November 18-20, 2014 - San Jose Convention Center - San Jose, California

WebRTC V

CONFERENCE & EXPO

Explore Changes in Enterprise Communications

#webrtcexpo | @webrtcexpo

www.webrtcexpo.com

WebRTC in eCommerce

Brent Kelly
President & Principal Analyst
Kelcor

Speakers

- Sam Waicberg
  - Senior Vice President, Strategic Accounts
  - Vidyo

- Bruce Marler
  - VP Technical Sales
  - CaféX

Speakers

- Sam Waicberg
  - Senior Vice President, Strategic Accounts
  - Vidyo

Video Communication Has Become Mainstream

Nintendo Wii U

Hangouts!

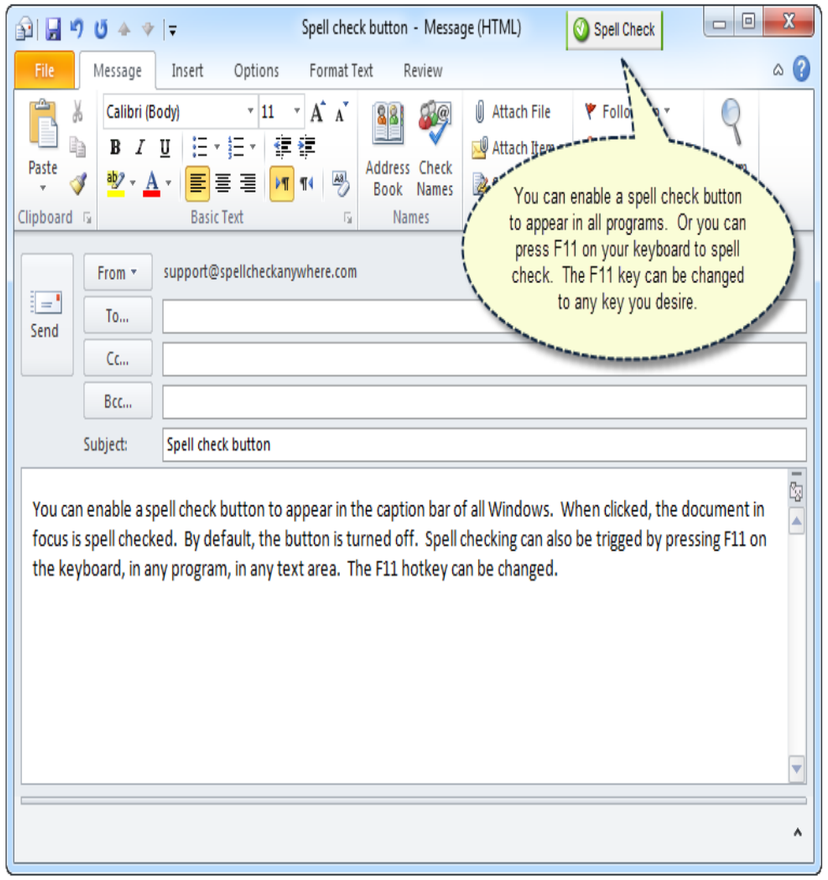
Google

Healthcare

Enterprise

Education

Embed in Everything



Spell Check

RTC Customer Engagement

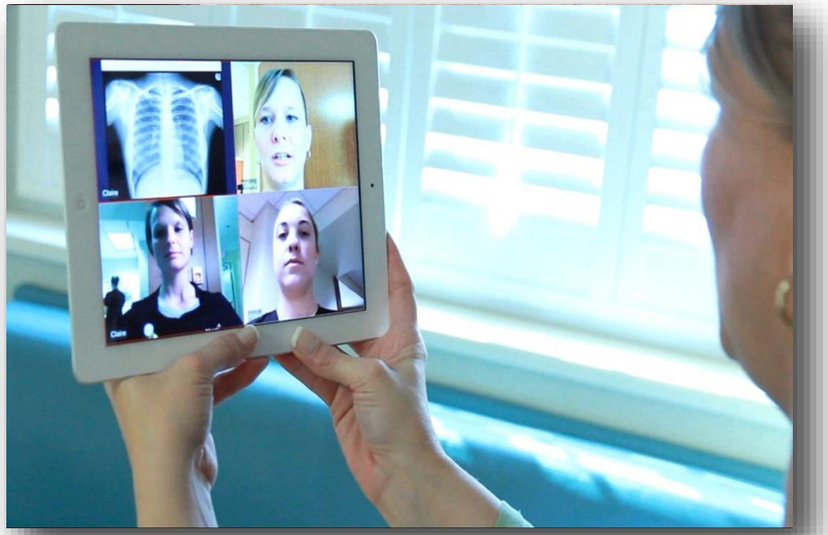
Contextual Based in Workflows

Video Makes On-line Services more Personal

Financial Services

Wealth Management, Insurance

Healthcare



TeleHealth

Retail

Retail Banking

Video Communications builds stronger relationships across the web

DEKRA

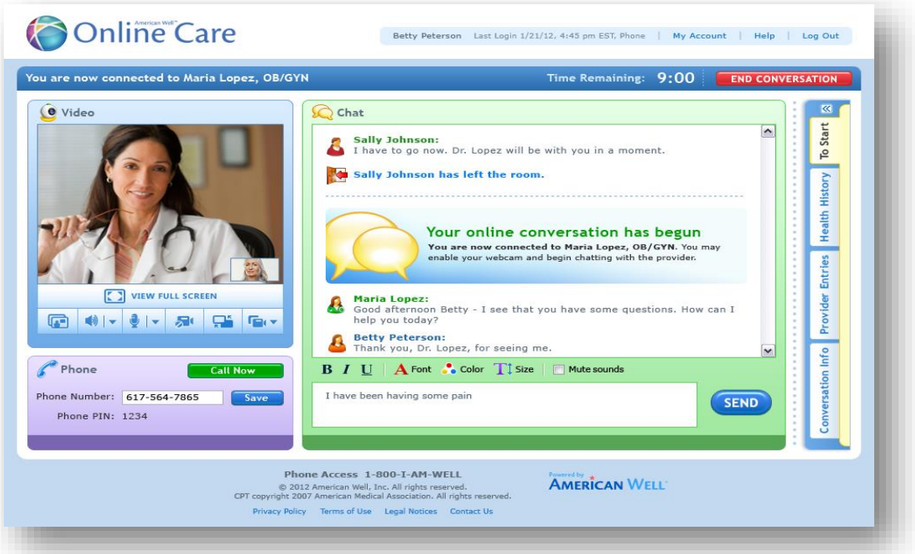
Insurance Claims Processing

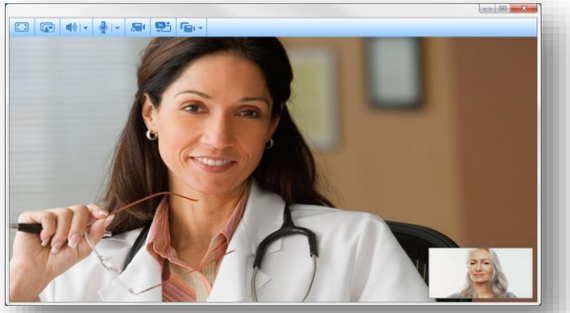
- Improved customer satisfaction and brand loyalty due to faster claims resolutions over Vidyo

