

## Case Study - Beat The Brochure



Beat The Brochure is the leading online travel company in the UK and offers their customers the best worldwide travel prices available on the Internet. Beat The Brochure is a division of the award-winning Como Street Travel Group.

***“Within 60 seconds I was sharing my desktop with our development team on the other side of the world!”***

**Daniel Ox**  
E-Commerce Director  
Beat The Brochure  
[www.BeatTheBrochure.com](http://www.BeatTheBrochure.com)

### The Challenge

Beat The Brochure’s UK Project Manager, Daniel Ox, is regularly working in collaboration with off-shore developers which led to the need for a software solution that would overcome communication barriers. *“We required a desktop sharing solution that would allow us to break those barriers down, by working together visually when there is an issue that cannot be communicated by instant messaging or phone,”* explains Daniel.

### The Solution

Mikogo encompasses powerful and highly secure web conferencing software within a User Interface that is designed with ease of use in mind, providing a quick and effective solution for starting online meetings. *“My first thought was just how simple the software is to use. Within 60 seconds of the download I was sharing my desktop with our development team on the other side of the world. It’s the clean and fast solution that we needed.”*

### The Conclusion

Mikogo is now an essential tool for the British company and has become a key application used multiple times every week to resolve technical problems during web development. *“Technical problems cannot be explained over the phone due to their complexity, and this is where Mikogo helps us through visual explanation.”*

*“It’s a great time saver, and more importantly it can keep the stress levels to a minimum!”*

**About Mikogo** - Mikogo incorporates innovative desktop sharing technology to provide an easy-to-use free online meeting solution, welcoming everyone to high-quality online collaboration. The popular software tool is now used in over 180 countries, primarily by private users, freelancers and small businesses. Launched in 2007, Mikogo is provided by the renowned provider of web collaboration solutions, BeamYourScreen, whose product range consists of software solutions for online meetings, online presentations, and remote support. At present, more than 2000 corporate customers in over 40 countries worldwide are using the BeamYourScreen technology and benefiting from significantly reduced travel time and travel expenses.