



Use Case Catalog

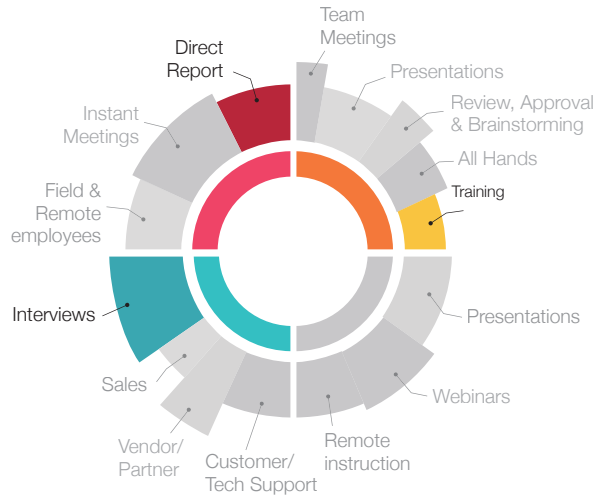


Table of Content

Human Resources	4 - 5
Sales	6 - 7
Marketing	8 - 9
Executives	10 - 11
Customer support	12 - 13
Engineering / Product	14 - 15
Remote Workforce	16 - 17
Learning and Development	18 - 19
Healthcare	20 - 21

Fuze for HR

Talent recruitment, onboarding & performance management



"Fuze is a cutting-edge way to look at recruitment. We can easily eliminate a lot of headache and missed interaction time with a potential candidate. That missed time can mean the difference between getting a really top-notch person into the organization or not... and that's everything for this market, and for any company."

Thanh Nguyen
Connery Consulting

Key business challenges

Talent Acquisition

- Attracting top talent
- Appealing to millennials & the demand for cutting-edge technology
- Offering workplace flexibility

Why Fuze?

- ✓ Expand your talent search without leaving the office
- ✓ Multiple interviewers can meet qualified candidates during one Fuze meeting
- ✓ Easy connectivity, no matter the device, anywhere

Hiring interviews

- Coordinating interviews
- Conducting interviews
- Getting a strong understanding of the candidate while showcasing the organization

Why Fuze?

- ✓ Meet candidates where they choose from a device they choose, be it laptop, tablet or phone
- ✓ High quality image and audio capture a fuller understanding of the candidate than a telephone
- ✓ Record interviews for playback and allow stakeholders to view recruitment interviews at a later date for assessment

Onboarding

- Ramp time as short as possible
- Easy to access information
- Understanding of company culture

Why Fuze?

- ✓ Face-to-face meetings on video regardless of location
- ✓ Ease-of-use allows new hires to access content
- ✓ Visual communication builds tighter rapport and engagement across the organization

Performance Management

- Maintain accountability
- Track performance and productivity of each employee at work.
- Create an opportunity to align around current priorities and organizational goals.

Why Fuze?

- ✓ Remote management via scheduled video check-ins
- ✓ Deliver coaching and collaboration through high quality content sharing
- ✓ Increase participation of engagement between remote team members

Benefits rollout and training

- Scheduling time for large group meetings
- Ensure all employees have completed training
- Deliver regular training programs efficiently

Why Fuze?

- ✓ Training of remote offices/employees
- ✓ User and meeting analytics to record attendance
- ✓ Deliver training through pre-recorded video

Getting Started

Start using Fuze for all hiring interviews, and ensure you pre-load meeting content into the meeting if necessary.

Schedule a pre-first day onboarding meeting on Fuze, pre-load the meeting with relevant onboarding materials and information about the company and introduce them to their new team. This way, employees feel confident for their first day in the office.

Invite all new hires to a Fuze meeting with the CEO or senior leadership prior to day one in the office.

Introduce new hires face-to-face to their clients with a Fuze meeting prior to deployment on site.

Schedule weekly meetings with remote direct reports to ensure accountability.

Provide training modules via Fuze to minimize travel budgets and allow employees to complete in their own time.

What are the measurable benefits of using Fuze for HR processes?



Increased connectivity of candidate to organization.



Reduced cost-per-hire.



Improve performance management for remote employees.

