



OBLONG INDUSTRIES SOLUTION BRIEF

Mezzanine in Your Briefing Center

Today's enterprise leaders know that maintaining a competitive edge and growing sales hinges on building individualized customer relationships. Over the past decade, a proven arena for strengthening engagements has become the Executive Briefing Center (EBC).

More than just an upscale briefing room, EBCs provide an opportunity for sales teams to build and nurture a customer relationship, demonstrate new offerings, and work collaboratively with customers to solve their business challenges.

Executive Briefing Centers: The Value

According to research by the Association of Briefing Program Managers, Executive Briefings deliver measurable value to hosts and attendees alike:

Increase Probability of a Sale and Accelerate the Sales Cycle

- 73% of respondents to the ABPM study made a decision to purchase products or services discussed in their briefings
- 33% of those purchasers said the briefing shortened their purchase cycles by an average of 27%

Uncover Opportunities for Upsell

- 66% of purchasers said their purchase amount increased as a result of information provided in the briefing—by an average of 29%

Strengthen Relationships and Capture the Customer Voice

- 87% said their briefing contributed to strengthening their relationship with the host company
- In-depth collaborations are also ideal for helping the host uncover customer insights that can inform solutions development and overall strategy

It's not surprising that an increasing number of enterprises have made EBC development a top priority. But how do you make sure that your EBC can deliver similar results?

Captivate Your Audience with Mezzanine

“When someone comes to your office to learn your vision of the future, **it’s crucial they feel like they’ve walked into the future, not the past.**”



IAN ROGERS
CEO, Beats Music

To truly elevate your briefings, you need more than a meeting room. You need a space that delivers an impact and deepens engagement. You need the flexibility to bring in new information in real-time as the dialogue with your customer evolves and new topics are explored. You need Mezzanine™.

Oblong Industries created Mezzanine to greatly enhance the two most important functions of a conference room: presentation and collaboration. Innovative industry leaders are installing Mezzanine because it creates an unmatched immersive and interactive environment that delivers the core values of an EBC:



Enhance the sales process through high-impact presentations

Flexible HD Workspace

A typical Mezzanine room includes a number of displays—typically three or more—which act as the main workspace for participants to share images, spreadsheets, and other documents. A room also includes digital corkboards, where users can place a variety of content, and a conventional white board whose content is seamlessly integrated into the digital workspace. (Own a smart board? No problem: Mezzanine integrates with them as well). All of this highly configurable real estate means that during briefings, there’s plenty of room for images to impress, data to discuss, and ideas to develop—all on a stunning 6-million-pixel display.

Wired or Wireless—Connection is Easy

Mezzanine makes it easy for anyone to walk into the room and share content onto the screens from any device. Directly plug in your laptop or bypass wires entirely and stream your content with the Mezzanine Screencast application.

Embedded Live Video Feeds Make Demos More Seamless

Having Mezzanine in your EBC means that you can embed live feeds seamlessly into your presentation and go directly from static content to a live application or videoconference.

Digital Portfolios Put Presentations at Your Fingertips

With Mezzanine, digital portfolios can be pre-created and stored in a Mezzanine workspace. This provides presenters easy-access to approved, rehearsed content with little to no notice.

Increase engagement by creating a true dialogue

Infopresence Connects People and Locations Across Distance

By uniting multiple Mezzanine locations in a shared workspace of video, images, applications, and devices, meeting productivity with in-room and remote participants significantly improves. Imagine the time and money saved if your remote subject matter experts could work and participate in the meeting as effectively as if they were in the room. This content and information-centric means of collaborating across distance is so much more than traditional telepresence, we refer to it as Infopresence, and it is only available with Mezzanine.



BYOD (Bring Your Own Device) Transforms Passive Audience to Active Participants

Why invite executives to travel to your EBC, only to have them be passive participants? Mezzanine allows those in a meeting to share their screens from any device simultaneously, making meetings more productive, dynamic, and interactive. Every user and device is an equal citizen with full capabilities to control and contribute to the Mezzanine workspace.



Gestural Data Interaction Engages Participants

Mezzanine spatial wands allow meeting participants to move and manipulate content between screens and across walls. Spatial wands provide powerful and natural interaction so that anyone—hosts and visiting executives alike—can easily participate in and with the workspace.



Address customer needs by preserving insights

Presentation Archiving Captures Decisions and Briefing Intelligence

Mezzanine allows you to save and download the meeting content from your digital portfolio so that you have an artifact of what took place during the meeting, the ideas that were generated, and the decisions that were made. You can also return to your saved workspace the next time you are meeting with the customer and resume exactly where you left off, reducing set-up and recap time.

Mezzanine in Action: NTTi³

"In the last two months we've had about 50 clients come through—**every one of them has walked away impressed at what's in that room.**"



SRINI KOUSHIK
President & CEO

"When we bring our customers into the Mezzanine room for the first time, generally **their reaction is of awe, of shock that actually something like that exists!**"



CINDY LUI
Director, Portfolio
Management
and Business
Operations



From its stunning multi-screen visual canvas to its dynamic interactivity and democratic access, Mezzanine has what it takes to deliver a successful EBC experience. The NTT Group realized this upon first seeing the solution.

NTT Group is a global leader in information and communications technology. For the opening of its new research and development facility, NTT i³ (NTT Innovation Institute), the company sought to create the most dynamic and engaging customer meeting experience in Silicon Valley.

The result was the Customer Experience Center (CXC), a state-of-the-art interactive center designed to showcase NTT's latest digital products and solutions to clients and customers. The company selected Mezzanine to provide advanced presentation capabilities within the CXC.

Since deploying Mezzanine, NTT has hosted multiple clients and Mezzanine has always delivered the high impact customer experience they were after.

Schedule a Demo

LOS ANGELES / NEW YORK / BOSTON
CHICAGO / HOUSTON / MENLO PARK
BOULDER / BARCELONA / LONDON
WASHINGTON DC

Is your company seeking a more innovative way to engage with clients and collaborate across the organization? Experience Mezzanine. Schedule a demo in one of our ten regional offices: visit oblong.com/demo or call 213-683-8863 x1.