

Squibit's Enhanced Virtual Platform with Ecosmob



P r o j e c t ———
Case-Study ≡

Introduction

SQUIBIT® offers robust tools for virtual meetings, webinars, online classrooms, and collaborative activities, serving businesses, educational institutions, and seminars.

David Warren, founder of SQUIBIT®, a prominent player in the web conferencing and unified communications industry in the USA, sought a solution to enhance their platform's capabilities.

The Client

SQUIBIT® is a brand in the web conferencing and unified communications space, offering two core products: SQUIBIT®'s WCM (Web Conference Manager) and SQUIBIT®'s WMP (Web Meeting Platform). These products are designed to meet the diverse needs of business, education, and seminar sectors.



They support many features, including virtual classrooms, conference management, user listing, and storage configuration. Additionally, they offer multi-camera support, screen sharing, private and public chat, polling, quizzes, and breakout rooms, all while emphasizing privacy and security.

SQUIBIT®'s products integrate seamlessly with CRM and LMS platforms, providing comprehensive tools for managing courses, campaigns, and users.

Project **Requirements**

The client required a white-labeled, multi-tenant SaaS-based audio/video conferencing tool. To meet the project's requirements, we leveraged an open-source solution as a foundation, modifying and customizing it to align with the desired functionality.

The aim was to create a user-friendly, intuitive interface while ensuring robust performance and scalability.



The **Challenge**

The main objective was to develop an audio/video conferencing tool with multi-tenancy support. Key challenges included:



User Experience Design

Crafting a seamless and intuitive user interface for the new features.



Technical Debt

Refactoring existing code to integrate new features without introducing bugs.

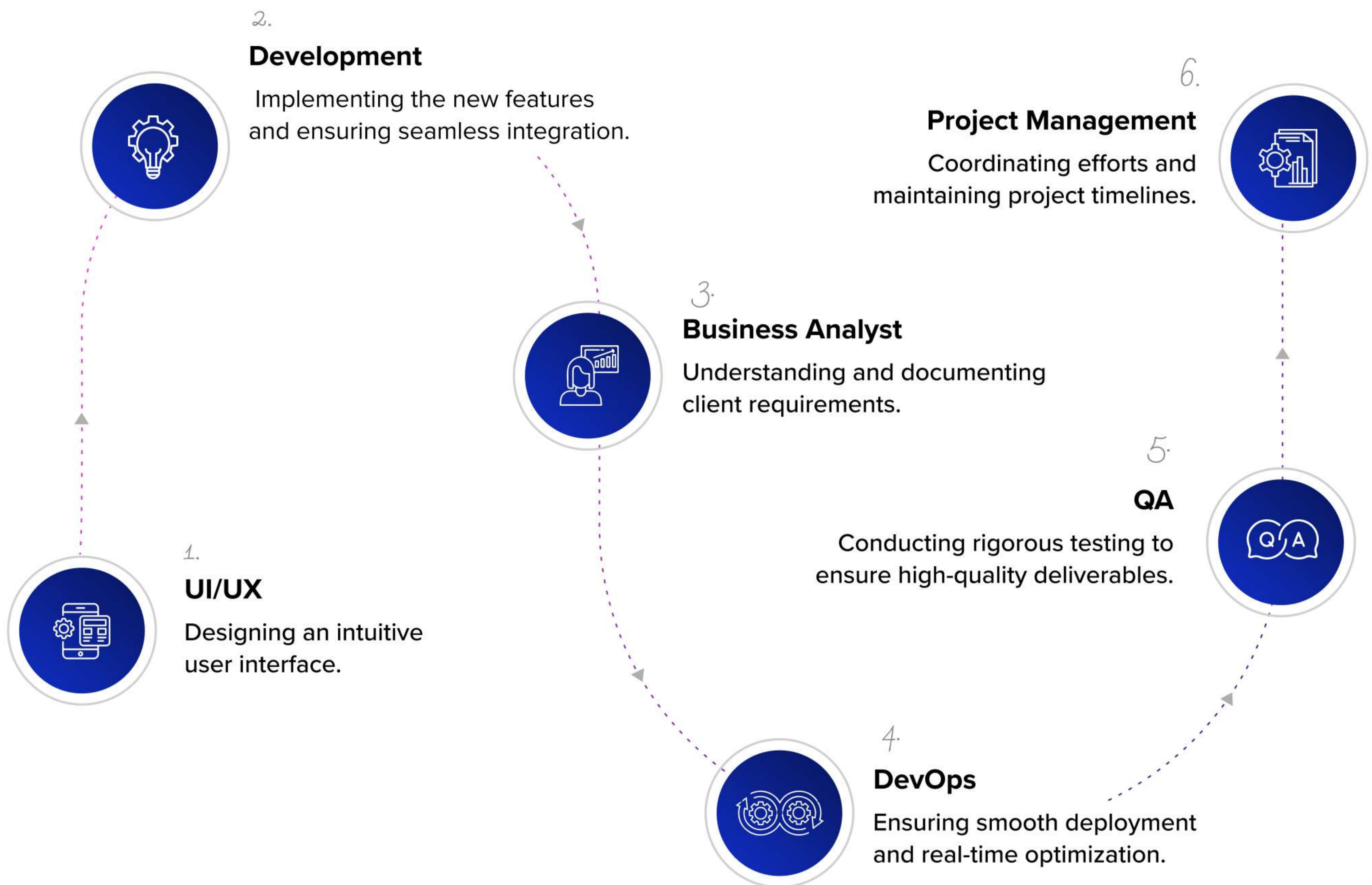


Testing and Quality Assurance

Conducting thorough testing to detect and fix issues promptly before deployment.

The Team

The project required collaboration across various departments:



The Solution

SQUIBIT®'s products, WCM (Web Conference Manager) and WMP (Web Meeting Platform) were enhanced with several key features:



The Onboarding Process

SQUIBIT® chose Ecosmob due to the trust built through initial discovery sessions, which gave David significant face time and confidence in Ecosmob's capabilities. The onboarding process included detailed requirement gathering, project planning, and regular progress updates.



Handling Unexpected Changes

We managed changes effectively by assessing the nature of each change request. Small changes were incorporated into the same sprint, while complex changes were analyzed thoroughly. For significant changes, we discussed potential impacts with the client and scheduled them for future sprints or separate change requests.

The Impact

The implementation of Ecosmob's solution led to significant improvements:

Increased User Engagement:

Higher attendance rates in virtual meetings and webinars, with more interaction through chat, polls, and quizzes.

Improved Collaboration:

More effective communication via multiple cameras and screen sharing and greater participation in breakout rooms.

Enhanced Productivity:

Reduced setup time for conferences and virtual classrooms and streamlined user and course management.

Security and Privacy:

High compliance with security standards, ensuring safe data exchange.

The **successful collaboration** **between Squibit & Ecosmob**

has resulted in two powerful and scalable tools: SQUIBIT®'s WCM (Web Conference Manager) and SQUIBIT's WMP (Web Meeting Platform). The continuous enhancements and support provided by Ecosmob have ensured that SQUIBIT® remains at the forefront of the unified communications industry, delivering exceptional value to its users across various sectors.

✉ sales@ecosmob.com | 🌐 www.ecosmob.com

🇮🇳 +91-7778842856 🇨🇦 +1-604-900-8870

🇺🇸 +1-303-997-3139 🇿🇼 +27-0871353659

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