Application Story
AnyWare Group

e/pop Web & Video Conferencing Brings IP-based Communications to AnyWare Group's Role Oriented Access Management System

Business doesn't stop once you walk out of the office door. Mobile phones, PDAs, and numerous wireless devices support business continuity regardless of location, travel delays, weather-related office and road closures. At any given point in time, business deals around the world are being worked from a coffee shop, hotel, or airport gate. Mobility is one of the main premises behind AnyWare Group's Role Oriented Access Management (ROAM) system. ROAM, offered as a managed service, creates an office without boundaries, a truly mobile office that allows you to securely access the resources and data when you need them most.

According to the Vice President of Marketing and Development, Rick MacPhee, "ROAM is a secure communications infrastructure that customers use to bring all of their community of interests together in one place, a portal, where they can share information."

As a communications infrastructure, ROAM provides tools for user administration, auditing and reporting and enhanced security features like Two Factor Authentication and End Point Control. But it was lacking some vital functionality (web and video conferencing) that would enhance its capabilities as a communications infrastructure for the healthcare, and other industries.

With initial plans to add a web and video conferencing feature, George Hubley, director of product management and development, set out to find a suitable web and video conferencing software it could integrate into ROAM with minimal pain and suffering.

Hubley found WiredRed's e/pop Web and Video Conferencing during a standard web search, but also received rave reviews from a partner company in the U.S. that uses e/pop as well.

Problem:
- AnyWare Group sought a reasonably priced web and video conferencing solution for integration with its ROAM system

Solution:
- e/pop Web & Video Conferencing, a full-featured, affordable, multiparty web and video conferencing software and online service solution

Business & IT Benefits:
- e/pop brings real-time communications capabilities to ROAM
- e/pop strengthens the ROAM offering by enabling customers to conference with anyone at anytime
- e/pop is easy to use and requires minimal end-user training

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Located in New Brunswick, Canada, AnyWare Group personnel travel frequently to visit customers in the U.S. and other countries around the world. AnyWare employees also depend on ROAM as their "mobile office" to access important documents and other information when they're on the road.

"We use ROAM, and now e/pop, extensively," explains Hubley. "Not long ago I was in Dallas visiting a customer and was pulled into a sales meeting with a coworker visiting Southern California. Sure enough, I found a wireless connection in the Dallas airport, logged onto ROAM and via an encrypted connection downloaded a PowerPoint presentation from my office desktop computer and shared it with the potential customer and coworker by using e/pop. Location didn't matter, we were able to dissolve geographic boundaries with the combination of ROAM and e/pop."

While AnyWare Group had been previously taking advantage of application, desktop and document sharing in e/pop to demonstrate ROAM to potential customers, generally hospital or medical group administrators, groups of physicians and heads of medical departments, e/pop is now tightly integrated into ROAM and re-branded ROAM Secure Conferencing.

Because AnyWare's current target market is the healthcare industries in North America, security is a priority, and ROAM addresses security with SSL, VPN security and Identity management. All ROAM users are assigned roles, and the information you can access varies according to that role.

"We will offer e/pop, as part of ROAM, in the first quarter of next year," adds MacPhee. "Conferencing is a great value-added feature for ROAM. It gives our customers the extra convenience of on-demand conferencing and communications."

e/pop strengthens the ROAM offering by adding a real-time communications capability it didn't have before.

"Our customers will simply click on a tab to launch conferencing from within ROAM," explains Hubley. "With the integration of e/pop, ROAM allows not only secure access to email, calendar functions and remote access to data on the office network, it also allows the user to instantly start or join a conference with just a high-speed Internet connection."

Video conferencing is no longer a boardroom-only luxury, IP-based web and video conferencing is experiencing growing popularity and adoption in organizations of all sizes, from small start-ups to Global 1000 enterprises. These organizations can now take advantage of desktop conferencing, with off-the shelf PCs, web cameras and audio headsets, to reach other users anywhere in the world.

"There is no doubt – web and video conferencing is beginning to join the phone, email and wireless devices as part of the business communications mix," said MacPhee. "The mindset is changing little by little. Some still think conferencing is very complex, requires specialized expensive hardware and advance scheduling. It's not like that at all, e/pop is as easy to use as any search engine or Office application."

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