

## Case Study - Indicator Warehouse



Gaining a competitive edge in day trading means using more than one technical analysis tool. To take full advantage of today's high-performance futures and forex trading platforms, traders should be able to equip their own toolboxes with the perfect combination of indicators. IndicatorWarehouse.com is the place to get this done - and win.

**“Using Mikogo enables me to quickly respond to customer requests, thereby closing sales quicker and retaining customers.”**

Adam Halpern  
President  
Indicator Warehouse  
<http://indicatorwarehouse.com>

### The Challenge

The trading industry is a high-paced and quickly-changing world meaning that traders must not only equip themselves with professional indicators, but also be highly competent in data-analysis. To ensure that clients would get the most from their indicator toolbox, Indicator Warehouse needed a reliable solution to reach out to clients and meet their high demand. *“We were in an incredibly high growth mode and needed a way to present our products, as well as support and train new clients.”*

### The Solution

When assisting clients, not only is it important for Adam Halpern to walk them through using indicators via a web presentation, it must be done quickly and effortlessly. Hence his appreciation for Mikogo's clean, easy-to-use solution. *“I use Mikogo for remote access to customers' machines for software installation and setup. It's very easy to set up, very easy-to-use for both the session organizer and client, and its well-designed user interface makes my business development and training so much easier.”*

### The Conclusion

*“I'm now using Mikogo 2-3 times a day. It's so easy it does not come into the conversation. I never worry that the technology will get in the way of me delivering stellar sales and support.”*  
*“The question of return on investment is less about savings and more about revenue. Using Mikogo enables me to quickly respond to customer requests, thereby closing sales quicker and retaining customers. It is still without a doubt my top choice for screen sharing and remote access.”*

**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.