PointBridge Delivers Engaging Virtual Meeting to World Leader for Employment Services Industry

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| Overview**Customer Profile**As a world leader in the employment services industry, the company creates and delivers services that enable its clients to win in the changing world of work. Founded in 1948, the $22 billion company offers employers a range of services for the entire employment and business cycle. Its worldwide network of 4,400 offices in 82 countries and territories enables the company to meet the needs of its 400,000 clients per year. Business SituationThe company is continually looking to reduce costs, and its annual Global Leadership Team meeting was identified as an area where efficiencies could be realized. It was challenged to maintain the collaborative nature of the meeting sessions while reducing the high cost of travel. SolutionThe employment services organization turned to Microsoft and PointBridge who worked together to establish a custom SharePoint Online environment to exactly fit the company’s virtual meeting requirements.Benefits* Saved time and money while maintaining the highest levels of communication, collaboration and information sharing
* Fast ROI
* A greener alternative to onsite meetings
* Showcased the capabilities of SharePoint Online for future use, including the 2010 Global Leadership Team meeting.
 |  |  | “The three-day online meeting that PointBridge developed for the world leading employment services organization’s Global Leadership Team meeting illustrates the full potential of Microsoft’s Business Productivity Online Suite. SharePoint Online enabled the development of an engaging, interactive virtual event that brought people together in memorable, effectual ways. At the same time, the client achieved an immediate ROI by eliminating costly travel expenses for a management team spread across every continent.” Todd Golden, Founder – Director of Alliances, PointBridge When the world leader in the employer services industry held its annual 2009 Global Leadership Team Meeting January 14-16, it tried something completely different. Due to economic conditions, the company decided to leverage the Microsoft Business Productivity Online Suite it already used to conduct a virtual global team meeting. The company turned to PointBridge and Microsoft to build out the format and content of the global team meeting. In just seven weeks, PointBridge envisioned, planned, built, stabilized and deployed a three-day event using Microsoft SharePoint Online, creating a robust meeting experience for 160 senior executives in more than 40 offices around the world. The meeting was compelling and interactive, and generated rave reviews from participants who preferred the online event to a traditional meeting format. The business advantage went beyond effectiveness to also include a fast return on investment and cost savings going forward as the solution will be used in the future to enable interactive online meetings.  |

Situation

The client’s leadership team hails from all corners of the world: the U.S., China, Greece, India, Denmark, New Zealand, Mexico and points between. Its annual Global Leadership Team meeting was identified as an area where costs could be cut. The company turned to Microsoft, PointBridge and SharePoint Online to provide the technology that not only replicated every aspect of an on-site meeting, but also provided effective learning in an enhanced user experience.

Solution Implementation

PointBridge worked with Microsoft’s Business Productivity Online Suite team to build out the one-of-a-kind SharePoint Online environment for Manpower. PointBridge met with key stakeholders, managers and others within Manpower to verify and define the organization and functions required in the SharePoint solution.

PointBridge defined the employment services organization’s business drivers and project goals, highlighted constraints and risk, and determined near and long-term functional requirements for the implementation.

During the planning phase, PointBridge architected the solution, including analysis and technical design.

The project progressed to the Build stage, where PointBridge created the SharePoint Online site as well as application configuration and content loading. Next, the solution was stabilized through thorough testing that emphasized usage and operation under realistic environmental conditions.

Finally, in the deployment stage, the solution was made available to the Global Leadership Team meeting participants and formal knowledge transfer is provided to its employees.

Key Features

* Individualized schedules for participants, showing local time zones
* Video recording access points for participation in pre-meeting activities, kickoff sessions, closing sessions and the main event
* Content repositories and discussion groups for all sessions
* Surveys
* A “leader board” to track participant progress in attending sessions
* Branding and themes for the main landing page and individual workspaces
* Housed all required content for the Manpower meeting
* Administration of all necessary accounts and related SharePoint items in the online environment for every participant
* Prototypes for the final configuration of the SharePoint online environment and a web-based training video for participants
* All meeting content is cached online for future review

Benefits

The solution enabled the organization to host an online meeting that completely eradicated the costly travel expenses that come with a meeting comprised of global participants. Just as important, the participants derived high value from the meeting experience and content, achieving the same level of education as an in-person environment with SharePoint Online.

“The virtual format is engaging,” wrote one company attendee in his feedback. “Great meeting, great experience,” enthused another. “I felt it was MORE personal; I got to know more people than I have in the past,” agreed another. Several participants noted the online format actually improved communication and collaboration, allowing them to work together with their colleagues around the world.

Benefits extend beyond those to the client. PointBridge benefited from the opportunity to architect a successful solution that showcases the full range of capabilities within Microsoft’s Business Productivity Online Suite to the enterprise business community.

The January meeting saved the company substantial time and money while establishing the highest levels of communication, collaboration and productivity. The virtual meeting format is also a more eco-friendly approach to business. The organization’s investment included the cost of the PointBridge consulting team’s time to envision, plan and build the solution, plus the cost of SharePoint Online. It plans to use the SharePoint Online solution again next year for the 2010 meeting.

Introducing the Business Productivity Online Suite

Microsoft Online Services provide software delivered as a hosted service directly from Microsoft data centers, managed by Microsoft staff and with a guaranteed 99.9 percent Service Level Agreement. These standardized solutions are designed so that partners can rapidly deploy services to their customers at a low, up-front investment with predictable, recurring costs.

The all-new Business Productivity Online Suite provides streamlined communications, simplified management, and business-class reliability and security. The customer can order this service for as little as five seats at a time.

The Business Productivity Online Suite includes the following services, which can be purchased on a monthly subscription basis either separately or as part of a suite:

**Microsoft Exchange Online**, based on Microsoft Exchange Server 2007, offers businesses e-mail, calendaring, other messaging-based capabilities, and archiving. It also enables coexistence, which means new online users can interact with users on local servers.

**Microsoft Office SharePoint® Online**, based on Microsoft Office SharePoint Server 2007, provides a single integrated location where employees can efficiently collaborate with team members, find organizational resources, search, and manage content and workflow.

**Microsoft Office Communications Online** enables people to communicate easily with their colleagues across locations and time zones via instant messaging (text), voice, and video.

**Microsoft Office Live Meeting** is a hosted Web conferencing service that connects people in online meetings, training, and events through a reliable, enterprise-class hosted service.

**Microsoft Exchange Hosted Filtering** protects businesses’ inbound and outbound e-mail from spam, viruses, phishing scams, and e-mail policy violations.

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**About the Microsoft Business Productivity Online Suite**

For More Information

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For more information about Microsoft Online Services, visit the Web site at:

[www.microsoft.com/online](http://www.microsoft.com/online)

For more information about PointBridge products and services, visit the Web site at: [www.pointbridge.com](http://www.pointbridge.com)

The Microsoft Business Productivity Online Suite provides businesses with virtually anywhere access to rich communication, collaboration, and productivity applications via subscription-based, Microsoft-hosted, online services. This hosted solution helps organizations offset the burden of managing and maintaining business systems, freeing information technology (IT) resources to focus on initiatives that can deliver competitive advantage to the business. The solution is part of the Microsoft’s Software-plus-Services delivery model to provide customers more choices than traditional, hosted, or on-premises solutions, allowing them to make deployment decisions that best fit the needs of their organization.

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* Microsoft SharePoint Online
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* Microsoft Office Live Meeting
* Microsoft Exchange Hosted Filtering
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For more information about the partner opportunities provided by the Business Productivity Online Suite, see <http://partner.microsoft.com/online>.

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