



## Application Story

### Barr Management

### **Barr Management Deploys WiredRed's e/pop Web Conferencing to Support Corporate Training Initiatives**

Real-Time Communications can take many forms including secure instant messaging, which has gained incredible market traction over the past three years and is now used by a vast majority of business organizations throughout North America. The popularity of instant messaging has, in turn, helped other Real-Time Communications applications gain a foothold in the business enterprise. This is in part due to the considerable leaps that have been made in web services and Internet Protocol technology. As a result, Real-Time Communications has taken on a whole new meaning for organizations that wish to interact, collaborate and conduct business instantly. Gone are the days of sending emails and waiting for a response, or leaving multiple voice mail messages and awaiting a return phone call.

WiredRed's Real-Time Routing Architecture provides the platform by which any type of data, including lengthy documents, short text messages, or even voice and synchronous video can be delivered in real-time. Many companies are taking advantage of new on-premise software solutions such as secure instant messaging and web conferencing, to enhance training processes, meetings and business-to-business communications in general. Barr Management, a Chicago-based check-cashing company, founded in the early 1950s, embraced the concept of secure instant messaging and deployed WiredRed's e/pop Professional for intra-office communications about two years ago. Last year, Barr decided that WiredRed's e/pop Web Conferencing software would greatly enhance the company's ability to train affiliates, customers and vendors located around the country and deployed it as well.

“Secure instant messaging has worked so well for us as a way to communicate better, faster and help to resolve issues, we thought that web conferencing would be a good complement and provide additional functionality not found in IM,” said Jon Klein, Barr Management's vice president and general manager. “Because it's entirely browser-based, e/pop Web Conferencing also allows us to communicate in real-time with companies not on our LAN.”

#### Problem:

- Barr required a **secure**, easy to use web conferencing software that is easy to maintain and inexpensive

#### Solution:

- e/pop Web Conferencing, a full-featured, affordable, on-premise web conferencing software solution

#### Business & IT Benefits:

- Ability to communicate and interact in real-time with affiliates, customers and vendors
- Remote control functionality allows for effective training on software updates
- Easy to install, maintain and because it's so intuitive, requires no end-user training

Barr Management owns and operates 47 check-cashing locations in and around the greater Chicago area. As the person in charge of managing operations for all of the company's check-cashing facilities, as well as the administrative headquarters, Klein sought a secure solution that could be easily installed, didn't require a high-level of maintenance and most importantly, is relatively inexpensive and is extremely intuitive and easy to use.

Klein uses e/pop Web Conferencing to remotely enable vendors, such as Western Union, to train Barr employees on new wire transfer procedures, which is required when routine software updates are completed. Barr also develops check-scanning software that is being used by other check cashing companies around the country. e/pop Web Conferencing's remote control capability streamlines and makes the software training process much more efficient.

"We've used online web conferencing services from Webex," said Klein. "The service works really well, but it is too costly for us. Also, I have considerable security concerns about using a service for remote control purposes."

As a company that relies upon the security of their network to protect their assets, Klein has instituted a lock-down on software that can be installed on any client desktop in the company's 47 locations.

In order to adhere to strict security policies, each exchange communicates with the headquarters office via a T1 Internet connection and a private line network through a firewall. Barr Management also hosts its own email server and has installed virus and spam protection filters on the Windows 2000 and XP Servers in order to decrease the likelihood of being hit by a destructive virus. Barr utilizes a standard non-dedicated server for e/pop Web Conferencing.

e/pop Web Conferencing has proven that it can be a reliable, fast and secure means to conduct conferences for training, remote control and in the near future, company-wide meetings that don't require travel or time out of the office, says Klein.

"I am definitely looking forward to the convergence of e/pop IM and web conferencing," he said. "It will be a very efficient way to see if people are online and available to join a conference. With a simple click the person is invited to the conference. As the person in charge of efficient operations at Barr, simplistic software that works each and every time, like e/pop Professional and e/pop Web Conferencing make my job that much easier."

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