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—Iolanda Antunes, Director of Information Technology

## WebEx remote services lead to faster and better customer support at IMPAC.



**INDUSTRY**  
High Tech

**WEBEX APPLICATIONS**  
Support Center and Meeting Center

**SUMMARY**  
Limitations in web applications made it difficult for IMPAC Medical Systems, Inc. to implement a quality remote support solution that could enhance the customer service experience. WebEx Support Center helped IMPAC overcome its remote connection obstacles, making it easy to access customers' systems and solve problems remotely. Significant improvements in customer care and positive feedback from customers resulted in enterprise-wide adoption of WebEx at IMPAC.

### ABOUT IMPAC MEDICAL SYSTEMS, INC.

**Line of Business**  
Clinical and administrative management systems for cancer therapy

**Headquarters**  
Mountain View, CA

**Number of Employees**  
512

**WebEx Customer Since 2002**

IMPAC Medical Systems, Inc. is a leading provider of healthcare IT solutions that manage the clinical and business operations of more than 2,500 cancer facilities world-wide. Addressing all aspects of cancer care, IMPAC's solutions currently enable approximately 25,000 healthcare providers to interact efficiently with more than 50,000 cancer patients. IMPAC's comprehensive product offering includes integrated solutions for practice administration, electronic medical record and image management, medical billing, clinical laboratory management, and anatomic pathology.

### The Challenge

In 2002, IMPAC was battling various technologies to provide remote customer support to users of its medical software. The company had tried two different web meeting and support applications with little success. “Walking our customers through the meeting software was painful, and desktop sharing didn't work well. It could take our support staff up to 30 minutes to get the connection and the software to work in order to start addressing the customer's real problems,” says Iolanda Antunes, IMPAC's Director of Information Technology. IMPAC knew it needed a good remote desktop support solution that would be available to all users without requiring client software installation or significant customer training.

### The Solution

When Antunes began reading about WebEx in the press and hearing endorsements from colleagues in her industry, she began

a trial of WebEx Meeting Center within the IT department at IMPAC. “We started using WebEx to provide internal IT support for the company,” she recalls. “It was so easy to share applications using WebEx that other departments wanted to use it for their own purposes. The director of IMPAC's customer support department decided to make WebEx the standard for his group and eventually we eliminated the web meeting application that was in use previously.”

WebEx Support Center has now become integral to supporting IMPAC's 2,500 customers worldwide. “During support sessions, we constantly use the WebEx desktop sharing function to see the customer's desktop in real-time,” says Antunes. “Now we don't have to struggle with firewalls, VPNs, or connectivity issues to help our customers.” IMPAC also uses the recording feature available in both WebEx Meeting Center and Support Center to capture support sessions that can then be used to train the company's service specialists.

To make it even easier to connect with its customers, IMPAC recently rolled out the WebEx audio teleconferencing solution throughout the company. This solution gives all users the ability to self-manage and schedule their conference calls at any time of day. WebEx ensures all calls are secure by providing participant and host access codes. “The local and international toll free access numbers provided by the WebEx solution have allowed us to better support and service our customers and business globally,” says Antunes.



In addition, IMPAC uses the remote access capabilities of Support Center to remotely connect with its customers' systems to solve problems even when no one is on site. This is a great advantage for hospitals and practitioner offices where clinicians are not often at their computers, and have limited time to spend on troubleshooting. And because Support Center integrates with networks where sensitive patient information resides, WebEx allows IMPAC to assure its customers that their data is secure. "WebEx was one of the first web applications that addressed HIPAA compliance," Antunes says, adding, "WebEx also has HIPAA information and documentation that we can readily use to distribute to our customers."

WebEx Meeting Center—originally trialed by the IT department—is now being used enterprise-wide by 365 IMPAC employees. "More than seventy-percent of our company uses Meeting Center to conduct internal meetings on any topic, from project planning to new product introductions," says Antunes.

### The Benefits

Through its robust offering and advanced security features, WebEx has enabled IMPAC to streamline processes, saving the company time and significantly elevating the quality of customer service it provides, internally and externally. "WebEx has changed the way we do business. Because Support Center provides us secure access to the customer's systems on site, we no longer have to send out a specialist to solve problems in-person. Now we can focus our on-site visits for training and building customer relationships rather than troubleshooting," Antunes explains.

## HIGHLIGHTS

- Limitations in existing web meeting and support applications made it difficult to implement a strong remote support solution to service IMPAC customers.
- WebEx Support Center solutions enabled IMPAC to easily access customers' systems to diagnose and solve problems remotely.
- Eliminating remote connection obstacles has expedited IMPAC support calls while significantly improving the customer service experience.
- Positive feedback from customers has led to IMPAC's enterprise-wide adoption of WebEx.

*The [WebEx] system's performance is consistently excellent. WebEx has given us every communication capability in one robust, affordable system.*

—Iolanda Antunes, Director of Information Technology

The major obstacles IMPAC faced with other support solutions are now gone, and connecting with the customer is really easy. "Before WebEx, remote connection issues were numerous and it was a challenge to have to connect to a customer remotely. Today, we have the customer on WebEx within seconds of taking a call," Antunes states.

WebEx advanced security has also played a big role in improving IMPAC's remote connections. WebEx SSL encryption and web-based user interface allow IMPAC to connect securely to customers regardless of complicated VPNs or firewalls. "In the past, VPN tunnels were our only means of connecting with our customers. Other remote control software was not allowed by hospital firewalls. With WebEx, we no longer encounter these problems," says Antunes.

IMPAC is completely confident in choosing WebEx and has even made WebEx meetings available to its customers directly from the corporate website. "The system's performance is consistently excellent. WebEx has given us every communication capability in one robust, affordable system," Antunes claims.

### The Future

With all the resounding positive feedback IMPAC has received from its customers, the company has decided to adopt all of the WebEx solutions enterprise-wide. IMPAC has recently implemented WebEx Training Center and Sales Center. The company intends to use Training Center to provide more frequent training to its internal and external customers. "We're planning to use WebEx to conduct company-wide training during our upcoming new product launch," says Kristie Lilje, IMPAC's Service Marketing Manager.

The continual growth in WebEx usage at IMPAC confirms Antunes' initial thoughts when she first started using the system. "I knew that integrating WebEx at IMPAC would take no time at all and that its adoption would spread like wildfire," she recalls. "And it did."