



## Case Study - Proof Positive



Save yourself time and money while building global business relationships

### Proof Positive

[www.proofpositive.com](http://www.proofpositive.com)

Proof Positive is a small Search Engine Optimization company located in Vancouver, Canada. The company specializes in helping clients develop a full offline and online marketing strategy and works with clients on a variety of projects such as SEO strategies, Blog installation, newsletters, content writing, and social media marketing.

***“I was amazed. My client was gobsmacked! Mikogo has saved me countless hours and hundreds of long tedious emails.”***

**Melanie Rockett**  
Company President  
Proof Positive  
[www.proofpositive.com](http://www.proofpositive.com)

### The Challenge

When working with clients and designers, Melanie Rockett found that phone explanations were not resulting in the clear form of communication that she desired. *“I had been struggling with a designer trying to explain to her what I wanted via email and over the phone. I then discovered and suggested Mikogo. The installation was “fast and easy” for both of us, and what we’d been struggling over for days, was solved in 10 minutes.”*

### The Solution

What started as a one-off conversation resulted in a “fast and easy” online meeting experience that Melanie has benefited from again and again. *“I remembered Mikogo being fast and EASY. My question, was how easy is easy when it comes to a complete Internet novice ... my client. The result: my client was gobsmacked!”*

*“The final Eureka came when I started training a new employee in the Philippines. Communication problems had led to errors, and I was about to let him go because we were both getting very frustrated! Thanks to Mikogo we now host the training process online which has miraculously transformed our relationship.”*

### The Conclusion

*“I now use Mikogo as a regular part of all client and design meetings. We log on and I show them results, ideas, applications and demos. Mikogo saves me time, money and huge amounts of aggravation and stress. Mikogo has been a godsend.”*

**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.