneous with the speaker

- Moderator or speaker can recognize commenters

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Internet Meeting Management Software Developed in the CWIC IDE (cont'd)

- In CWIC IDE, Easy to Customize Meeting Management Software for Major Horizontal Functional Areas

  - Recruiting: recruiters, evaluators and candidate can all be in different locations, with simultaneous exchange of comments secure from view by the candidate

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Internet Meeting Management Software Developed in
the CWIC IDE (cont'd)

- In CWIC IDE, Easy to Customize Meeting
  Management Software for Major Horizontal
  Functional Areas (cont'd)

  - Business Formation: founding entrepreneurs
    and other members of the business can meet
    much more easily and efficiently with middlemen
    and potential investors, with simultaneous
    private sub-meetings for exchange of notes

Internet Meeting Management Software Developed in
the CWIC IDE (cont'd)

- In CWIC IDE, Easy to Customize Meeting
  Management Software for Major Horizontal
  Functional Areas (cont'd)

  - Virtual Focus Groups for Product Development
    and Sales: include geographical dispersed
    prospects, customers, and employees

Internet Meeting Management Software (cont'd)

- Customize for Horizontal Functional Areas (cont'd)

  - Customer Service with Less Wasted Time on
    Voice Menus and Repeated Statement of the
    Problem:

    . supplement a call-handling "desk" by
      including others from anywhere
      organizationally or geographically in an ad
      hoc on-line meeting, with as much of the
      meeting off-line from the customer as desired

Internet Meeting Management Software (cont'd)

- **Customize for Horizontal Functional Areas (cont'd)**

    - **Faster, Better Customer Service (cont'd)**

        . **include multiple customers at once (from one organization or from a user group) to get more done in a single on-line meeting**

        . **distribute calls within the helping organization evenly among people scheduled to be on-call**

Summary

- **The Technical Approach for Exploiting a New Tool Like CWIC: Start with a Simple Application**

    - **You May Think It Will be Boring**

    - **It Probably Won't Be**

- **Strategy**

    - **Exploit the ubiquity and low cost of the Web to enhance on-line or virtual meetings**

Summary (cont'd)

- **Strategy (cont'd)**

    - **For any organization with an intranet, the hosting capability is already in place**

    - **Exploit that CWIC lets systems developers bring a version of a Clarion system to the Web faster than by any other means, and the version will have a true Windows-like hierarchical and multi-threaded look and feel**

Summary (cont'd)

- **Strategy (cont'd)**

  - **Exploit that CWIC-developed systems contrast sharply with traditional Web pages which, despite dazzling (and distracting and slow-loading) graphics and banners, lack structure beyond their flat links and the history retained by the Web browser; the end Web user of a CWIC-produced system benefits from a more familiar, standardized interface with its true hierarchical and multithreaded navigation**

Summary (cont'd)

- **Results**

  - **This CWIC meeting management software enhances the traditional voice and e-mail meetings in which so much of business is done**

  - **The software does this at low cost**

  - **The software has widespread availability on existing hardware/software installations**

Summary (cont'd)

- **Results (cont'd)**

  - **The software keeps on-line meeting participants more fully informed about everyone with whom they're talking and exchanging data**

  - **The software makes it much easier to achieve the various incentives, security, and trust required to make various business areas and processes work**