

Mascus Coordinates Its Online Multinational Machinery Marketplace Using Zoom



Tim Scholte
CEO, Mascus



Gauthier Dominicy
Marketing Manager, Mascus

Challenge

Because Mascus had grown into such an extensive international operation, they needed to find a way to handle the logistics involved in coordinating each of its presences.

Solution

Mascus employed the use of video conferencing through Zoom to communicate with each of its entities abroad.

Result

Zoom not only provided a convenient way for Mascus to communicate with all of its franchise holders and employees across borders, but it also has a financial footprint small enough to even reduce the company's operational expenditures.

While most people go to electronic marketplaces to buy consumer goods, there are also plenty of people every day looking for heavy machinery such as excavators, trucks, combine harvesters, and forklifts. Consumer-directed websites are generally unable to provide the products these people seek, leaving an enormous gap in the web full of people who are looking to buy or sell their rigs but have no way to do so online. In the year 2000, Mascus sought to fill this void by establishing itself as a reputable online middleman for virtually every type of machinery available.

Since Mascus started 14 years ago, the company has transcended its founding country and now operates in 58 countries. Herein lies a problem that they were hoping to solve. Because Mascus had grown into such an extensive international operation, it was necessary to have a way to handle the logistics involved in coordinating each of its presences. To solve this, the company has chosen the path of least resistance and employed the use of video conferencing through Zoom to communicate with each of its entities abroad.

To learn about their experiences with video conferencing, we spoke with Tim Scholte, CEO, and Gauthier Dominicy, Marketing Manager of Mascus.

How Mascus Works

"Second-hand heavy machinery and trucks sales is an international business; that is why the Internet and Mascus in particular are such convenient medias. It is like having a showroom open 24/7 in 40 languages. Quite often, our customers and advertisers find buyers abroad with Mascus," said Gauthier Dominicy. "We see sales happening from Western Europe to Eastern Europe, North Africa, or the Middle East."

"To add to this," said Tim Scholte, "Our website is connecting buyers and sellers; we are not part of the transaction. The seller posts an advertisement for his product and the buyer is able to communicate directly with the seller via email or telephone."

In addition to running its own operations in the Netherlands, Scandinavia, the US, France, and the UK, Mascus runs a franchise operation, which means that they allow others to use their brand and run branches in different countries. Thanks to their network of franchisees, they are the only website in their industry able to offer local support to dealers in 58 countries.

"This is where Zoom gets interesting," said Gauthier Dominicy. "We can now collaborate much more easily than we used to with the software that we'd been using previously. **The ability to begin a collaborative video conference by sending a link has helped us easily transition into this new tool and maintain uniformity.** With our previous solution, we didn't have the ability to see who was attending the conference."

How Mascus Benefitted From Zoom

"Not only did we lower the cost of meeting with one another by using Zoom, but we also experienced a decline in our phone bill," said Gauthier Dominicy. "And because we are in so many countries despite having a small headquarters, the amount of meeting traffic we have to deal with internally with all of our partners abroad is much larger."

What Dominicy said demonstrates that Zoom has not only provided a convenient way for Mascus to communicate with all of its franchise holders and employees across borders, but it also has a financial footprint small enough to even reduce the company's operational expenditures.

Aside from that, the most important thing that Zoom has provided for Mascus is a way to successfully manage a business that's present in several different countries from an office with a small number of employees.

"We have offices in a handful of countries with only about 45 employees. With people in small offices in different countries, it was important for us to find a way to communicate regularly," said Scholte.

One cannot have a conversation about Zoom without also talking about how easy it is to use the software. The deployment process for Mascus was about as simple as sending a link to the meeting and waiting for everyone to come aboard.

"Normally, when we start using a new solution, we have to send a memo out to everyone in our company explaining how to use it," said Gauthier Dominicy. "This time around, we sent out a link to a meeting and got started. In the end, **there was barely any need for instruction for anyone to use it.** We showed them a link and then waited for them to attend the meeting."

"When compared to other solutions we've tried in the past, **Zoom is the easiest one to use and has more flexibility with its account setup,**" Tim Scholte added. "It's much easier to switch from a free account to a paid subscription and scale up as needed. The quality of the IP connection, the dial-in feature, and also general video and audio quality is also noticeably higher on Zoom. I have noticed that there has been a significant amount of energy put into the development of this product."

Zoom is not just used to communicate with franchisees. "Aside from day-to-day banter, we also use Zoom as a tool to motivate our team," said Tim Scholte. "We introduced something called a 'crazy sales day' last Wednesday in which we open up a video webinar meant to motivate our team to make as many sales as possible, then post up the results at the end of the day. Knowing that other people around the world are making a concentrated effort at the same time as they do makes these small teams we have feel energized. It gives them a feeling of team spirit."

To a company like Mascus, Zoom was instrumental to establishing itself as a brand name that carried its own weight without tripping over itself. In this globalized economy, for a small and relatively young company to remain competitive as it expands around the world, it needed a way to coordinate itself swiftly and efficiently. Zoom was very easy to deploy, met the criteria they were looking for, and developed a strong cohesion among small, dispersed teams.



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