

Web conferencing: the next generation



RHUB Communications, Inc. (Real-Time Collaboration HUB) develops and manufactures award-winning web conferencing, remote support and remote access appliances for a variety of market segments. The company focuses on On-Premise Web conferencing appliances, giving users complete ownership and control of the hardware and software explains Mr. Larry Dorie, CEO of RHUB.

RHUB was established four years ago and has experiencing rapid growth ever since. The company's web conferencing technology has been in development for well over five years, explains Mr. Dorie. They launched their first product in September 2005. Their core product today, TurboMeeting Web Conferencing, was launched in March 2007. The technology encompasses four coherent applications, each serving different needs of an enterprise: web conferencing, remote support, remote access and web seminar. RHUB is headquartered in Silicon Valley, California, and sells its products through indirect channels: distributors, resellers and partners.

In August 2009, RHUB launched the latest generation of TurboMeeting Web Conferencing. TurboMeeting Version

4.0 adds even more value to the unified communications platform. "The technology enables video, chat and screen-sharing collaboration solutions," explains Mr. Dorie. "Users will also like the View Only mode. When you start a meeting, anybody can get in as long as they have a browser." TurboMeeting 4.0 enables users to host and manage larger meeting groups than ever before. Up to 200 people can meet for sales presentations, conferences, training sessions or other virtual collaborations. Mr. Dorie explains that the two most common ways to deliver web conferencing are through hosted services (SaaS) and On-Premise software. "Each has its advantages and disadvantages so we've decided to come up with a new approach, offering the best of both worlds. We offer all the advantages of

On-Premise but virtually none of the disadvantages. Once our software is installed, it works similar to a hosted service, but it gives you access to security control, possibility of integration with other systems, branding, and all that for a one-time fee."

The market for web conferencing is pretty substantial. "It was estimated at 2 billion US Dollars in 2008," states Mr. Dorie. "And it's growing at an estimated rate of 20% annually. The market is still in its infancy in Europe and Asia is very small, so we'll see a lot of growth there. But even in North America there's still plenty of room for growth when considering that market penetration stands at 35%." According to Mr. Dorie, RHUB outperformed the market, and tripled growth in 2008, compared to 2007.

Mr. Dorie admits that their biggest challenge is to strengthen brand awareness. On the product development side, the company intends to move into a full collaboration hub, with integrated audio, video and web conferencing. ■



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