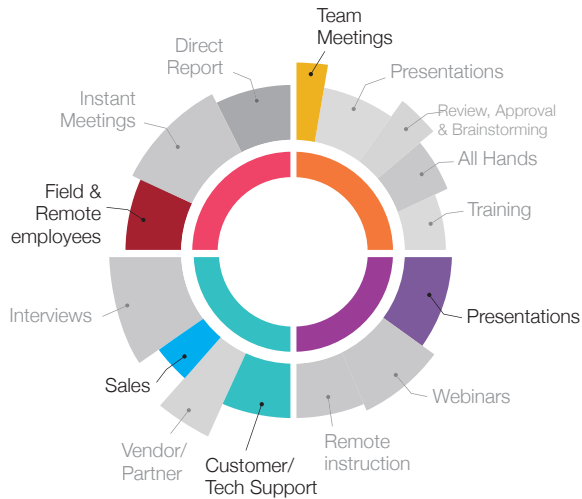


Increased morale and improve retention rates by showing the employee he/she is valued.



Expedite hiring process.

Fuze for Sales



"We hold our monthly and quarterly executive reviews on Fuze with our Volo team. This kind of interface, before you had web-based capability, companies would spend tens of thousands of dollars to build this capability out with monitors and cameras. Here we are doing it for free (almost) - outside of our licence agreements. It's actually brilliant, the whole Volo team are here in video format, and it's like we are together."

Eric Cordell
VP Sales, VoloUsa.com

Key business challenges

Managing Sales Cycle

- Maintain professional appearance in front of clients and establish trust
- Minimize costs of travel and onsite visits
- Accurately depict value of product/service for sale
- Add required resources to meetings as-they-happen

Why Fuze?

- ✓ Reliability and mobility of technology afford consistent high quality experience
- ✓ Availability of Fuze for everyone, as an inexpensive tool for anyone on any device that delivers same feeling of face-to-face meeting
- ✓ Clear display with chat functionality to actively engage investors and consumers in a discussion with a presentation
- ✓ Include experts from your company at a moment's notice and bring them into the meeting

Sales Team

- Ignite team to close sales
- Update team on product knowledge
- Streamline sales updates

Why Fuze?

- ✓ Create a shareable library of sales enablement tools, reports and documents in the content meeting folder
- ✓ Video meeting to refocus the team and reignite their ability to close sales
- ✓ Practice visual demos of new product with international sales team

Getting Started

Easily schedule client meetings on Fuze from your calendar. Prospects do not need to download the Fuze application to join the meeting. Simply click the web url for the meeting, and jump right into a conversation!

Begin delivering your live sales product demos via Fuze using screenshare and video features.

Enable Fuze meetings “on the road” by equipping your sales team with tablets or laptops loaded with Fuze as they travel to client sites.

Schedule team role plays via Fuze meeting. Ask your teammates to upload client-ready content and sales collateral.

What are the measurable benefits of using Fuze in the sales cycle?



Reduced sales cycle time with the reliability and capabilities of our platform.



Higher retention of sales staff & a better overall performance and understanding of products.



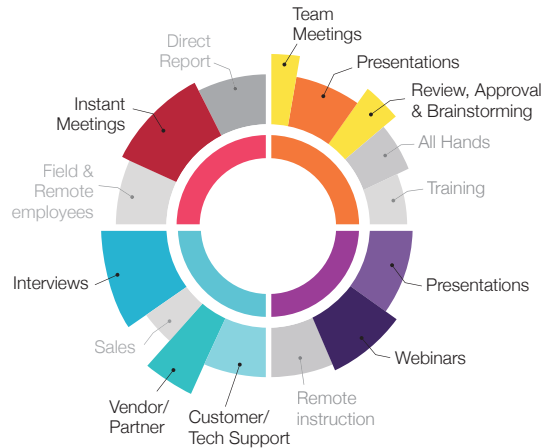
Referrals from new customers increases because of positive sales experiences.



Increased monetary value or organization resulting from opening of global markets.

Fuze for Marketing

Campaign Management, Events
in the Field and Market Research



"The ability to be flexible with my day is what I like about the tool. It gives me a certain freedom - still doing my work but I can take calls wherever - that's something I am very comfortable with."