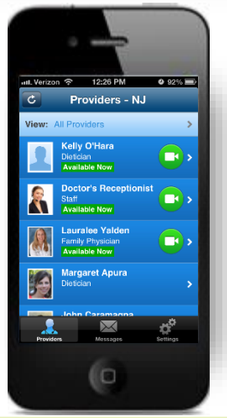
- 400,000+ New Insurance Claims a year
- Eliminated travel to site with 15-20 minute Face-to-Face video call
- Claims processed went from 6-7 daily to 10-12 and faster resolution
- Reduced travel costs

American Well – Direct to consumer medicine

Re-defining healthcare delivery for physicians and patients







The Challenge

Simple, reliable on-line care delivery that builds trust in physician-patient relationship and streamlines physician workflow

The Solution

- Simplicity for patients and physicians, remote Dr. Visits and care
- Easy integration with web-portal and workflow tools via API
- Consistent high quality over the Internet and wireless
- Cost effective scalability

The Results

Over 100,000 users in the first quarter of service[1]

[1] http://online.wsj.com/news/articles/, 5/8/2014

Treating Ebola: Keeping Hands Off without abandoning the patient

The Centers for Disease Control and Prevention

Ebola patient Dr. Richard Sacra speaks with his wife via Vidyo from the Biocontainment Unit. Photo provided by The Nebraska Medical Center via Vidyo.

