



VNTANA

VNTANA provides interactive holograms to engage consumers while tracking data to quantify engagement. VNTANA's software platform enables brands to easily create 3D renders of their products, leverage those for eCommerce and mixed reality for the next generation of retail in 3D web, AR, VR and hologram.

Challenges

- » Enable streamlined remote support for a variety of devices
- » Organize files clearly in order to drive efficiency
- » Increase opportunities to expand business globally

Solution

From dependable and secure remote access for configuration and problem-solving, to organizing data and driving continued growth, TeamViewer enables VNTANA to get a clear view of tomorrow's success today.

vntana.com

TeamViewer Enables Company to Visualize Success with Hologram Technology

TeamViewer enables an augmented reality company to provide up-to-the-minute remote access support, no matter where the devices are located, allowing the company to grow exponentially.

Many of us have experienced the wonder of a realistic hologram. From engaging retail customer experiences and immersive sporting events to state-of-the-art corporate presentations and engrossing 3D website content, VNTANA's technology is changing the way we view the world and consume the products we love.

VNTANA's patented hardware is used to wow consumers with experiential marketing from keynote presentations, interactive endorsement deal holograms, and virtual shopping of hologram products in stores. Whether the holograms are at events, in stadiums or in retail, VNTANA collects meaningful data for their clients while people interact with the holographic kiosks and lightboxes through their patented software platform.

The company started by allowing artists to be in multiple locations at once, then developed a game-changing software and hardware platform to provide engaging experiences while capturing data that

syncs with clients' CRM systems to increase conversion.

VNTANA collects meaningful data in the background of its holograms to measure engagement. After each interaction, the company provides a comprehensive report to help identify key learnings and takeaways.

The company's success in such a variety of settings meant that organizations across the world started requesting VNTANA products for their own applications; finding a remote access and support solution then became essential.

The company looked to TeamViewer to deliver the remote access support they needed to keep customers engaged and business moving.

"We looked at TeamViewer and two others at the same time, getting quotes and learning about what they could do for us," says Ashley Crowder, co-founder and CEO of VNTANA.

"We chose TeamViewer because it was the most robust and pretty affordable, and it's honestly been great."

Remote Access Ease from Anywhere to Anywhere

Whether giving fans the opportunity to hang-out with Kobe, enabling luxury car buyers to get a 3D view of their dream Lexus, or helping a CEO deliver a personalized message to employees in multiple locations, VNTANA has changed the way people see the world.

"We have hundreds of permanent installations and temporary touring setups throughout the world, which we support from

our headquarters in Los Angeles," says Crowder. "At one time we have about five to seven people to manage and support these hundreds of systems."

The company would never have been able to realize its current success or look to grow without a remote access solution to make it happen. TeamViewer remote access capabilities help the VNTANA team connect with their hologram displays, no matter where they are, to update software, resolve unexpected problems and ensure the best customer experience.

"TeamViewer has been insanely helpful; you can just imagine,"

says Crowder. "We have these displays across the globe and being able to log in remotely helps us improve the customer experience and deliver the information and data our clients rely on us for."

With TeamViewer, the VNTANA support team can instantly detect issues, log in remotely and fix them quickly, before they have a chance to wreak havoc. And what helps the team most is the TeamViewer compatibility with both Windows and Mac operating systems, including mobile.

"We run on Windows 10 and Mac and we have TeamViewer installed on all of our devices," says Crowder. "For instance, we did interactive holograms for Adidas retail locations in London, Paris, New York, Tokyo, Seoul and Shanghai. We sent out VNTANA certified contractors to do the initial installs, and then our core software teams in L.A. could use TeamViewer to continue doing the build out, saving us time, our client's money and a whole host of problems with travel."



Not only does TeamViewer help VNTANA save time and cut travel costs on in-person service calls and maintenance, it also improves first-call resolution rates and removes the hassles associated with VPN, port configurations and firewalls.