Eric Cordell
VP Sales, VoloUsa.com

Key business challenges

Campaign Management

- Last minute pivots and rapid decision-making
- Efficient communication across all stakeholders
- Collaboration with outside companies (agencies) for outsourced creative work

Why Fuze?

- ✓ Instant meetings capability to review designs at the eleventh hour and official crises communications
- ✓ Share dynamic content like images, animated presentations and video mocks in HD quality
- ✓ Meet on any device, any location in a secure meeting space to discuss confidential information

Events in the Field

- Multicast events to audiences in virtual spaces
- Ensure a consistent experience of the brand
- Extend the reach of physical events

Why Fuze?

- ✓ Interactive video seminars open up to 125 participants
- ✓ Unlimited VOIP and free toll-audio (US, for Fuze Pro customers)
- ✓ Custom Branding* (Fuze Enterprise)

Market Research Interviews

- Reliable technology
- Ensure research participants are at ease and feel comfortable
- Ability to record session for later analysis

Why Fuze?

- ✓ Global data centers and encryption (in transit and at rest) ensure scalability & security
- ✓ Easy to use mobile-first design requires no special knowledge prior to use
- ✓ Record and securely store meetings

Getting Started

Use Fuze to meet with your “extended” team; agencies, design work and media production firms no longer need to incur travel costs.

Conduct focus groups via Fuze.

Troubleshoot and debug coding issues on the spot with instant meeting and interactive screen share.

Make use of the webinar feature to host your events online.

Content and production review meetings should be held on Fuze using the screensharing feature, and/or pre-load content before the meeting.

What are the measurable benefits of using Fuze for marketing purposes?



Improved teamwork.



Faster development times and improved chances of success.



Better connection with potential customers through increased face-to-face interaction.



More accurate demographic data.

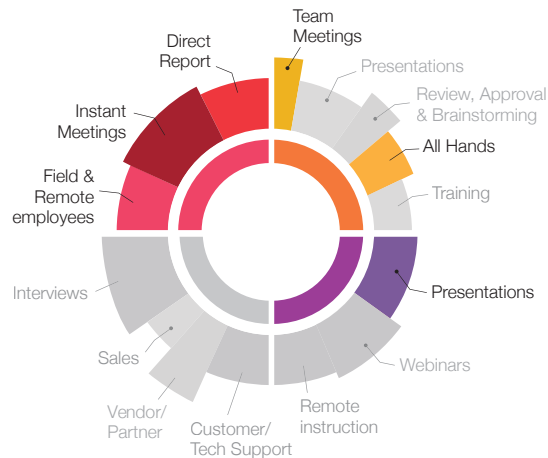


Lower overall cost of development.



Faster response times to new market shifts.

Fuze for Executives



"The ability to be flexible with my day is what I like about the tool. It gives me a certain freedom - still doing my work but I can take calls wherever - that's something I am very comfortable with."

Eric Cordell
VP Sales, VoloUSA.com

Key business challenges

Mobile Workforce

- Globally distributed workforce
- As-it-happens environment must share information and connectivity 24/7
- Maintain responsiveness

Why Fuze?

- ✓ Respond immediately to new data, media coverage and crises by hosting instant meetings in minutes
- ✓ Ability to run meetings with full content collaboration from smartphone or tablet, regardless of location
- ✓ Private secure meetings to keep in touch with trusted business partners and employees control of customer's screen and see/solve the problem at hand in real-time.

Company Culture

- Unite and engage your workforce
- Foster positive interactions

Why Fuze?

- ✓ Exhibit visual leadership by regularly engaging in face-to-face meetings with staff no matter your location
- ✓ Fully functional interactions that include document-sharing, simultaneous annotation and recording capabilities allow for maximum collaboration between employees across offices

All Hands

- Align company on common goals and vision
- Free up Q&A participation for all employees
- Manage cost of travel for remote employees

Why Fuze?

- ✓ Chat functionality allows all to participate and ask questions without disturbing a presentation
- ✓ Use video for All Hands updates to save on travel expenses while delivering a face-to-face, content-rich experience
- ✓ Video provides non-verbal cues to conversations and content capabilities allow for video and presentations as well as brainstorming on white board feature

Getting Started

Ensure a Fuze for all-hands meetings in order to reach remote employees and those outside the office.

