



## *Mikogo for Software Development: Getting Down and Technical*

Mikogo has become an invaluable sales tool for many software companies, but the easy-to-use, full-service desktop-sharing program is actually more than that. For many companies, Mikogo has been integrated into the entire development process.

Rob Smith, director of web marketing at DotCom Your Event, says their Toronto registration software company relies on Mikogo to coordinate development efforts.

“We use Mikogo internally for development meetings, because some staff are located outside the office,” he says. “It’s useful to gain a better understanding of the topics being discussed, and to display any beta features or enhancements that are in development.”

Mikogo he says, fosters a very efficient development process. “It allows each party to fully understand what’s being discussed. It helps open dialogue when people feel comfortable knowing what is on-screen.”

### **Simple Effectiveness of a Live Demo**

Rodica Roeder, a project manager at Uniware Pty. Ltd., an Australian developer of ERP software, uses Mikogo to demonstrate new features to clients during the development process.



*“It’s a very efficient process. Remote staff members attend our development meetings and can see the same monitor – everyone understands what is being discussed.”*

- ROB SMITH, DIRECTOR OF WEB MARKETING, DOTCOM YOUR EVENT

“I use Mikogo every time I need to explain to the customer the suggestions I have for customization,” she says. “Sometime it’s only a five-minute call to clarify some feature of the system. It’s so much easier when I can show them on-screen my suggested modifications.”



## Training, Support and More

Smith, whose company makes event registration software, agrees. “We do find that a lot of our clients are visual, so having the ability to show them what the software does is much more effective than telling them.”

Mikogo is more than a one-way window, though. During training and support sessions, Roeder lets the client take control and show her what he has learned or where he is having trouble.

“Switching presenters is very helpful. I can see what the customers are doing, and it’s easier for me to guide them in the right direction.”



*“Compared to similar tools, Mikogo is easy-to-use, with a clear screen and it works great. Some of my clients have become users themselves in their own business.”*

- RODICA ROEDER, PROJECT MANAGER, UNIWARE PTY. LTD.

## Expanding Beyond the Local Market

And, of course, there’s speed — Roeder and her support techs have customers spread all over Australia, but it takes only a few seconds to connect via Mikogo, versus the time and expense of travel.

With Mikogo, my customers can get help on the spot and don’t have to wait until I can visit them in person,” she says.



More information at [www.mikogo.com/customers](http://www.mikogo.com/customers)