



Case Study

WebEx Communications, Inc.



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ROI

Project management efficiency improved by 20 percent; better view into project information; improved online collaboration among project stakeholders.

Company Profile

WebEx is the worldwide leader in online meeting applications. More than 3.5 million people use WebEx every month to communicate and collaborate online

Challenge

Get projects up and running quickly, then concisely capture and communicate project status as the project moves to completion; capture and integrate stakeholder feedback at all stages of the project lifecycle.

Project Management

A leader in online meeting technology uses Mindjet® MindManager® software to streamline project management

WebEx Communications, Inc., is the worldwide leader in on-demand collaboration applications. The company also provides consulting to improve customers' business processes. Such customer engagements require sophisticated tools to keep track of every phase of the consulting project. WebEx uses Mindjet MindManager software to construct internal and external plans that keep projects on schedule and crystal clear to everyone involved.

"It's just fantastic to be able to visualize a project and to very easily help people identify what needs to be done and who's responsible," says Brian Meyer, WebEx project manager. "MindManager is making me much more effective in the communication of information."

Managing projects visually

An American university system recently engaged WebEx to convert its standard classroom-based instruction to an e-learning environment using WebEx technology. In working with academic institutions, WebEx consultants may need to instruct a company's teachers how to teach online, then work with WebEx content developers and instructional designers to create an effective online experience for students. Sometimes WebEx must integrate a solution it develops with the client's existing learning management or customer relationship management systems.

Meyer typically receives a text document that lays out the implementation plan the customer has agreed to. He converts that document into a MindManager map for the internal and external project kickoffs. Internally, he uses the map to outline the roles, responsibilities, milestones, and customer's expectations for presentation to the team.

"At my external kickoff with the customer, I go through my visual implementation plan and we clarify everything that is written down," says Meyer. "I've been able to use MindManager to give people a visual overview of the different phases and the deliverables."

A better way to view projects

Meyer then uses the map to track the project through to completion. He likes the fact that he can move information from one side of the map that represents action items to the other side containing completed items. "In the past, we used traditional project management tools to create very linear type of idea organization," he says. "But once you established different stages within the project, trying to move them around wasn't as free-flowing as it is with MindManager."

Steve Thiessen, Director of WebEx Professional Services Delivery, agrees: "We used to drop our project plans into either spreadsheets or text documents to get all our task lists organized—and then put it all into project management software. It was pretty hard moving things around, though, as project conditions changed. But with MindManager, I have the flexibility of being able to move things around and label things quickly. That's what I really love about it."

Solution

WebEx uses MindManager to communicate plans to both clients and the team.

Product

Mindjet MindManager

Result

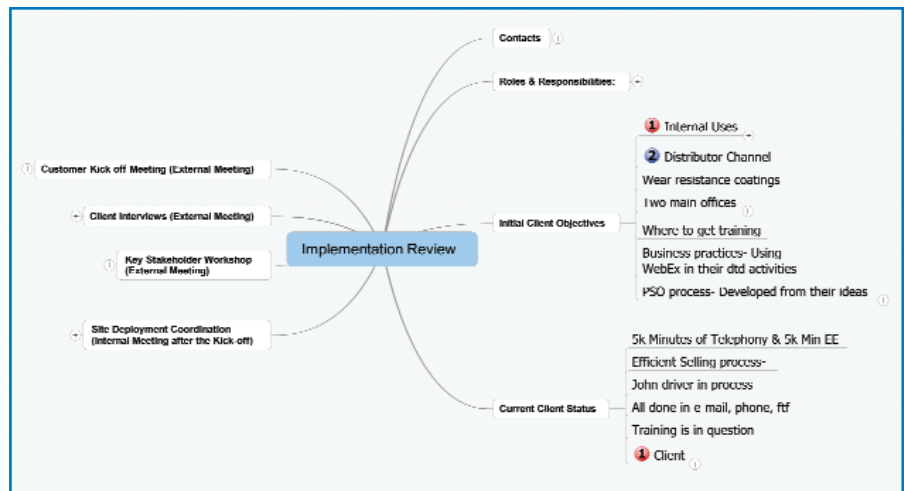
Projects are kept on track and everyone involved has an easy-to-grasp glimpse of the entire project.

Used in combination with WebEx, MindManager makes a very compelling way to share project information with stakeholders, says Stu Schmidt, vice president for professional services at WebEx.

“We might need to update our client on project status and it’s so easy to just have everyone jump on WebEx for a quick 30-minute review. The combination of WebEx and MindManager really speeds up the process. Working together in the map environment gets rid of the delays like no other software solution can.”

Schmidt says that MindManager helps differentiate WebEx’s professional services team—not just in the speed of the sales cycle, but it also in regard to establishing competency.

“The clarity and immediacy of the map environment shows customers that we are really connected to them—that we’re listening; that we care. MindManager makes it clear to all project stakeholders that we are organized, trustworthy, and focused on building a solution that can have a strong impact on their bottom line.”



Speeding up the process

Project manager, Meyer, estimates that using MindManager has made him 20 percent more efficient in his use of time. “MindManager provides important elements that are missing when you use other office productivity applications,” he says. “I like to go through the project plan and be able to visually see the different areas of it within the map. It’s much easier to communicate project details and status to the people involved.

“MindManager is the easiest way for me to get my projects up and running quickly,” he adds. “It gives me a way to very quickly get an organized approach to a project, so that we manage the process efficiently—and ultimately get the project delivered on time to the customer.”

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