Conduct Board Meetings and Quarterly Business Reviews with Fuze.

Offer Fuze as a tool to support flexible working arrangements for all employees.

Use the 'meet now' feature to schedule meetings at a moment's notice.

Download the Fuze application to your preferred 'on-the-go' technology, iPad or cell, to join and schedule.

What are the measurable benefits for executives using Fuze?



Increased connectivity to the organization to improve employee understanding of company direction & leadership through all-hands meetings conducted via video.



Reduced meeting times and increase productivity.



Reduced travel spend.



Decreased email volume.



Increased efficiency. No delays from travel or time lapses from having to coordinate schedules.

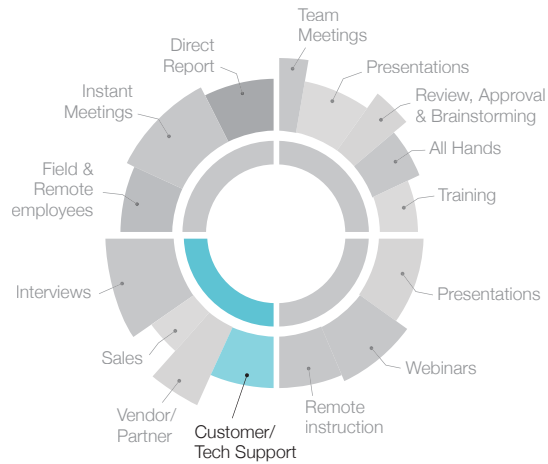


Increased workforce flexibility. Employees & executives can work from home, travel or the office.



Improved employee engagement.

Fuze for Customer Support



Key business challenges

Issue Resolution

- Rapid response time
- Clear communication and understanding of problem
- Troubleshoot easily

Why Fuze?

- ✓ Instant meeting within the browser for real-time on-demand communication
- ✓ Symphony audio ensures crystal clear audio experience, video humanizes the experience
- ✓ For issues that require data sharing, screenshare or take control of customer's screen and see/solve the problem at hand in real-time

Deepen Customer Relationships

- Build brand advocacy and customer loyalty
- Provide world-class service experience
- Maximize value of customer

Why Fuze?

- ✓ Webinar offering for private product training and thought leadership value-add sessions
- ✓ Recording feature allows FAQs to be recorded and minimize issues
- ✓ Using HD video to regularly connect with customers provides a personal touch via high quality video

"The more we use it, the more we see opportunity for growth in the market, and our customer base."

Donald Hammons
Co-Founder Volo Solutions, Inc

Getting Started

Discuss Fuze with your customers and use 'instant meeting' to invite them to try it out during your call.

Instead of emailing a new product guide, walk through the update with your client - or record a presentation and upload to your support site.

Pre-record common scenarios and FAQs you can send to customers as needed.

Host your Customer Advisory Board meetings via Fuze so international members can join without travel or scheduling constraints.

What are the measurable benefits of using Fuze for customer support?



Higher feedback ratings.



Improved customer loyalty.

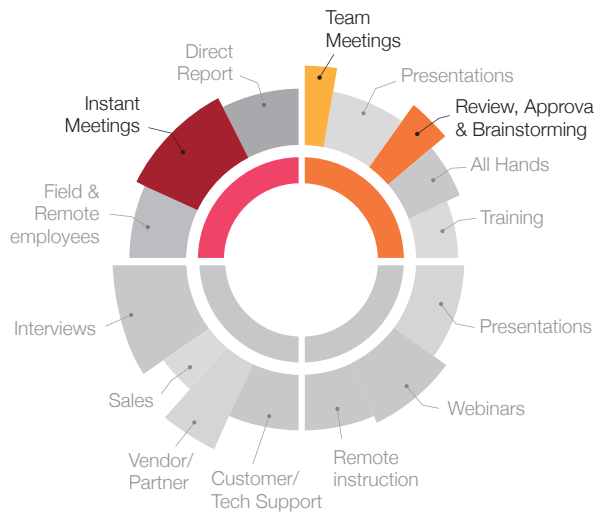


Quicker resolution or response rate to customer issues.



