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– Andrea Numrich, Central Buying Department, Hottinger Baldwin Messtechnik



INDUSTRY

Testing, measuring and weighing technologies

WEBEX APPLICATION

WebEx Remote Support
WebEx Meeting Center

SUMMARY

Hottinger Baldwin Messtechnik offers its customers remote support, training and presentations with WebEx web conferencing services. This allows the company to respond more quickly to customer enquiries and to drastically reduce its number of on-site visits and its travelling expenses.

ABOUT HOTTINGER BALDWIN MESSTECHNIK (HBM)

Line of Business

Solutions for testing, measuring and weighing

Headquarters

Darmstadt, Germany

Number of Employees

1,500

WebEx Customer since 2001

WebEx web conferencing – less travelling, more service

Hottinger Baldwin Messtechnik GmbH (HBM) is a global leader in testing and measuring as well as weighing technologies. Torque measurement, experimental stress analysis, industrial measurement and force measurement are important areas where HBM's modern and innovative products are used. HBM has 24 subsidiaries and sales offices throughout Europe, America and Asia and employs 1,500 staff. In addition, the company is represented in a further 40 countries around the world. HBM is headquartered in Darmstadt, Germany, and has R&D and production facilities in Marlborough, USA, and Suzhou, China.

The Challenge

Hottinger Baldwin Messtechnik GmbH wanted to increase customer satisfaction by providing its customers with simpler, quicker and above all more efficient remote support. The company was also in search of a solution for product marketing that would allow HBM to offer its sales department and partners remote training and presentations of the latest product releases. Furthermore, HBM was seeking to cut its travel expenses and accelerate its time to market.

The reason: “HBM has customers all over the world and the demand for training and support services is growing rapidly,” explains Andrea Numrich, Central Buying Department, Hottinger Baldwin Messtechnik, Darmstadt. “With appropriate online support tools, we are able to meet these needs.”

The Solution

HBM uses the web-based tools WebEx Remote Support and WebEx Meeting Center. WebEx Remote Support is one component of WebEx Support Center, a suite of web-based applications designed for support and system

management. WebEx Remote Support is perfectly suited to deliver technical customer service: the solution can be used to hold web-based support sessions, allowing support staff to quickly identify and resolve any problems at the customer's through remote diagnostics.

WebEx Remote Support is used by the HBM technical support department to resolve software problems online, to configure and check software settings and to provide support for the use of the software. All that is needed by service technicians and HBM customers is a PC with a browser and internet access. The conversation is held over a concurrent telephone conference.

With WebEx Meeting Center, online meetings can be held at any time around the clock from any PC, notebook or hand-held device, and it makes no difference how many different companies or participants are involved. Within meetings, it is possible to share and collaborate on any application, multimedia presentation or text file – in real time. Remote desktop control allows a participant in the meeting to remotely access the system of another participant (subject to prior permission, of course). Live chat enables participants to communicate publicly or privately. All meetings can be recorded and replayed at a later time. Meeting Center web conferences are easy to schedule and can be launched from Microsoft Outlook or Lotus Notes. HBM uses WebEx Meeting Center in product marketing, to train its clients and conduct product presentations via the Web.

WebEx delivers its Remote Support and Meeting Center services on a lease basis over the MediaTone Network, a redundant, extremely powerful global network that was specifically developed by WebEx for transmitting real-time

communications over the internet. The MediaTone Network currently comprises over 2,000 servers at ten locations throughout the US, Europe and Asia, monitored by the Network Operations Center in Silicon Valley. Automatic fail-safe functions integrated into the network architecture ensure the high reliability of WebEx services.

The remote support delivered via WebEx meets with high acceptance, both from HBM employees and customers. Each month an average of 42 meetings are held. Meeting Center sessions usually last one hour, support sessions around 35 minutes. On average, there are three participants in each session.

The Benefits

As HBM's service technicians no longer need to resolve every support request by either visiting the customer on-site or having long phone calls and laborious e-mail exchanges, WebEx brings the company enormous savings in travelling and support cost as well as significant increases in productivity. "And as there is no need to travel to and from appointments, our staff can progress with their projects more quickly and effectively," Andrea Numrich underlines. Further benefits: "We are able to get new products to market more quickly. Customer satisfaction has also gone up considerably as we are now able to help customers more quickly and effectively."

Benefits of remote services at a glance: remote support increases productivity as participants no longer need to waste valuable time on travelling to and from appointments. Web conferences can be scheduled spontaneously – participants can get started straightaway. While some on-site visits will still be necessary, their number can be greatly reduced with remote support. And especially in view of current increases in flight/train fares and petrol prices and simultaneously shrinking travel budgets, remote support is often a very attractive alternative. "With WebEx, we are cutting travel expenses, we are saving valuable time and we have a much shorter response time to problems," Andrea Numrich emphasises.

components or network changes. All that users of web conferences need is a computer with a browser and internet access as well as a phone.

The Future

WebEx Remote Support and WebEx Meeting Center are of key strategic importance to HBM. And both tools are becoming more and more critical, as Andrea Numrich underlines. "Complex products require extensive support services, and this need is continuously growing. With WebEx, we can quickly and easily provide support to our customers anywhere in world."

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– Andrea Numrich, Central Buying Department, Hottinger Baldwin Messtechnik

“WebEx has not only clearly improved our sales and support programmes but also the communication with our customers, colleagues and partners,” Andrea Numrich adds. WebEx online meetings and remote support sessions are extremely easy to start and require no technical know-how. The connections are up and running within five minutes, and there is no need for any additional costly hardware and software

HIGHLIGHTS

- With WebEx, HBM has been able to increase customer satisfaction and accelerate time to market for new products.
- HBM uses WebEx to offer its customers efficient remote support as well as product training and presentations.
- Using WebEx, HBM's service staff can easily access their customers' systems and quickly resolve any problems remotely.
- HBM is achieving enormous cost savings with WebEx. In addition, as there is no need to travel to and from appointments, HBM staff can progress with their projects more quickly and effectively.