

## Cost Control at CNET Networks with MeetMe Audio Conferencing



Since 1992, CNET Networks has harnessed the power of the Internet to create deeply engaging destinations that fuel people's passion for the things they love to do or need to know. Now a 290 million dollar global media company, CNET operates a portfolio of well-known web brands spanning categories from home entertainment through business technology, including GameSpot, MP3.com, ZDNet, TechRepublic, and News.com.

### Audio Conferencing Needs

Like many global service organizations, CNET has high audio conferencing demands due to its many locations,

1500 employees, and global partnerships. Specifically, CNET requires permanent MeetMe (reservation-less) audio conference rooms for both ad-hoc and scheduled meetings for project teams of 4-5 members and sales staff trainings with 20 or more participants (both inside and outside of the company). However, as a result of these ad-hoc conferencing requirements their current service provider solution was costly. Don McGill, Client Service

Director, needed an in-house solution to control costs but also one as reliable and flexible as the current service provider plan.

### My Teamwork Solution

McGill found other CPE solutions expensive to install and required hardware upgrades when it came time to add ports. Alcatel offered a low cost,

*"CNET's payback period with the Alcatel conference bridge on our VoIP network was less than four months. Our usage has gone from 100,000 minutes per month to over 160,000 minutes, further increasing our ongoing cost savings."*

*Don McGill, Director, Client Service, CNET*

## Challenges

- High monthly audio conferencing bills – nearly \$200 thousand spent annually
- Staff depends upon reservation-less conferencing from service provider but monthly charges mount and fluctuate
- Guarantee service reliability and disaster recovery plan
- Total cost of ownership, including system management labor, must be low

## Solutions

- 96-port My Teamwork server deployed on site, connected with ShoreTel PBX via T1 trunks.
- Redundant configuration with automatic backups and failover

## Benefits

- Hard dollar ROI in months
- Easy on-demand usage reporting eases budgetary planning
- Re-branded service available to clients
- Bonus features of web presentations and unlimited call recording and replays

*Three years later, McGill says “My Teamwork is a work horse and we’ve never had any issues.”*

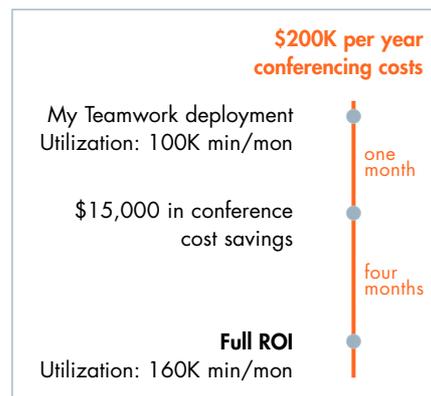
software-based system with expansion via software licenses as well as out-of-the-box integration with CNET’s existing PBX.

CNET installed a new server with My Teamwork software. 96 audio ports support eight hundred provisioned users, with two hundred being “highly active”. Each user schedules and moderates conferences via a CNET-branded web application.

For highly visible consumer sites like CNET, brand recognition is critical. CNET re-branded My Teamwork to preserve their distinctive palette and naming. Simple portal integration is also available to augment existing services.

## ROI and Higher Productivity

Before My Teamwork, monthly conferencing costs were rising and unpredictable.



Now, CNET is realizing productivity improvements with increased utilization and paying less. McGill cites ease of use as the main factor. “New users are up

and running in 30 seconds. We send out a Getting Started Guide to handle all of their questions so we rarely get a phone call.”

*Alcatel’s My Teamwork saves CNET \$15,000 dollars a month.*

With My Teamwork, CNET enjoys added features which, while not originally part of their requirements, are enhancing workflow. Sales teams are using My Teamwork’s presentation viewing for training. Also, the ability to record conferences has proved valuable for news staff when interviewing for quoting and fact checking purposes.

## Expansion

My Teamwork is a mission-critical application at CNET. Recently, McGill deployed a second server in a ‘stacked’ configuration for automatic disaster recovery and port expansion where a single conference can span servers. This guarantees participant access to a conference in the event that all ports on the conference server are used.

Another upcoming enhancement is the migration of CNET voice communications to IP telephony, which will require no upgrade to My Teamwork. VoIP calls can be mixed with PSTN calls in a single conference. Fluent in both legacy and VoIP environments, My Teamwork offers a future-proof communications investment.

## About My Teamwork

*My Teamwork enables enterprises to immediately deliver cost-effective audio conferencing and/or collaboration capabilities across disparate networks. My Teamwork is modular, permitting both simple installations of in-house audio conferencing (as in the case of CNET, eliminating enterprise dependence on expensive conferencing services) as well as full-blown multimedia collaboration. This browser-based solution requires no software downloads (accommodating PC, MAC, UNIX and Linux users alike), is fully brand-able, and easily integrates into portals.*

## About Alcatel

*Alcatel provides end-to-end communications solutions, enabling carriers, service providers and enterprises to deliver content to any type of user, anywhere in the world. Leveraging its long-term leadership in telecommunications network equipment as well as its expertise in applications and network services, Alcatel enables its customers to focus on optimizing their service offerings and revenue streams.*

### At a glance

- CNET ([www.cnet.com](http://www.cnet.com)) CNET Networks leading online global media company
- 8 offices in US, 800 users
- Product: My Teamwork
- My Teamwork: (2) 96 port audio servers



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