Increased referrals and repeat customers.

Fuze for Engineering, Product, Design and Analytics



Key business challenges

Team spaces

- Virtual space to share designs, mocks and coding work
- Collaborate reliably under tight deadlines
- Maintain collaboration across distributed teams

Why Fuze?

- ✓ Quick and reliable collaboration capabilities including screen share, chat and whiteboard
- ✓ Easy to setup and requires little hardware, offices can be anywhere
- ✓ Work through debugging issues as they occur with interactive screen sharing that gets the problem solved in minutes

Business Stakeholder Reviews

- Ensure product and technical sides have opportunity to voice feedback
- Bring in implementation experts (creative, engineers, design) as needed
- Present work in HD quality

Why Fuze?

- ✓ Live board room capability acts as a forum to voice feedback during the process.
- ✓ Fuze makes meetings and design reviews more effective by allowing you to define agendas, share content for reviews ahead of time, take notes during a meeting or record it for later use.
- ✓ Follow-up is simplified with post-meeting notes and commentary available within Fuze

"I work closely with two engineers in Sofia. Due to the time difference, we have a short overlap window. I've tried several ways to keep an active communication channel but a scheduled Fuze channel with video appears to work best - by far."

Shaju Mathew
Program Manager, Software Engineer, Fuze

Getting Started

Start using Fuze for all team meeting.

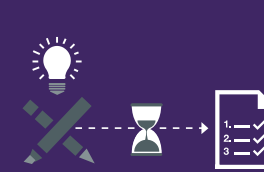
Use the collaboration features to showcase work for review.

Troubleshoot and debug coding issues on the spot with instant meeting and interactive screen share.

Share meeting content ahead of time by uploading content into Fuze.

Post-meeting share minutes created within Fuze.

What are the measurable benefits of using Fuze for product development?



Faster turnaround time from design idea to distribution.



Quicker, more actionable meetings with clear steps for follow-up and next steps in the production process.

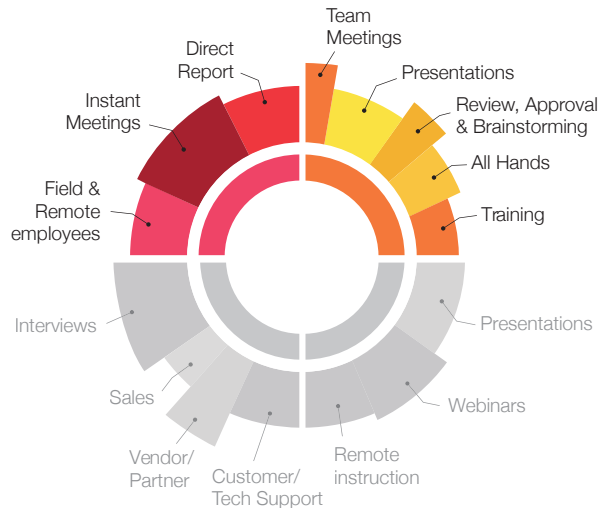


Higher top-level employee retention as designers and engineers feel that their voices are being heard & are contributing valuable, timely ideas for a better product.



Improved design cycle and time to market.

Fuze for Remote Workforce



“Sitting in my Greenfield office at least a dozen times now I’ve gone on Fuze with people, made them presenters, and watch through what they’re doing. I’ve been able to identify the mistakes and have them be able to correct through showing them what to do.

These are people in Boston, people in Cape Cod, locations that would have taken me three and a half, four hours to get to if I have to drive.

You can’t talk to these people on the phone, because you’re not seeing what they’ve been doing. They do not fully understand what’s happening so Fuze has made management considerably easier.”

Josh Brothers
Program Manager, Nonotuck Resources

Key business challenges

Creating standards of practice with a diverse workforce

- ✓ Streamlining the work process and create a cohesive virtual environment
- ✓ Standardization across technological platforms
- ✓ Efficient performance management for distributed teams

Why Fuze?

