

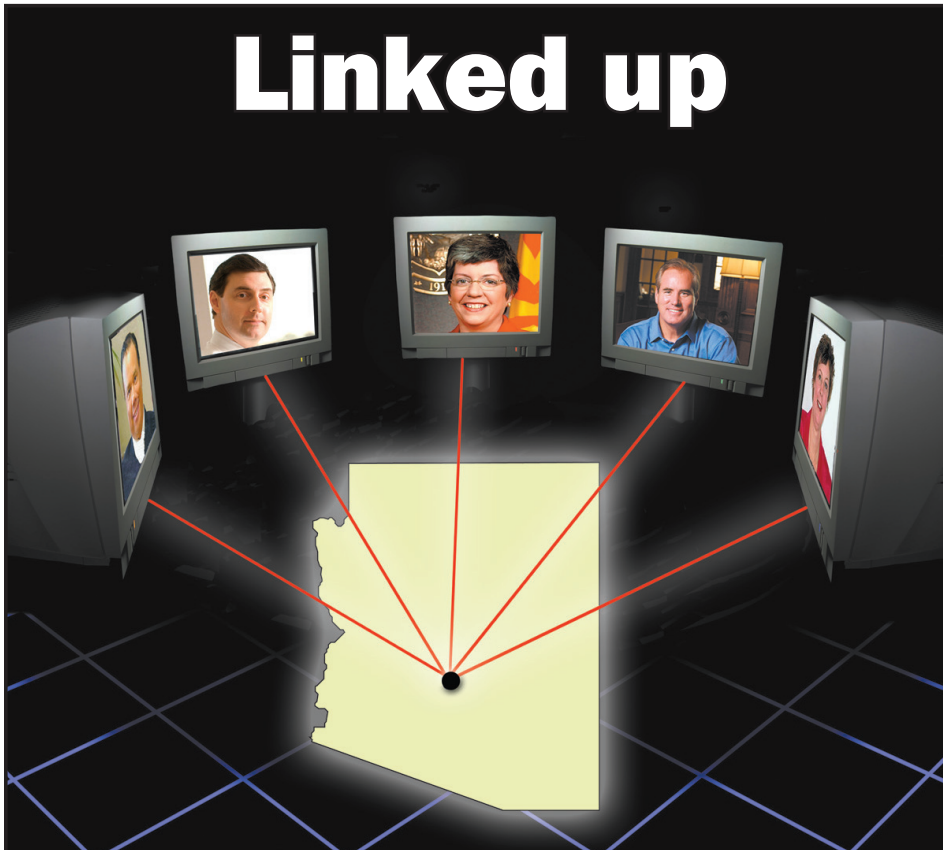
# The Business Journal

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Several Arizona state agencies are using Phoenix-based iLinc's Web conferencing services to increase productivity. Among those using and providing the services are, from left; Tony Rodgers, Arizona Health Care Cost Containment System; Chris Cumminsky, Government Information Technology Agency; Gov. Janet Napolitano; James Powers, iLinc Communications Inc.; and Jean Clark, State Procurement Office.

## State plugs in to Web conferencing

TY YOUNG | THE BUSINESS JOURNAL

One of Gov. Janet Napolitano's earliest executive orders to improve employee productivity and reduce carbon emissions soon will come to fruition.

In January 2003, Napolitano established the Efficiency Review Initiative, bringing together leaders from major state agencies to implement energy-, money- and time-saving measures. Since then, groups including the Arizona Commerce and Health Services departments have instituted programs that have saved more than \$848 million.

But one of the more far-reaching deals was signed last month, when the Efficiency Review Steering Committee chose to plug in to Web conferencing, tapping Phoenix company iLinc Communications Inc. and Fort Lauderdale, Fla.-based Citrix Systems as the state's providers of support and software applications.

Since making the decision, five agencies have negotiated contracts with iLinc, including the Arizona Health Care Cost Containment System, Arizona Government Information Technology Agency and Arizona Government University.

"Technology can really be a transformative agent when it comes to government business," said Chris Cumminsky, GITA director and the state's chief information officer. "We're really excited about the Web conferencing capability — and, in a very short amount of time, we'll be able to demonstrate that there are real environmental benefits as well as natural benefits that accrue."

Cumminsky estimated there are 850 portals in the statewide contract with iLinc and Citrix, giving any state agency the opportunity to enter an agreement for Web conferencing. Each agency can determine its needs and enter into separate contracts with either iLinc or Citrix for services.

The state efficiency group was investigating Web conferencing, virtual office and centralized imaging systems. While looking at the iLinc and Citrix software, it realized both met all those needs, Cumminsky said.

"We found the product was so effective that it would have a much broader application," he said.

Arizona's software procurement partner, ASAP Software, suggested seven Web conferencing providers, but iLinc and Citrix were the best fits, said Jean Clark, the state procurement administrator. iLinc has a higher price point and is better suited for large agencies, while Citrix — which has Valley operations — is more economical for smaller agencies, she said.

AHCCCS recently launched a pilot virtual office program by iLinc, giving employees the ability to connect with others through the Internet. The program focuses on eligibility determination and claims processing, among other elements.

Early results from the 200 employees using the program have shown reduced absenteeism, facility costs, employee turnover and fuel consumption, and increased productivity, according to a statement from AHCCCS Director Tony Rodgers.

Homebound and rural residents have more opportunities as well, Rodgers said.

## **VIDEO:** *Technology should improve worker productivity, benefit the environment*

AHCCCS expects to increase its virtual office program to include more than 500 employees in the next five years.

"This new technology will make it possible to develop and support our employees," said Rainey Holloway, AHCCCS spokeswoman. "This has been one of those 'quantum leap' strategies that moved our organization's cost effectiveness and capability to a whole new level."

James Powers, iLinc's chief executive, said the company is designed to streamline business conferences while reducing greenhouse gas emissions. The company has contracts with nearly 4,000 clients, including Dow Chemical Co., Citigroup and Aetna. Government contracts include the U.S. Department of Homeland Security and state agencies in Louisiana and Oregon.

The interest from Arizona state agencies

**'Technology can really be a transformative agent when it comes to government business.'**

**Chris Cumminsky**

Government Information Technology Agency



has been immense, especially since the contract was signed weeks ago, Powers said.

"It really supports their announced initiatives for improving worker productivity while having a favorable environmental effect by reducing CO2 emissions," he said.



iLinc is publicly traded on the American Stock Exchange under the symbol ILC. The company has 4,000 customers, a quarter of which were added in the past six months, Powers said.

With the contract signed, Cumiskey said he and others are looking to ramp up use of the Web conferencing technology, something that already is happening worldwide.

Gartner Research estimates that by the end of the year, more than 40 percent of businesses worldwide will use Web conferencing. Another research firm, Frost & Sullivan, estimates the Web conferencing industry will reach \$3.4 billion, more than tripling the current amount.

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**iLinc Communications Inc.:** [www.ilinc.com](http://www.ilinc.com)