“Realistically we would have to spend a lot more money sending VNTANA IT people on location. So, with TeamViewer it basically allows us to have a network of 60 contractors across the country who know how to set up our equipment, but they aren’t necessarily the software IT people,” explains Crowder. “Without TeamViewer we’d probably have to send more software IT people, flying them from L.A. to all of these locations at a huge cost.”

Keep Everything Organized and Secure

With so many systems all over the world, and more being put into play each day, VNTANA needed a remote access solution that not only made it easy to connect, but also keep these hundreds of systems organized to enable instantaneous support when needed.

“Managing so many systems isn’t always about being able to reach them remotely,” explains Crowder. “Having everything organized cuts support time from the very beginning, which not only makes it easy for our team, but also enhances the customer experience.”

With high-end customers like Lexus counting on VNTANA technology to drive customer leads and satisfaction, Crowder’s team wanted to meet, and even exceed, expectations.

VNTANA created interactive hologram car configurators for the auto manufacturer, to utilize in 12 different locations. Each holographic car could be personally designed by the customer, who would use gestures to choose colors, rims, and interior features according to their personal tastes.

Crowder went on to explain that the ability to name devices and keep them organized was a key factor in the company choosing TeamViewer in the first place. “When I log in, all of our displays are organized by type, client and location, making it not only easy to keep track of them, but also allows me to have a quick snapshot, instead of muddling through various levels.”

The TeamViewer robust security settings also provide VNTANA and their customers with reporting and two-factor authentication they can count on. Engineered with cloud-based network compression and end-to-end encryption with

256-bit RSA keys, TeamViewer makes it easy to reach desktop files securely.

“Once we started using TeamViewer, we never looked back,” adds Crowder.

By simplifying the organization of such a large amount of information, the VNTANA team saves money, effort and time, so they can focus on providing an optimal and effective customer experience.

Helping Hologram Technology Grow

Having the right remote access solution has also made it possible for VNTANA to keep up with their growth potential.

“Now we’re doing more software-as-a-service, including licensing software, and we allow our clients to create content on their own that can be used on VNTANA displays and other AR/VR devices or power 3D content for websites,” explains Crowder.

TeamViewer has been a key component of the company’s continued success. For instance, when VNTANA was tasked with installing their holograms in 10 different Chuck E. Cheese restaurants, they relied on TeamViewer to make it happen.

“The people who work at Chuck E. Cheese have a lot of other things going on and aren’t trained to be tech support experts,” shares Crowder. “TeamViewer simplified the set-up of all these devices in so many locations. We just log in, check the systems regularly, and make sure that everything is going well.”

And though holograms are very entertaining and have proven their worth in refining the retail customer experience, VNTANA has also been tasked with providing one-of-a-kind executive presentation experiences at locations throughout the globe. Using VNTANA’s technology, a CEO can appear in 15 places at once, elevating a simple presentation to something that everyone will be paying attention to.

“We beamed the CEO of Intel to the Computex tradeshow in Taiwan, as a hologram, to announce a new product launch,” says Crowder. “This was a big attention grabber, not only for the relevance of the announcement, but the hologram that presented it, garnering a lot of press and earned media.”

With such big names and important announcements to make sure things go right the first time, TeamViewer assisted the

VNTANA team throughout the execution.

“We would never be as big as we are, and still growing, without the reliability of TeamViewer,” says Crowder. “The more we grow and the more experiences we’re a part of encourage further innovation in holographic technology. TeamViewer not only helps our success, but also encourages our engineers to try new things and get better at what they do. It’s the perfect partnership.”

From providing dependable and secure remote access for set-up and solving problems, to organizing data and driving continued growth, TeamViewer enables companies like VNTANA to get a clear view of tomorrow’s success today.



TeamViewer US LLC

TeamViewer is a leading global software provider for remote support, remote access, monitoring, and team collaboration. TeamViewer’s flagship product has been activated on more than 1.7 billion devices to support over 8 billion users sessions making it the most trusted remote support solution globally.

For more information about TeamViewer, visit:
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