- ✓ Effective and efficient on a wide range of technological platforms
- ✓ Instant visual collaboration, whether for team, 1:1, or customer meetings.
- ✓ Forge deep relationships with colleagues that can only be achieved by working face-to-face
- ✓ Personally interact & evaluate remote worker performance providing real-time feedback

Maintain employee engagement

- Building a common understanding of the company and team goals
- Give employees the flexibility to work from multiple locations, whether satellite offices, home offices, or when traveling
- Reinforce relationships

Why Fuze?

- ✓ Collaborate from any device, time zone or location
- ✓ With a portal into HQ via real-time video, offices and employees across the globe feel closer to the organization’s “home” and a part of the culture. There is an increased sense of connectedness that gives employees the feeling that they belong, which results in better employee retention and job satisfaction.
- ✓ Easily create a virtual conference room that can be conducted in real time on a global scale. From home computers to customer site visits, your employees can easily collaborate with their virtual team, no matter where they are.

Getting Started

Schedule an introductory Fuze meeting - answer questions, make sure your teams can easily download Fuze via their mobile apps - and discuss best practices.

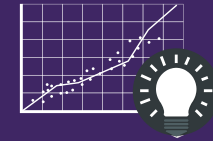
Set up regular check-ins via Fuze to ensure remote employees stay connected and visible.

Ensure All Hands and important company meetings are also hosted by Fuze so those not in the office have a presence in the meeting and can participate in any discussions and see and hear the speaker/s clearly.

What are the measurable benefits of using Fuze for a distributed organization?



Increased employee retention and positive workplace surveys.

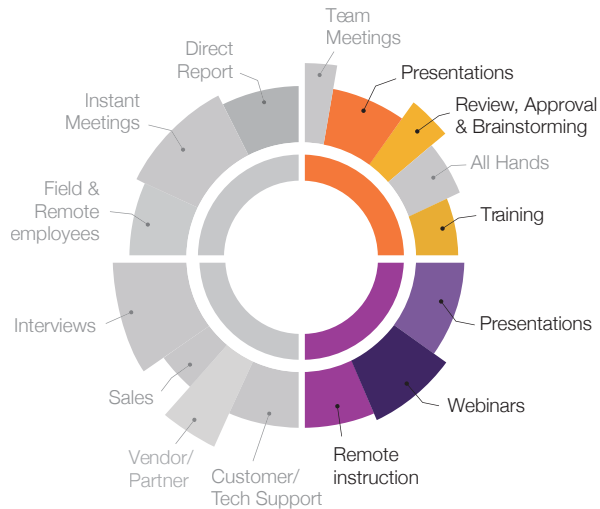


More data points for employee observation and evaluation.



Less overhead cost as remote workers become more 'plugged in' to the office from remote areas rather than large business centers.

Fuze for Learning and Development



"Bringing in guest instructors gives us exposure to people we would never have had the opportunity to learn from before"

Kyle Collins
Director of Academic Technologies,
St Louis University

Key business challenges

World class learning offering

- Training expenses
- Creating a cohesive learning environment
- Employee engagement through compelling content

Why Fuze?

- ✓ Flexible, blended learning solution of HD video and audio from any device
- ✓ Collaborative suite of features including annotation, recording and instant chat
- ✓ Cost-friendly solution for hosting external experts through virtual teaching sessions

Deepen Customer Relationships

- Understanding needs that span departments, geographies and disciplines
- Cultivate a connected and sharing organizational culture to benefit from combined experience and skills
- Experiential, interactive learning on timely topics

Why Fuze?

- ✓ Recording meeting feature means courses can be tailored to each student and watched on their own time, from virtually anywhere in the world
- ✓ Connect dispersed employees, matching has old-hat experts with abundant tribal knowledge with new employees for cross-cultural and department learning experiences
- ✓ Interactive learning environment allows students to record presentations, annotate on screen and screen share

Getting Started

Imagine a new hire is coming on board - who would ask to train him/her? Identify material and best teammates -- and record a Fuze meeting.

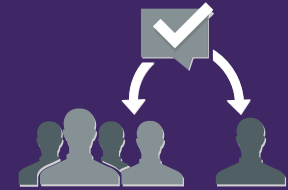
Schedule your next corporate tools training via Fuze meeting.

Offer guest speaker sessions with global thought leaders via a Fuze webinar.

