



JOIN.ME IMPROVES MEETINGS AND CUTS COSTS FOR AVID.

Challenge

Editing is the art of removing the undesired and the unnecessary until only the best parts remain. Since introducing the first digital film editing unit in the early 1990s, Avid's media products and software have become the industry standard used by creative professionals – from Academy Award-winning directors and Grammy-winning music producers to major international news organizations – to bring their ideas to life. As Director of Global Procurement, Mohammed Hussein needed to do some editing of his own, by addressing the company's excessive global telephone service expenses. The right solution would need to be reliable, cost effective, and would need to be smoothly implemented amongst the company's over 2,000 employees in offices across the globe.

Solution

After selecting **join.me** as Avid's primary conferencing system for both external and internal communications, Mohammed saw and felt the positive impact almost immediately. Integration was fast and simple, as staff became comfortable with the intuitive controls and features within the first week. Excellent audio quality, simple screen sharing, and a powerful mobile app were greatly appreciated by Avid's busy, remote workers. "Part of the decision making process for us was how easy it was to switch. People just got **join.me** right away," explains Mohammed. And as far as cost savings, the numbers spoke for themselves: **switching to join.me reduced audio and conference call expenses by over 50%.**

Results

Avid currently holds 800 **join.me** licenses, and the reaction to replacing their previous conferencing system with **join.me** has been nothing less than celebratory. "There wasn't a single stakeholder who didn't immediately recognize that the numbers just make sense," Mohammed said. The positive experience amongst the legal, finance, IT and business units that approved and managed the transition was nothing short of "fireworks" for Mohammed and his department.

Want to learn more about how join.me can help grow your business? Request a demo or call us at 1-877-251-8373.



Industry: Audio/Visual Production Technology

Headquarters: Burlington, MA

Number of Employees: 2000 >

"join.me just makes sense. When you are working with a mature product at a good price, that equals success."

– Mohammed Hussein,
Director of Global Procurement

