



## *Mikogo for Horticulture: Clearing through the Weeds*

In the horticulture and agricultural sectors, much of the focus is on offline results — plant crops that finish stronger and earlier, or turf that’s healthy and needs less maintenance. That doesn’t mean technology is left in the dust: it’s an integral part of science and biology, and has an expanding role in the office.

Wayne Myers of Plant Products Co. Ltd. says Mikogo makes information sharing with business partners and staff both easy and efficient. “Anybody with a similar business is missing out if they’re not already taking advantage of this technology.”

### **Connecting Others Directly to the Information**

Plant Products produces high-end fertilizers and is a leader in the horticultural industry with stakeholders located around the globe. “Our primary markets are in North America, but we also sell our fertilizer in 60 other countries,” explains Myers, the company’s marketing manager.

With far-flung retail partners and outside suppliers, Myers credits Mikogo for getting everybody on the same page quickly.

“When you resell products, there are a lot of stakeholders who need to be kept as informed as possible,” he explains. “Everything runs more smoothly when everyone fully understands the goals, strategies and mechanics of programs and promotions. Desktop sharing vastly improves this process.”



*“Mikogo stands out from the competition because it’s simple and reliable; other systems just aren’t as easy to use.”*

- WAYNE MYERS, MARKETING MANAGER, PLANT PRODUCTS CO. LTD.

Myers recently reviewed a proposed analysis program with business partners in multiple locations across Canada and the U.S.; Mikogo helped him go beyond the PowerPoint presentation. “My presentation highlighted the scope and our capabilities, and with screen sharing I was able to share detailed calculations and show everyone the same numbers in real time.”



“As a result, everyone’s comfort level with the logistics was high and we scheduled a follow-up face-to-face meeting just to confirm details,” Myers says. “Understanding and comfort are vastly improved with screen sharing.”

### Simplified Training

To keep staff fully informed, Plant Products often turns to outside vendors. With Mikogo, staff development is more accessible and efficient.

“In the past, we had to wait for the provider to be available, and then tour them through our facilities so they could connect with staff in multiple locations,” Myers recalls. “Now those experts can connect without leaving their office, or they travel to one location and connect with the others using Mikogo.”

“Bottom line: We get trained faster and more completely.”

### The Easiest Solution

Mikogo is not the only way to share this information, but through experience Myers has found it’s the easiest solution for his needs.

“Ideally, you have everything organized ahead of time. But sometimes you need to be spontaneous – showing items or information live,” Myers says. “With other tools I’ve tried, I often gave up in frustration. What sets Mikogo apart is its simplicity; even if I start a session as an afterthought, I can still connect participants with little hassle.”



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