Title:
Conferencing In The Global Marketplace

Word Count:
414

Summary:
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is that business is developing a worldwide presence. This term was initially
reserved for big business in the corporate sector as they had set up factories
in various countries. Today, with the Internet being less of the latest
invention and more of a global commodity, technology has immensely altered the
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Keywords:
web conferencing, audio conferencing, web conferencing

Article Body:
In today's world, every organization wants to be a world player. What this means
is that business is developing a worldwide presence. This term was initially
reserved for big business in the corporate sector as they had set up factories
in various countries. Today, with the Internet being less of the latest
invention and more of a global commodity, technology has immensely altered the
way of working of business. Even small businesses today can, and should, take
advantage of all of the commodities the Internet and technology has to offer in
terms of making contact with the world population.

One way in which one could get to this point would be by using web and audio
conference calling. There are numerous advantages to any business' using this
technology in one's everyday business activities. Web and audio conferencing
offers an enormous potential as communication tools that will help both big and
small businesses achieve their ultimate goals -- save money, and end up with
higher profits.

Audio conferencing may be a great way to reach out to clients, workers, and
people that are not in the same office. This means that you can audio conference
with a client that works in an office just a few blocks away, or you can connect
with an associate that works on the other side of the globe. Three participants
are required for audio conferencing so you can create department meetings,
regional conferences, or reach your international directors no matter what the

hour, all at the same time through audio conferencing. This is typically accomplished through telephones that contain multiple lines. If your organization uses a lot of audio conferencing, you can work with a PBX (private branch exchange). A PBX will be one exchange that is specially meant for your own office.

You can extend your use of technology by looking to the online world and taking advantage of web conferencing. Web conferencing offers a new way of communicating with colleagues and clients who stay in far off places. Web conferencing is great for having discussions with people in real time format through tools such as web cameras and microphones and chat or conference room capabilities. This form of communication also offers the appeal of document transmission and easily displayed information -- and all you need is a computer.

The advantages of both audio and web conferencing are numerous. However, their main advantage will be the rise in savings your business will experience. Automatically, your business will become more productive.