



Genesys Meeting Center

ON DEMAND AUDIO AND WEB CONFERENCING

THE BIG LAUNCH

Their big launch was days away. The Directors of Research and Marketing ran through the latest clinical test results, checking details again and again, making sure they had it down. Four separate marketing teams were present, from Australia, the UK, Japan and the US. In three days they would launch the most promising drug in the history of their company.

STATE-OF-THE-ART CONFERENCING

They met that day courtesy of conferencing technology from Genesys Meeting Center. Connected with basic office equipment — Internet-enabled computers and telephones — utilizing Genesys' state-of-the-art solution, they laid out their agenda, collaborated on scripts, and polished their PowerPoint® presentation in real time. No one had to download anything. No proprietary software was required. No additional equipment was necessary.

GLOBAL REACH

Three days later they gathered again using Genesys, this time to host a conference of a different sort. Leading doctors, media, investors, and researchers joined them from all corners of the globe to listen intently as the results were discussed. From their desktops, invitees viewed a synchronized presentation of statistical regressions, 3D molecular models, graphs and charts. Moderators gathered feedback using integrated polling and survey functions. Listeners queued up patiently for a Q&A session with a panel of experts.

TRANSFORMING THE PHARMACEUTICAL INDUSTRY

Pharmaceutical companies the world over have discovered the easy-to-use, incredibly powerful Genesys Meeting Center and Genesys Event Service conferencing technology, harnessing both to transform the way they do business.

ANYWHERE, ANYTIME

Genesys is helping them reach more people, more cost-effectively than ever before. This pharmaceutical leader trusts Genesys for mission critical external conferences ranging from "Ask the Doctor" sessions to press conferences. They use Genesys internally to improve collaboration and to coordinate research teams in ways that dramatically reduce product development cycles. After launch, they use Genesys to conduct market research and query focus groups, all without leaving their headquarters.

ONE PLATFORM, ONE PRICE

Simple. Cost-effective. Powerful. What more could one ask? Well, to top it off, Genesys Meeting Center provides a simple, upfront, time-based rate. You pay only for the time you use.

Research through approval, launch through product maturity, **Genesys Meeting Center** is transforming the pharmaceutical industry.

Simple

An intuitive, point-and-click interface controls everything.

Secure

A "firewall-friendly," private environment secured by SSL encryption technology.

Effortless Scheduling

Schedule using standard software: MSN® Messenger®, Microsoft Outlook®, or the Genesys Meeting Center Scheduling tool.

Fully Archived Meetings

All conferences are recorded digitally for later use.

Global Service and Support

24 hours-a-day, 7 days-a-week, in 7 languages, across 21 countries — trained and experienced support staff are on call.

