



Case Study

VODIUM

What matters to VODIUM is helping people express themselves with confidence

Virtual teleprompter solution puts the human touch
back into virtual interactions

Do what matters

Business situation: Presentation anxiety takes center stage

“Public speaking” – two little words that are synonymous with sweaty palms and a stomach full of butterflies. With the rapid increase in virtual interactions over the past few years, VODIUM co-founders Mary Mellor and Camille Padilla knew that the way humans communicate and connect has fundamentally changed. With the rise of remote work and collaboration, nuances, expressions and jokes get lost through the screen, and many people lose confidence in delivering presentations.

When the idea that would become VODIUM was born, Mary was supporting her product marketing business’ clients in launching digital products and technology, while Camille was attempting to direct commercial shoots remotely during the pandemic and helping customers deliver heartfelt, pre-scripted stories to the camera. “It was really difficult to find a tool that people could use themselves, like a teleprompter, but nothing existed,” says Camille. “I searched the web, tapped into my production team and contacts, but we couldn’t find a viable solution. At the beginning of the pandemic, no one registered that the way they come across on video affects how people think about them.”

The entrepreneurs saw an opportunity to create a virtual teleprompter solution to help the millions of people now talking to screens rather than faces. “The one thing that mattered to us was empowering people to have the ability to express themselves effectively,” Mary says.

They took their idea from concept to launch in just over four months. The timing was right, aligned with the united need to adapt to remote working, especially as more people than ever were using video conferencing. “Within the first week we had paying customers, including members of Congress,” says Camille. “It was pretty wild!”

At the start, VODIUM’s journey wasn’t plain sailing. “We created a completely new product and almost an entirely new category,” Mary explains. “We thought the timing was right and that it should be in the hands of every person who uses video.”

While VODIUM found early success in the B2C market, it soon became clear that there was a significant opportunity in the B2B market as well. However, to capitalize on the B2B opportunity, “We quickly realized our B2B clients were using our solution as more than just a teleprompter,” Mary says. “They were using it for notes, presentations, agendas and more.”

To capitalize on the B2B opportunity, VODIUM would need to evolve its product to meet the unique technical requirements of large enterprise clients.

Company Name: VODIUM

Country: US – South

Industry: Communications, Media & Entertainment

Solutions: Avanade Emerging Tech, Avanade X

Solution: Preparing for VODIUM’s next stage of growth

Mary and Camille knew they needed a partner with broad capabilities and enterprise experience to help them take this critical next step. Through an introduction from Microsoft, they connected with Avanade’s Emerging Technology team. At the time, they weren’t sure where that conversation would take them, but things started to quickly look up.

“Avanade took us and our ideas seriously as business owners, rather than seeing VODIUM as a little startup in need of saving. We thought, finally someone is treating us like equals and partners and is in it for the long haul, like we are.”

- Camille Padilla
Co-founder, Vodium

Together, we assessed VODIUM’s software architecture, formulated a long-term enterprise product development plan and designed a scalable architecture that became the backbone of VODIUM’s next generation product.

As an example, one of the first features implemented was two-factor authentication to make VODIUM compliant with firewalls and security on enterprise computers. This and other critical features prepared VODIUM’s product and service offerings for its new B2B opportunities. “It really set the tone. We came up with really elegant solutions to problems we had been facing for over a year in a matter of weeks,” says Mary.

Results: Helping people make real connections through the screen

Now, VODIUM is in a great position to license and deploy its software securely within large commercial enterprises. Mary and Camille are now able to work with their B2B clients without constraint, helping those companies better support their employees' performance and wellbeing by providing them with the tools they need to deliver confident presentations consistently. After all, clear communication, whether while pitching an idea, presenting a specific subject, assisting a client or conducting sales, ensures that every participant gains something valuable from their interaction in an online meeting.

For VODIUM's co-founders, one of the most valuable learnings from their partnership with Avanade is the importance of working with a partner you can trust.

"With hard work and connecting the right dots, we can finally ask 'where is VODIUM going next?' We're learning every single day, and every single day we get a note from a customer telling us how our product has helped them."

- Mary Mellor

Co-founder, Vodium

"We're currently exploring strategic partnerships with video conferencing platforms that will allow us to be natively integrated," says Mary. "We know there would be a powerful force multiplier effect for our end users if VODIUM were to be a seamless part of their presentation experience."

Moving forward, VODIUM continues to work with Avanade's product, engineering and support teams to help evolve its product in line with their customer feedback and business goals. "When we enter these conversations, having Avanade on our side gives us tremendous credibility and confidence," explains Camille. "We feel like Avanade is an extension of our team, and it's not every day that you work with a vendor who you feel is a partner."

Ultimately, VODIUM is helping customers realize that presenting via video means more than just logging on. "We think it's really motivating that we're helping people, reducing their fears and anxieties and making their lives easier through what we're building."

About VODIUM

VODIUM was founded in 2020 by a diverse, millennial, female team with extensive experience in webinar, TV & video production. Our mission at VODIUM is to ensure that every person is able to communicate effectively in the virtual world through our tech-powered solutions and best-in-class training. Visit vodium.com to learn more and try VODIUM for free.



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About Avanade

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 60,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers. Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com

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