

# InterCall Case Study



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## Tokyo Electron (TEL)

Tokyo Electron, TEL, was the first company to introduce American semiconductor production equipment and integrated circuit (IC) testers to Japan. The company encompasses nearly 90 offices in 12 countries that engineer, manufacture, sell and service wafer-processing or semiconductor production equipment, as well as flat panel display equipment.

### THE CHALLENGE

Members at the U.S. office of Tokyo Electron in Austin, Texas traditionally have traveled to meet with their customers around the country. As a leading technology company, sales associates preferred to show their clients exactly how the technology worked in person. But when the U.S. sales staff was asked to cut its travel budget for 2007, they were faced with a major challenge: effectively demonstrating and selling the technology to customers and potential customers without having a face-to-face meeting.

### THE INTERCALL SOLUTION:

By using InterCall's Web conferencing application, Conference Place, Tokyo Electron employees would be able to give presentations and demonstrate their products in real-time without having to travel. Tokyo Electron employees can share their computer desktop and collaborate in real-time, demonstrating the power of their technology and products live from wherever they are.

Tokyo Electron employees also liked the ability to record meetings and play them back later, that way if a team member missed the meeting, they wouldn't miss the information presented. Conference Place's mood indicators also enabled meeting attendees to rate their moods indicating "I'm bored" or "slow down!"

### THE BENEFITS:

Tokyo Electron saw immediate results from using InterCall's Conference Place:

- + Employees were able cut back on travel by 20 percent, resulting in major cost savings for the company;
- + The productivity of the office rose, enabling employees to spend an extra 5 hours per day at their desks rather than traveling;
- + Customers of Tokyo Electron reported that the live meetings were just as effective as the meetings in-person.

"Using Conference Place for Web conferencing is like being in the room with the customer, without the added cost or hassle of travel," said Ian Brown of Tokyo Electron, "Conferencing enables us to not only save money on travel, but also communicate and connect effectively with our customers."