

# Emergency Notification Company Delivers Compelling Message

Singlewire brings story to life with telepresence.

## EXECUTIVE SUMMARY

**Customer Name:** Singlewire  
**Industry:** Software - Emergency Mass Notification  
**Location:** Madison, Wisconsin  
**Number of Employees:** 43

### CHALLENGE

- Deliver message through full media demonstration
- Make presentation as compelling as possible
- Replicate experience of in-person demonstration

### SOLUTION

- Cisco WebEx Telepresence

### RESULTS

- Audio-visual experience used to provide compelling product demonstration
- Telepresence system easy to use and maintain
- Rapid return on investment achieved

## Challenge

Singlewire produces mass notification and emergency communication solutions, serving over 3500 diverse public-sector customers worldwide. "When an emergency takes place and you need to reach as many people as quickly as possible: that's what we do," says Pat Scheckel, vice president, business development.

Because Singlewire's products are visual and auditory, a full demonstration is necessary. In the past, Singlewire had experimented with simple web demonstrations, with some limited success. As Scheckel says, "People could get the general idea, but they didn't viscerally understand what we were doing." Singlewire CTO Jerry Steinhauer also affirms, "If we just describe the solution, it's not compelling enough."

Singlewire recognized the need to re-strategize how to share its value proposition. Scheckel says, "We like to think that if we have the ability to demonstrate our solution to our customers that they'll end up buying it. We know that our buy-rate is greater than 50 percent when we give them a good demonstration."

And so Singlewire set out to find a video solution that could closely replicate the experience of an in-person demonstration. "We were looking for something high quality; it had to be as close to live as possible," Scheckel says.

## Solution

When Singlewire visited the Cisco briefing centers and experienced Cisco TelePresence®, they were amazed. "It's like being there, without actually physically being there," says Scheckel. "We knew that this was the experience we wanted to provide our customers," adds Steinhauer.

Their interest climbed when they learned how smoothly the new telepresence solutions from Cisco could work with a network of their size. The underlying cloud service, Cisco WebEx Telepresence delivers all the benefits that small and medium-sized businesses need: It is easy to use, does not require specialized equipment or resources to maintain, and brings a rapid return on investment. CTO Steinhauer was impressed. "Traditionally, coming from an enterprise background, we thought that we would have to buy servers and software that we would have to manage and invest in year after year. With the new cloud-based telepresence solution from Cisco, we don't have to do that. We have a monthly service that provides everything that we need and we don't have to purchase additional infrastructure for our environment."

## Results

Cisco TelePresence has significantly improved Singlewire's product demonstrations by offering an immersive audio-visual experience. "People really get the idea of what it's like," says Scheckel. Not surprisingly, customers are routinely impressed.

Singlewire noticed that the benefits of Cisco TelePresence are immediate. "The great thing about telepresence is you have all of those visual cues. You're able to read the person's body language; you're able to see if they're looking right at you and read their reaction. So you can really adjust the way that you're presenting to them on the fly very effectively," says Scheckel.

He went on to share, "We consistently hear things like, 'That's the best demo I've ever seen'. We attribute that in large part to telepresence, and consequently, we had our best sales month ever this past month. Cisco TelePresence has changed the way we bring our solutions to life."

## For More Information

For More Information about the Cisco WebEx Telepresence, visit <http://www.cisco.com/web/telepresence/webex-telepresence-smb.html> or contact your local Cisco account representative.

**Figure 1.** Singlewire Virtual Demo Room



Initially Singlewire started with a Cisco TelePresence System C40 Codec for their demo room, an EX60 for their executive team and the Cisco Jabber Video for TelePresence software client for their sales teams' webcam-enabled computers. Each endpoint was activated on the Cisco WebEx Telepresence service over the Internet, and Singlewire pays a monthly subscription that includes unlimited video calling and desktop sharing.



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