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Nova Tool & Mold Inc.
“We Own it, We control it...Our Customers Love it!”

TurboMeeting®



Nova Tool & Mold Inc. is a Windsor, ON based global designer and manufacturer of plastic injection molds and compression molds for both automotive and non-automotive markets. From its main facility in Windsor, ON, Nova supports and services customers in the Americas, Europe and Asia.

Traditionally, a program/project manager would hop in a car or get on a plane, laptop in hand and meet with the customer to review mold designs or changes that might be required. They would then return with the findings from the meeting and share this information with the engineers, designers and production team members. While this did fit the bill previously, the costs associated with this type of collaboration were/are unsustainable in a marketplace where speed, efficiency and cost containment are the topic of the day.

There had to be a better way. With the growth in hosted meeting services, the choices were vast and varied. Using them however, was not as easy, nor were the costs as advertised.

More often than not, an attendee was unable to connect to a meeting because of firewall and in-house IT lock downs which needed IT intervention and resulted in late meetings. In addition, hidden costs of hosted meeting services based on frequency, duration and enhanced services would often present surprises when the monthly bill came in. User experience and cost certainty had to be addressed as quickly as possible.

The solution had to meet strict criteria such as

- Cost Certainty, yet be affordable and scalable.
- Be WEB enabled and accessed from anywhere for those with appropriate privileges.
- Be easy to use for both the attendee (client) and the person hosting the meeting. Absolutely no IT involvement needed to get connected to a meeting
- Ability to whiteboard, annotate and record a meeting
- Ability to switch into interactive mode from seminar mode.

TurboMeeting from Rhub Communications fit the bill. TurboMeeting, an on premise meeting appliance has a patent pending **no download** meeting feature where attendees simply enter a meeting ID and password (if any) and are connected. Period!

TurboMeeting scales from 2 meeting rooms to 200 meeting rooms and 2000 attendees, and is installed within the network, Installation is literally 20 minutes. Once the TurboMeeting unit was installed and all users provided with a login, things started to roll. Initially used internally, clients and suppliers were later introduced to the tool, with great success.

TurboMeeting® Case Study

The simple fact that one can host and/or attend a meeting from anywhere in the world, without any travel costs, messy configurations or downloads made TurboMeeting a true collaboration tool.

For customers located in Japan, with colleagues in the US and Mexico all attending the same meeting and sharing the same information in real-time made for true collaboration and enhanced customer relations.

Now, TurboMeeting is used for scheduled & ad-hoc meetings and for spontaneous contact with clients and suppliers, ensuring the free & timely flow of information among program/project constituents.

For management, TurboMeeting provides a “high touch” relationship with customers in a cost certain and convenient manner.



Alex Toldo, Program Manager for Nova Tool & Mold Company, said,

“with our TurboMeeting unit, multiple people in geographically dispersed locations can collaborate, sharing mouse and keyboard capability in real-time. The whiteboard feature of TurboMeeting allows for virtual brainstorming sessions, with full annotation capabilities. TurboMeeting has allowed us at Nova Tool to stay in touch with our customers worldwide both spontaneously and in structured meetings while reducing the need for on-site visits. We have reduced our travel costsand, we paid for it within the first month.”

About Rhub Communications Inc.

RHUB is a premier provider of on-premise web conferencing appliances that meet the needs of any organization. The Company's user organizations total over 5,000 in a variety of market segments including services, manufacturing, and government www.rhubcom.com

About Monsoon Networks Inc.

Founded in 1989, Monsoon Networks Inc. enables companies to maximize profitability and productivity, by integrating information technology into all aspects of their business. Monsoon is the **Authorized Canadian Distributor** for the TurboMeeting and TurboSupport family of online collaboration appliances from Rhub Communications Inc..