



**After approaching Fuze Meeting to reduce travel budgets and enable high resolution content sharing, Elara Systems found expansive success with Fuze Meeting and fundamentally overhauled the way they approach sales, collaborate and manage projects.**

*"With Fuze Meeting, we finally found a way to show what we do that doesn't hurt our product."*

Founded in 2000, Elara Systems, Inc. provides businesses with a wide range of new media production capabilities, specifically focused on 3D animation in the bioscience, biochemical and pharmaceutical industries. Elara Systems' graphics create visual demonstrations of medical devices and procedures at Hollywood-standard clarity. The HD images and video produced are used to showcase the capabilities of a product, train physicians on surgical installations and highlight their work in sales collateral.

### The Problem

No strangers to airports, the Elara Systems team would spend countless hours traveling around the world with a laptop in hand to conduct sales pitches to prospective clients. Prior to trialing Fuze Meeting, they had definitively decided that web conferencing was not compatible with their business model.

Once in a web meeting, images and video would render pixilated and choppy, undermining Elara's key selling point of visual clarity and accuracy.

*"When we're in an online demo meeting promising that we can create an amazing animation, the last thing you want to do is apologize for the way your product looks. And we found ourselves doing that a lot. That's just a bad way to introduce yourself as a leading edge graphics company."*

- Cameron Grant, CEO of Elara Systems

Furthermore, Elara Systems' clients are highly controlling of their patent-pending products and information. Accordingly, their IT departments prohibit software downloads; a standard with web conferencing services. Working among competitors within the same space, Elara Systems deemed the public nature of desktop sharing yet another unacceptable alternative to present rich media. With files too confidential to email, the only way to ensure imagery remained in the proper hands was for Elara Systems employees to physically travel to a location to give a demonstration.

After short and unsuccessful stints with online meeting solutions such as WebEx and GoToMeeting, the Elara Systems team concluded that a high stakes meeting at the end of a multi-year sales cycle demanded an in-person demonstration.

## The Solution

After 4 months as a Fuze Meeting customer, their unique implementation of the online meeting service has fundamentally changed the way business is conducted at Elara Systems.

Immediately, the Elara team noticed that the high-resolution capabilities of Fuze Meeting seem to be a perfect fit for Elara's state-of-the-art imaging technology.

“ *In our field, we're tasked with two critical things. First, it's got to be beautiful, but just as important if not more so, it has to be right. It has to be anatomically correct... and out of the gate, we chose Fuze Meeting because of the resolution and clarity.* ”

- Cameron Grant

With no download or plug-in required to attend a meeting, IT issues have been completely eliminated by switching to a browser-based and platform agnostic solution.

Elara Systems security concerns have also been resolved. By uploading and presenting files, desktop sharing is an unnecessary feature, and the privacy sensitivities of both sides of the meeting are respected. Elara confidently sends tightly controlled and password protected links to stream meeting recordings - enabling for a wider distribution of content within an organization while maintaining strict privacy protocols with Fuze Meeting's 128-bit SSL encryption.

Additionally, in sessions where attendees are interested in imagery that Elara did not anticipate presenting, the ability to engage their database of files to upload and present while still in a meeting has provided an unprecedented flexibility for the company - another benefit of being able to avoid desktop sharing.

## And Beyond

Creative and innovative by nature, the Elara Systems team has tailored their use of Fuze Meeting to suit their needs in ways previously unconsidered. Because they are able to post and publish links to content ahead of time, clients can view the assets prior to the session leading to more productive and efficient meetings.

The annotative capabilities answer to the nuanced requirements of the medicinal craft as well as the costly and computational nature of 3D imaging. In an industry where corrections to a 6-minute animation can require 300 computers working for 3 days, Elara Systems welcomed any opportunity to shorten the review and feedback process. Corrections previously took 3 or 4 rounds to ensure 100% accuracy, increasing costs and project length. Whereas with Fuze Meeting the ability for doctors to annotate and precisely detail minute changes have saved significant production cost for both Elara Systems and their customers.

“ *When we're in a development phase, the ability to get doctors collaborating with us on the actual imagery has dramatically increased our efficiency and our ability to communicate with the client.* ”

- Cameron Grant

As is the case with many international companies, time zones have proven a challenge for synchronous alignment. Fuze Meeting's published meetings feature coupled with meeting recording and playback have negated much of the scheduling turmoil associated with a 6,000-mile geographical distance.

Fuze Meeting has been vital to revamping the sales process both from a business acquisition and budgetary prospective as is best described by CEO Grant:

“ *Fuze Meeting has allowed us to increase the level of fidelity in our review process with our customers and that translates into less mistakes and less misunderstanding, and that translates into being able to more quickly wrap up a project for our customers.* ”