



# FACILITATING FRICTIONLESS COLLABORATION.

## Challenge

IdeaPaint's dry erase paint helps people and businesses collaborate more effectively, be more creative, and accelerate innovation. Jeff Avallon, VP of Business Development, was looking for an online collaboration solution that offered the same benefits to team members and customers when collaborating remotely.

- The IdeaPaint team actively travels, and nine of nearly forty employees work remotely full time.
- Because their product is so visual, screen sharing is key to effectively communicating value to customers in meetings, from sales pitches to business development presentations.
- The solution had to be instant and easy-to-use in order to facilitate an increasing number of ad hoc meetings, which comprise roughly 50% of all meetings IdeaPaint holds.

## Solution

IdeaPaint selected **join.me** for its simple, mobile functionality and an effortless user experience, and relies on it to collaborate in real-time and seize opportunities with colleagues and customers, in the office and on the road.

## Results

**join.me** has helped IdeaPaint collaborate instantly and easily.

- Instant collaboration has increased transparency for remote team members, positively contributing to organizational productivity and satisfaction as a result.
- It has made a tremendous impact on client communications, increasing consideration, acceptance, and conversions from major retailers, distributors, and end customers. According to Jeff Avallon, "If I ask a major prospect to sign up for a complicated, cumbersome solution to view a presentation, it makes us look bad. join.me helps make us look good."

Visit **join.me** for more information.



**Industry:** Consumer Goods

**Headquarters:** Boston, MA

**Number of Employees:** 40

*"I run into very few products that are so simple, but can have such a dramatic impact on the way a company works, functions, and drives results from their teams. join.me helps make collaboration frictionless."*

– Jeff Avallon, VP of Business Development, IdeaPaint

