

EMS Case Study *Dean Evans & Associates, Inc.*



EMS for Outlook® at Dean Evans Headquarters *Integrating EMS and Outlook leads to scheduling efficiency*

What's Good for the Goose...

All new products need some real-world beta testing. As we pondered which of our customers might be the best candidate for putting our EMS for Outlook® module through its paces, we realized the ideal customer wasn't a customer at all; it was us! We were already using EMS to schedule our conference and meeting rooms and Microsoft Outlook to invite attendees to meetings. And, frankly, we're a fairly demanding group when it comes to the different software packages we utilize in our work. So, as the product became beta-worthy, we installed it at our Denver headquarters and used the new integration to schedule all of our meetings.

Fits and Starts

While the beta version was a fully functional and nearly release-ready, there were certainly some kinks to work out and our staff members didn't hesitate to offer feedback.

"These people are brutal!" joked Ed Nowak, our director of product development. "No, 'brutally honest' is more accurate. Like any beta product, EMS for Outlook required some tweaking. Our employees gave it a good workout every day and provided lots of valuable feedback on everything from functionality to esthetics."

"In the end, we released an excellent product much faster than we would have if we'd relied on outside beta testers, who are often so overloaded with other tasks that it's tough to get their input in a timely manner," he said. "Here in the office, our developers could just walk down the hall to get someone's thoughts on how we were doing."

Scheduling Simplified

With the implementation of EMS for Outlook, the scheduling of a meeting, which previously involved two different programs and a fair amount of flipping back and forth between them, was greatly simplified. Now, after selecting the attendees they want to invite, users simply click the EMS Room Scheduling button on the Appointment task bar. If for some reason a user needs to switch rooms, change times or cancel, attendees will be automatically notified.

"I find it incredibly convenient, because I can check room availability instantly and easily send invitations to my presentation attendees without having to create a separate appointment," said Tara Riley, one of our technical consultants, who reserves rooms for online trainings and presentations using EMS for Outlook.

For one-time meetings, users scan the integrated reservation book display for a free room, check a box to select it and click the Save/Send button. They'll also be able to reserve space for reoccurring meetings and have quick access to all room details to confirm that a space will meet their needs.

"Everything I need to do can be done within Outlook," Riley said. "EMS for Outlook has streamlined the entire process and made scheduling meetings much more efficient."

For more information on Dean Evans & Associates, and the company's event management, master calendaring, online registration and survey software products, go to www.dea.com or contact the Sales department at sales@dea.com or

1.800.440.3994 ext. 863.