THE NEBRASKA MEDICAL CENTER

SERIOUS MEDICINE. EXTRAORDINARY CARE.®

"To limit traffic in and out of the isolation room—and the risk of spreading disease—it uses the Vidyo videoconferencing platform. The isolation room houses a webcam-equipped computer connected to the front desk, the biocontainment unit's conference rooms and providers' offices outside the unit. And inside the isolation room, providers can request a second opinion or order supplies without ever leaving. "If something's going on, we know right away,"

Health Spot: *Bringing specialists to the patient*

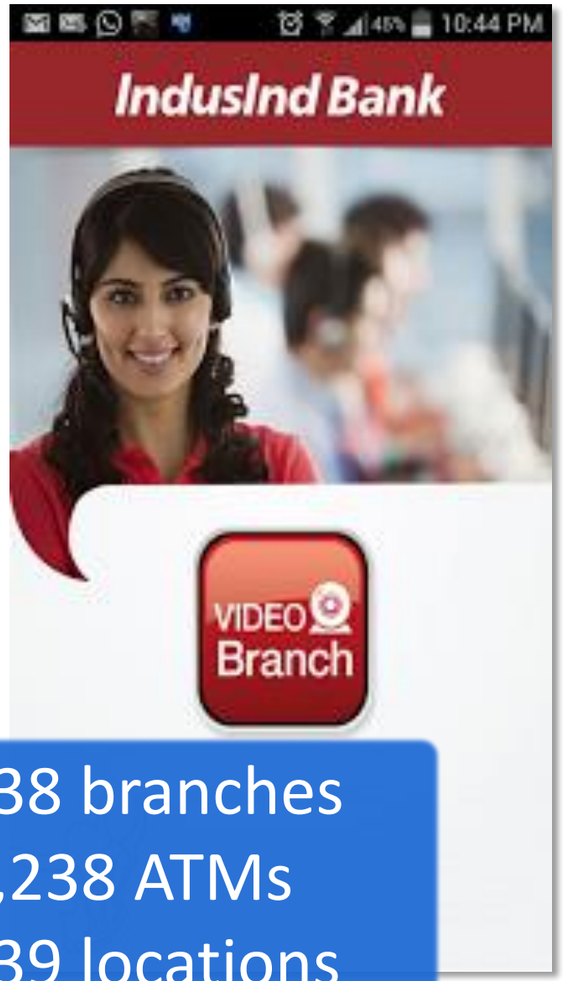
healthspot

CHALLENGE

- Exam kiosks equipped with medical devices and videoconferencing
- Located in pharmacies and retail locations using public networks
- Connects patients with appropriate specialist for live consult

IndusInd Bank

Making Banking Personal



- 638 branches
- 1,238 ATMs
- 439 locations

Bring Video to the Scale and Price of Audio

Thank you!

