Technically Simple Lives Up to its Name with Zoom

*Tim Stringer
Founder of
Technically Simple*

Summary

- Technically Simple teaches people how to better their lives via technology
- They host online courses via Zoom
- Favorite features: meeting capacity, ease-of-use, quality, and reliability

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The world of technology is full of buzzwords ranging from "smartphone" to "virtualization." These are words used to describe some of the latest innovations that are built to empower individuals and organizations to perform complex tasks without having to resort to more cumbersome approaches. By design, every technology that appears on the market is supposed to help its users reduce stress and financial burdens. We have personal assistants that we can hold in the palms of our hands, cloud servers that perform services we used to rely on our own computers for, and large-scale deployments of platforms that reduce the operating burdens of our largest corporations.

Despite all of this, the world isn't exactly the paradise we were expecting it to be in the 21st century. Technology, for some, has become a source of stress. Software still needs to be configured, and sometimes it has bugs that can prevent us from accomplishing what we want it to. In addition to these problems, our technology can also become our worst enemy when it comes to productivity by distracting us with advertisements, entertainment, and socialization.

Regardless of this setback, technology is still a net benefit today to those who know how to apply it correctly. At least this is the pragmatic approach that Tim Stringer took when he founded Technically Simple, a provider of solutions and courses that help professionals and organizations understand how they can use technologies to better their lives and reduce day-to-day stress.

"The intention of Technically Simple is to help people leverage technology to make their lives easier rather than more complicated. My approach is multi-faceted. It's not just about helping them choose which technology to use; it's also about developing habits that are essential to living in a technologically-saturated world," said Stringer.

Within Technically Simple, Stringer offers a course called Holistic Productivity. This course, which spans four months, includes a 90-day process to help participants integrate what they've learned. The course is taught in six group sessions with a maximum of 10 participants, called "Productivity Pods." The small group size allows for an interactive group experience. Each session covers a theme primarily focused on increasing the individual's productivity, introducing best practices for using technology in all aspects of their life to finish more tasks, but also focusing on the individual's personal roadblocks.

"I work with various people from various market segments, from creative individuals to engineers to an Olympic medalist," Stringer added.

Aside from the Productivity Pod courses, Stringer also conducts one-on-one sessions with his clients.

"There may be people who are participating in the Holistic Productivity courses that desire for various reasons to spend time in a one-on-one session," he said. "There are people who feel a bit overwhelmed by certain aspects in their lives and would like to have some assistance."

Technically Simple also specializes in an app called OmniFocus, developed by The Omni Group. OmniFocus is a task management software that allows anyone to organize their thoughts into a digital platform. It's an organized to-do list that encompasses actions that take a multitude of priorities. In this manner, people don't forget what they have to do throughout the day and can remain productive in every aspect of life.

To host his online courses, Tim Stringer relies on video conferencing utilities. Because Technically Simple's business model has a strong focus on technology, it was imperative that Stringer choose a service that was able to properly deliver an experience ideal for teaching and coaching a group of people.

"For about two to three years, I've relied on another solution that allowed me to run my courses. At the time, it seemed to be very innovative," said Stringer. "As time passed, it just wasn't really feasible to use something that didn't have strong support for every operating system it ran on. I eventually switched to another solution that surpassed my original software, which was certainly better for webinars. However, people started having trouble joining meetings and the software needed to be troubleshooted frequently."

It was troubling to have to use video conferencing software that doesn't exactly agree with its participants, especially when you're discussing making people's lives simpler with technology. The status quo just didn't satisfy Tim Stringer, so he had to go on a serious hunt to find something that can meet his needs. It was around this time that he found one of our other customers, Giuseppe Leone, the founder of Virtual Mediation. Leone has conducted thorough reviews of virtually every popular video conferencing platform on the market, analyzing their competency based on several criteria that would be important to professionals who may choose to use them.

"On YouTube, Giuseppe performed an evaluation of a variety of different aspects of online meeting solutions," he said. "This comprehensive set of evaluations helped me chose a solution. I sent Leone an email asking him which software he ended up sticking to, and he replied saying that Zoom is the winner, hands down."

Stringer works with clients in more than 30 different countries. For his courses to go smoothly, he needs a solution that works in low-bandwidth situations and possesses immersive qualities. To create the proper environment for his online course to flourish, Tim Stringer made a move to Zoom for his video conferencing needs.

"It was very important to me that everyone be able to see each other on the platform," said Stringer. "Having a platform where people don't have to think about the technology behind it was equally as important. I wanted my clients to get used to the software from the very first session, which meant we needed something intuitive."

"Before trying Zoom," he added, "I've tried other solutions. They didn't allow everyone to be on video all at once, and it was important that everyone be able to see each other. It was a relief to see that **Zoom was able to support a large number of participants**. Another thing I've noticed was that with other solutions we often spent the first ten minutes of our sessions trying to figure out the technology. **With Zoom, the majority of my clients figured out how to use the software before I had the chance to offer instructions at all**."

Many of the solutions that Stringer tried weren't very forgiving for those connecting from countries that didn't necessarily meet the heavy bandwidth requirements for high-quality video conferencing. His clients that didn't have a large amount of disposable bandwidth had plenty of trouble trying to access his online courses. This prevented him from offering coaching and consulting to some individuals. With Zoom, he was able to maximize his outreach without having to sacrifice much in the way of transmission quality.

"Anything else I tried fell flat when connecting from continents like Africa. **Zoom was consistent wherever on the planet I've used it**. It surprised me that the meetings were stable even with slower Internet connections," he said.

Courses have to immerse the participants as much as possible. This means employing a solution that provides **the most pristine quality in both audio and video transmission, so as to give the participants a feeling of "being there."** Tim Stringer says this was perhaps the most important reason he switched to Zoom.

"The quality of the audio and video was paramount in my selection of video conferencing software," he said. "If the audio is constantly breaking up or the video doesn't flow smoothly, the technology starts becoming a distraction. **Zoom has made video conferencing genuinely useful.**"

Stringer was also impressed with the way that Zoom's interface presents itself and interacts with participants. "Little touches to the interface like having people's names on their icons and putting the active speaker automatically in focus makes the experience more pleasant," said Stringer. "**It's also great that Zoom has echo cancellation and automatically adjusts the microphone input volume**."

Stringer is now using Zoom for his courses, his one-on-one sessions, and even his first contact with clients. It has become his go-to solution for his entire operation.

"I don't really use my phone much anymore. Almost every conversation I have with a prospective or existing client takes place on Zoom," he said.

In the end, Stringer needed technology that works according to his own philosophy. It needs to be high-tech, yet very simple to use. This requires just the right combination of features and user-friendliness that most other software developers struggle with. For him, Zoom was the ticket. It delivered high-quality video and audio with no interruption.

In a world filled with flawed technologies that make life stressful, Zoom has made it a prime directive to ensure that we don't get in the way of our users. This means that we had to develop a solution that works out of the box and requires the smallest possible effort to get up and running. This is the kind of software that attracts people like Tim Stringer, whose businesses depend on the smooth flow of information from one endpoint to another.

About Zoom

Zoom, the cloud meeting company, unifies cloud video conferencing, simple web meetings, and group collaboration into one easy-to-use platform. Our solution offers the first available mobile-screen sharing and an innovative hybrid cloud service, and works across desktop, tablet, mobile and room systems. Zoom services over 40 million participants and more than 100,000 businesses globally.

Website
zoom.us

Innovations
First 3-in-1 Cloud HD Meeting Platform
First Mobile Screen Sharing
First Hybrid Cloud Service