



# SIMPLE, COST-SAVING COLLABORATION

## Challenge

Arjuna Solutions is in the numbers business. The Washington, D.C.-based company is advancing marketing analytics through its ExactAsk software, which can predict exactly how much non-profit organizations should ask of each donor through direct marketing. For Steve Goodman, Chief Relationship Officer, and Rachel Bender, Chief Technology Officer, the math is much simpler: the lower they can keep costs, the more savings they can pass along to their clients. Every dollar spent on flights, hotels, parking passes and conference rooms drains valuable resources that could be directed elsewhere, increasing the importance of having a fast and reliable online collaboration tool. At the same time, transparency is paramount; being able to show clients data behind their predictions is a critical part of Arjuna's core business practice.

## Solution

Steve and Rachel have become daily **join.me** users for both internal and external communications.

- One-click online meetings supported by a powerful mobile app open the door to hiring the best employees for the job, no matter of where they live.
- Screen sharing and mouse control allow Rachel to guide clients step-by-step through onboarding.
- **join.me** helps Arjuna communicate its core message of transparency, simplicity and delivering value to clients.
- Personalized meeting codes convey professionalism, and, as Steve says, "makes you look badass."

## Results

More than just an online meeting tool, **join.me** has become a key component of communicating Arjuna's core message of providing transparency and delivering value to its clients. It keeps the company's overall costs low and passes the savings directly on to its customers, an essential element in attracting clients in the non-profit sector. And by helping organizations to gain a greater understanding of exactly how Arjuna develops its predictions, **join.me** is a vehicle for conveying transparency and trust.

Want to learn more about how **join.me** can help you show work who's boss? **Request a demo** or **call us at 1-877-251-8373**.



**Industry:** Software

**Headquarters:** Washington, DC

*"The ease of use and simplicity stands out from other meeting tools."*

– Steve Goodman,  
Chief Relationship Officer

