

The Weather Company



A bright forecast for collaboration.

Challenge

The Weather Company, whose brands include The Weather Channel, Weather Underground and WSI, has a constant need to meet and collaborate online. A gap analysis performed in 2012 revealed the need to provide an enterprise screen-sharing solution for sales teams, internal project teams and to meet many other business requirements.

- There were no in-house standards for what to use and how to best communicate with customers over the Internet, so The Weather Company employees held critical online meetings using a wide array of cloud services based on personal choices.
- By not having a dedicated online collaboration and meeting platform for the company, there was no easy and organized way to conduct larger meetings for up to 250 participants at one time and no IT support.

Solution

After evaluating a wide range of best in class tools, The Weather Company selected **join.me** by LogMeIn. According to Nicholas Gardner, Senior Director of Internal Systems, it surpassed the competition in terms of meeting use cases, ease of use and technical requirements.

Results

Since deployment, The Weather Company has been able to rely on **join.me** to do exactly what they needed it to do.

- It's been easy to train new users, without IT involvement. Gardner's team created a two-page quick-start user guide that they give to new employees to simply "take the product and get going."
- A sales leader unfamiliar to the platform was able to hold an online meeting with around 220 participants without a hitch.



- **Industry:**
Media and Technology
- **Headquarters:**
Atlanta, GA
- **Number of employees:**
1,300

"[Competitors] didn't have a solid screen-sharing tool that met all of our use cases... the head of sales wanted a robust tool that large groups could use to connect at the same time, with audio and video."

– Nicholas Gardner, Senior Director of Internal Systems, The Weather Company