



## Case Study

### Marketing Agency Improves Client Services and Saves with Broadview Network's Video Conferencing and Online Meeting Platform

#### BACKGROUND

DMi Partners, Inc. is a performance marketing agency that provides search engine, website, email marketing and ecommerce solutions for clients nationwide. With offices in Philadelphia and Florida, DMi Partners offers effective online campaign conception and management that effectively builds businesses of all sizes.

#### CHALLENGE

DMi Partners services clients all across the country. A requirement for their business is the ability to have regular face-to-face meetings and present a variety of creative deliverables and spreadsheet results through a reliable video conferencing platform that offers quality video capabilities, advanced screen-sharing and the ability to connect with several different people at one time.

When Broadview Networks met with Kevin Dugan, Director of Client Services for DMi Partners, he shared the challenges DMi was experiencing with their previous video conferencing platform. "Our solution was great for screen-sharing, but it was very limited in other critical areas of our business. We require daily face-to-face meetings with clients and our team who operates remotely from different locations." The limitations that Kevin was referring to were the previous solution's video capabilities. "The video quality and interface of our previous solution was really poor, it didn't have the ease of use our team needed." Additionally, DMi Partners struggled with the strict restrictions to the amount of participants that we they could have join each meeting. "We were limited to only a few video participants per meeting which was not productive and often a challenge, we really needed to find a solution that covered all our needs, but didn't break the bank," said Kevin.

#### COMPANY PROFILE

**Name:** DMi Partners, Inc.

**Service:** Marketing Agency

**Location:** Philadelphia, PA and Boca Raton, FL

**Challenge:** DMi Partners needed to find a video conferencing and online meeting solution that offered quality video and screen share capabilities and would accommodate their large meeting needs.



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Director of Client Services for DMi Partners



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### **SOLUTION**

The solution that met all of DMi Partner’s needs was Broadview Network’s award-winning video conferencing and online meeting solution, OfficeSuite HD Meeting®. “Given that many of the clients we serve are out-of-state, it’s imperative that we have a quality video conferencing and online meeting solution in place that allows us to meet face-to-face daily with ease. It wasn’t until we started using OfficeSuite HD Meeting®, that we were able to get the advanced video technology and screen sharing abilities, plus accommodate our larger call needs in a single solution,” Kevin stated. “We could not be happier with HD Meeting’s advanced functionality and intuitive interface. Since OfficeSuite HD Meeting® is offered at a quarter of the cost of other solutions, it also provided an instant savings to DMi Partners just by switching from their previous solution. “The price point can’t be beat, we’ve managed to save more than 50%,” said Kevin.

### **RESULT**

DMi Partners could not be happier to have switched to OfficeSuite HD Meeting® for their video conferencing and online meeting needs. They were able to gain the enhanced video functionality they needed and host larger meetings, all while saving more than 50%. Their remote employees remain connected without missing a beat. “The video quality is amazing and it allows us to have all-hands, multi-site meetings with our executives, no special equipment needed.” said Kevin.

DMi Partners has plans to grow the number of users so OfficeSuite HD Meeting® is the perfect solution to meet their growing needs. “OfficeSuite HD Meeting® enabled us to immediately reduce our costs, it is the perfect solution from the video quality and advanced functionality to its ability to accommodate our growing team and needs,” stated Kevin.

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