

## OmniJoin Web Conferencing Delivers ROI for Thompson Truck & Trailer



### About

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Thompson Truck and Trailer, formerly Hawkeye Trucks, is a commercial trucking business that operates in Iowa, Illinois and Wisconsin. They provide commercial truck sales and repair services to the area and are recognized as a leader in the space for this Midwest market, even receiving the International Circle of Excellence Award in 2012.

### Why Web Conferencing

Thompson has eight branch locations, with a dispersed sales staff as well as remote teams in the field. They had been using audio conferencing services for their meeting needs, but recently recognized the need for a video and web conferencing solution since staff wanted to be able to have video chats with internal colleagues at other branches, as well as the ability to share documents, presentations and desktops. They had also uncovered a need for a tool to provide and record remote training to employees, and realized a web meeting solution could address all of these issues.

### Thompson and OmniJoin

After conducting some online research, the team at Thompson found OmniJoin web & video conferencing, but was also considering a more traditional 'video conferencing' solution, Lifesize®. Thompson ultimately chose to go with OmniJoin because of the robust features focused on video quality and collaboration tools.

Additionally, the competitive product required a license for any meeting attendee that needs to use the Host

“OmniJoin will be a valuable asset for both our sales and training teams. We are spread out over three states, so the ROI of saving time and money with our training programs is well worth the investment.”

- Daniel Abbott, IT Director

or Presenter privileges, while OmniJoin only requires the Host to have a license. After testing with the management team from Thompson, the OmniJoin user interface was determined to be much easier to use, and was compatible with multiple pieces of video equipment. Thompson plans to roll out OmniJoin to all of their locations.

### Connect with a Conferencing Expert

When it comes to web conferencing, the first step is connecting with one of our experts to better understand your needs. **Learn how to meet smarter!**

#### Measurable Benefits

- Robust features focus on video quality and collaboration tools
- Easy to use interface
- Conferencing technology compatible with current video equipment
- ROI realized through saving both time and money