



Application Story Structural Group

Structural Group Replaces Traditional Hardware-based Video Conferencing System with e/pop to Connect Management and Personnel Throughout the U.S.

Structural Group, a \$210 million Hanover, Maryland-based company is comprised of three diversified companies, Structural Preservation Systems, VSL and Pullman Power, which deliver services, products, systems and technologies that build, repair, protect, strengthen and reinforce concrete, steel, masonry, wood and soils. The award-winning specialty contractor decided it wanted to replace its previous hardware-based video conferencing system with a software alternative that provided not only video conferencing, but comprehensive web conferencing capabilities that include multiparty video and VoIP (audio), desktop and application sharing, remote control and record & playback, all features found in WiredRed's e/pop Web Conferencing.

Structural Group companies' utilize e/pop's advanced multiparty video capabilities for more effective and interactive upper management meetings in offices located throughout the U.S and to conduct interviews with potential employees regardless of physical location.

According to Jason Kasch, IT director at Structural Group, e/pop Web Conferencing was chosen because the previous video conferencing system provided limited functionality and with the median cost at approximately \$2,500 per site -- extremely expensive for a company that has many offices,

Problem:

- Structural Group sought a more reliable, less expensive alternative to its previous traditional video conferencing system

Solution:

- e/pop Web Conferencing, a full-featured, affordable, multiparty web and video conferencing software

Business & IT Benefits:

- e/pop enables management and personnel to meet more interactively and the Human Resources department can interview potential employees regardless of physical location
- Because it is IP-based, e/pop is more reliable and Structural Group can extend the application to anyone with a PC and a high-speed Internet connection

like the Structural Group. With the flexibility offered by e/pop, the company intends to extend the reach of its video conferencing capabilities to customers and partners as well.

“Our previous video conferencing system was slow, unreliable and not entirely IP-based, which caused increased stress and frustration for both meeting hosts and attendees,” said Kasch. “We chose e/pop because it met all of our needs, including ease-of-use, low cost of ownership, easy deployment and management, and it fits nicely with our corporate culture of team involvement. **Now, anyone in the company or customers for that matter, are just a mouse click away.** And, e/pop is so easy to use that it has become a self-service application that is available to anyone regardless of how technical they are.”

“Video conferencing has significantly changed and improved the way we conduct business,” said Brian Gallagher, Marketing Director at Structural Group. “e/pop has enabled us to interact on a more consistent basis with our business line leaders throughout the country. We are able to connect, have productive and efficient meetings and, by using e/pop, we have also saved a great deal of money.”

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