swaicberg@vidyo.com
www.Vidyo.com
Blog.Vidyo.com
@Vidyo

Vidyo®

WebRTC in eCommerce

Bruce Marler, VP Technical Sales
CaféX Communications

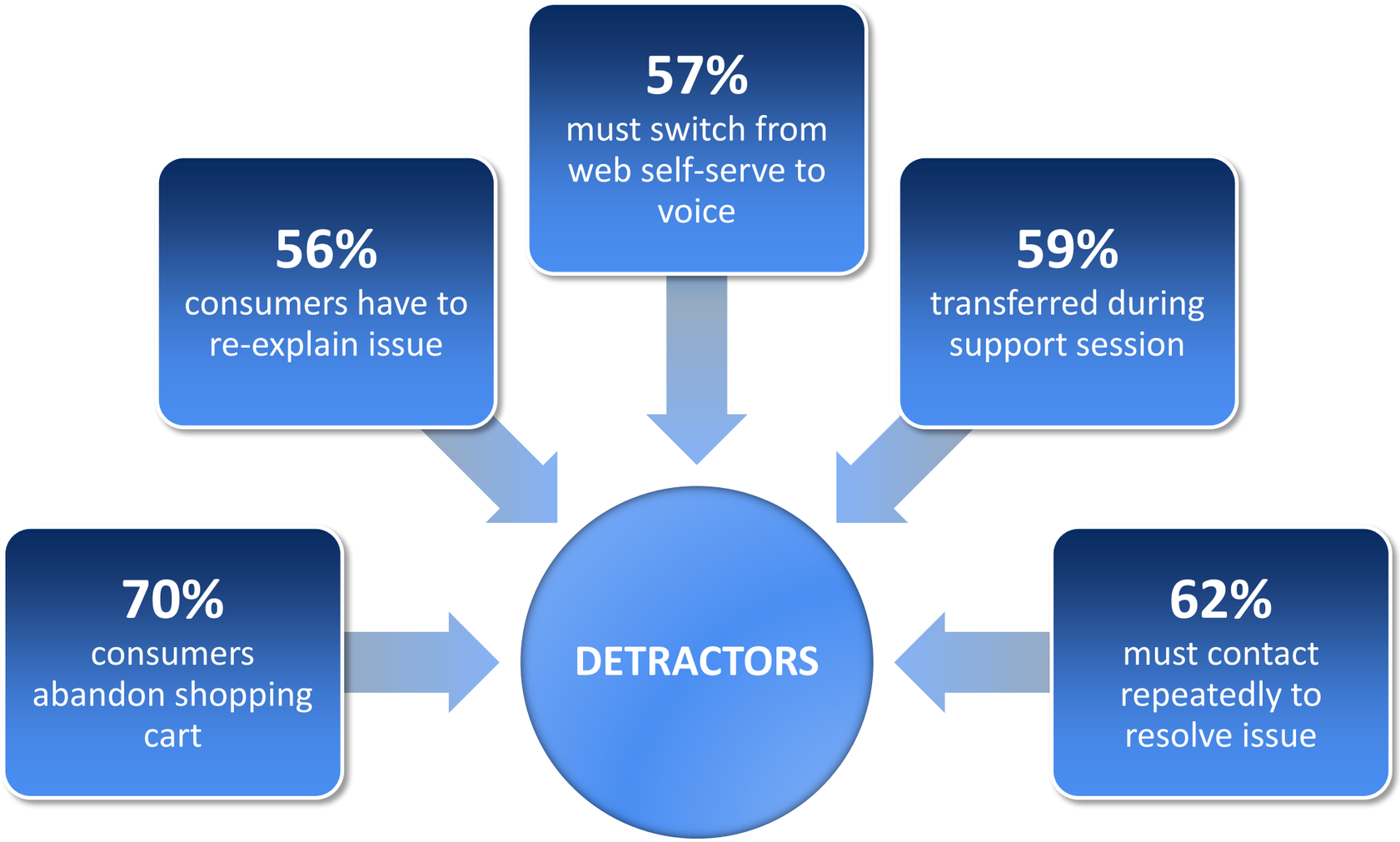
eCommerce Market Trends

Web only merchants outpace retail chains

Mobile devices dominate

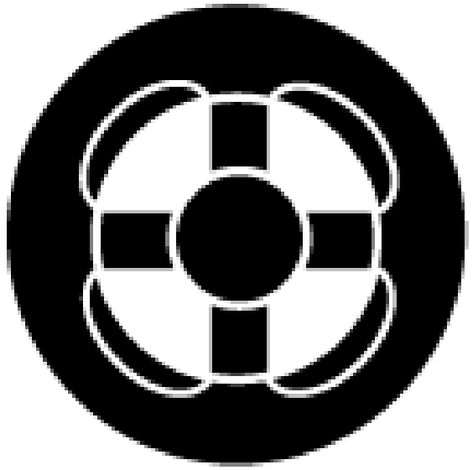
Half of B2B buyers want B2C online buying experiences