What are the measurable benefits of using Fuze for learning & development?



Increased availability of more specific and effective learning and development activities to all remote students/employees.



Improved employee engagement thanks to an increased sense of contribution and connectedness.



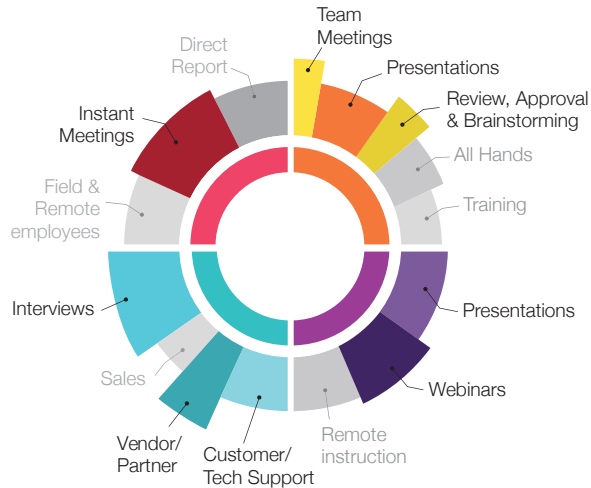
Ability to gather immediate feedback and make instant modifications to your organization.



Reduced cost of travel by allowing rich collaboration and learning environment from wherever the student, employee and teacher are located.

Fuze for Healthcare

Improve access, bring expertise anywhere, facilitate knowledge sharing, reduce costs.



"Fuze is really easy to use and is a reliable way of communicating on a face-to-face basis. Fuze is allowing us to educate healthcare professionals in isolated areas at a time convenient to them and is reducing our costs. The value of Fuze has been seen in the growth of our new products in the areas that we have conducted the Fuze meetings."

Brent Thomas
Senior Medical Representative, Astra Zeneca

Key business challenges

Telehealth

- Virtual office and in-home visits to connect patients to nurses and doctors
- Connecting specialists for remote assessment and diagnosis support
- Remote patient monitoring and chronic condition support
- Virtual grand rounds

Why Fuze?

- ✓ Flexible, cloud-based service that works across devices, desktops, rooms
- ✓ Reliable voice and video conferencing for connecting physicians and patients remotely
- ✓ Share videos, x-rays, lab reports and images in HD
- ✓ HIPAA attestation for compliant use (wording?)

Training and Education

- Virtual classes, training sessions, webinars
- Physician networking and knowledge exchange
- Enable guest lecturers from anywhere

Why Fuze?

- ✓ Flexible blended learning solution of HD video, audio and content from any device
- ✓ Collaborative features including annotation and group chat
- ✓ Integrated recording and playback
- ✓ Connects with legacy video conferencing and telepresence systems

Mental Health Services

- Telepsychology - virtual sessions
- Increase access to specialists
- Support consultation among remote, multi-disciplinary teams

Why Fuze?

- ✓ Clear discussions with HD voice and video
- ✓ Network-aware applications that optimize quality in real time
- ✓ Integrated recording for secure download or playback

Emergency Response

- Field-team communication and support
- Telestroke - support rapid diagnosis to improve patient outcomes
- Virtual command and control for remote response teams
- Remote translation

Why Fuze?

- ✓ Send live video, audio and images from the field
- ✓ Bring specialists to the scene using mobile devices
- ✓ Connect language translators to any office or emergency responder
- ✓ Secure, reliable communications across devices

What are the measurable benefits?



Increased accessibility to specialists can improve patient outcomes.



Reducing the need to travel saves precious time and money.



Remote collaboration facilitates learning opportunities for clinical education programs and accelerates knowledge transfer.



With time-sensitive conditions such as a stroke, rapid diagnosis and action can have a dramatic impact on patient quality of life.



Access to translators via video can help improve patient care, lower frustration and save time for both patients and busy medical staff.



Connecting field teams and central command can result in faster coordinated response to emergency situations.

Next Steps

Evaluate opportunities to incorporate real-time video:

Patient interactions

Training, learning and clinical education programs

Connecting field teams

Translation experts and services

Disaster preparedness and emergency response programs

Learn more about Fuze: www.fuze.com