Challenges to Current eCommerce Experience



CafeX communications

WebRTC+ Can Accelerate eCommerce Growth



Live Assist

Omnichannel

Predictive

CafeX communications

Find, connect, and collaborate with a customer representative

Share screens with customers to run through “what if scenarios” in real time

Simply touch a button

Embed collaboration into existing apps and security

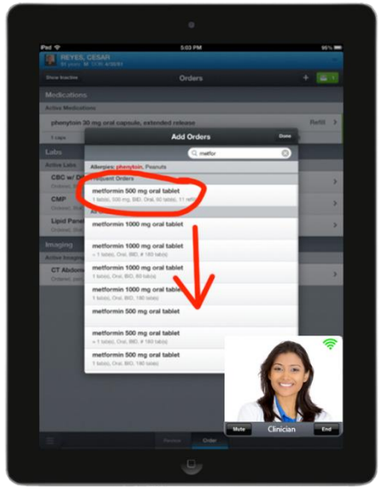
CafeX communications

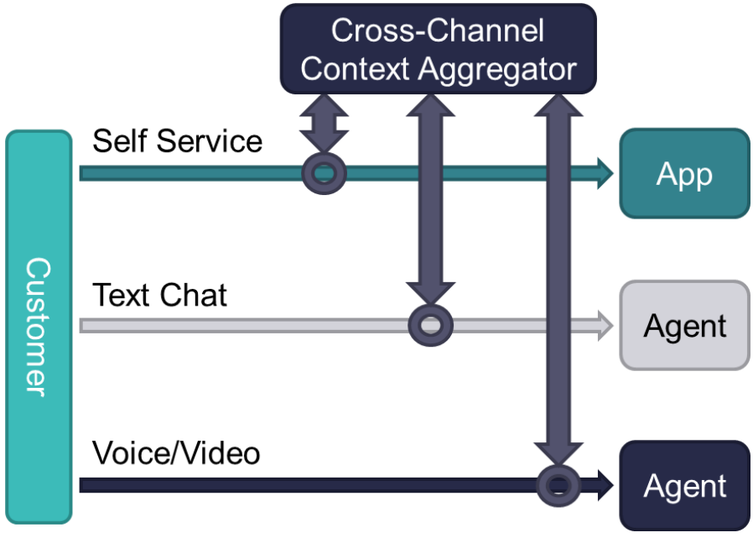
The New Approach

In-App Communications

In-App Live Assist

Omnichannel, Analytics & Context





CaféX communications

Live Assist for the Mobile Consumer

Consumer browsing online needs real-time help

Video chat with agent (floating window) →

← Screen share & co-browse with agent

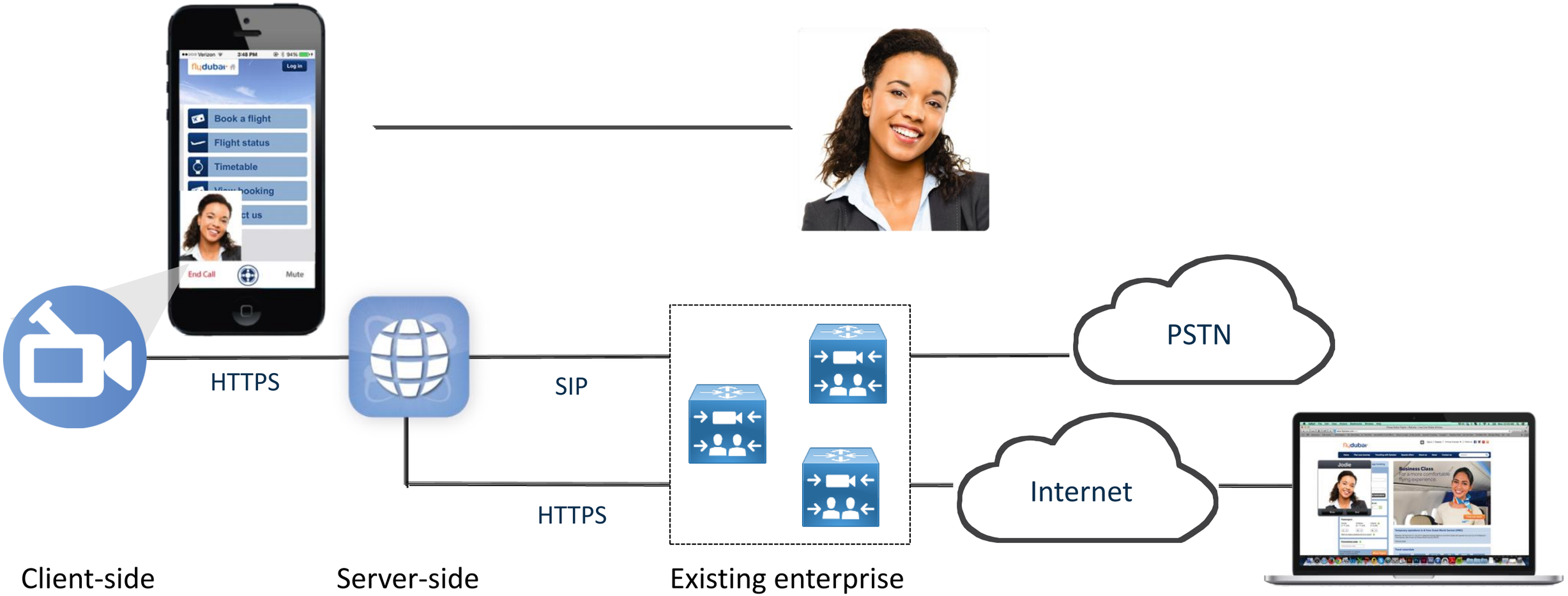
Agent annotates & highlights screen →

← User context pushed to agent

Business Impact

- "Wow factor" experience
- Higher close rate
- Reuse technology
- Increase rep efficiency

Protect Existing Enterprise Investments



New Standard for Engagement - Personalization

- ✓ **Leverage existing** infrastructure
- ✓ **Tap into** the growing mobile base
- ✓ **Increase adoption** of **mobile apps** by embedding live assistance within it
- ✓ **Differentiate & stay ahead** of competition

CafeX communications