

Sun Startup Essentials Team Staffs Events With Doodle

Job:

Staff startup conferences around the world with team members

Solution:

Branded Doodle

Result:

100 per cent of the Sun Startup Essential team uses Doodle for scheduling, across the world.

Efficiency lies at the core of business success. Finding ways to streamline operations and help employees trim wasted time makes a valuable contribution to the overall efficiency and, ultimately, profitability of a company. Doodle's contribution to this efficiency race lies in the area of scheduling meetings.

Sun Microsystems is a leading light in technology innovation

across the globe, and those who know the company well know Sun is constantly looking at smarter ways to operate leanly. In the autumn of 2007 the company's Sun Startup Essentials team started to use the online scheduling tool Doodle, and within months Doodle was the preferred method by which all Sun Startup Essentials employees around the globe began scheduling their meetings.

Doodle is a simple-to-use, free online tool that helps organizations and individuals save time organizing meetings by offering a transparent view of everyone's preferred choices. It closes the gap between the main calendar systems on multiple platforms, including Microsoft Outlook and mobile platforms.

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Sanjay Sharma, director of marketing,
Cloud Computing division at Sun

Starting Out

"With the proliferation of mobile devices, scheduling meetings with employees and outside vendors across different time zones was becoming time consuming," explained Sanjay Sharma, director of marketing, Cloud Computing division at Sun.

Because Doodle.com works independently from any calendar system, it was an ideal tool for the Sun Startup Essentials group. Branded Doodle allowed Sun to create an own, branded version - with the company's own look and feel.

The Sun Startup Essentials team – which helps new companies to get going -- also uses Doodle to book staff into events and conferences. The team participates in many start-up events around the world, and needs to staff these events properly. Now, 100 per cent of the Sun Startup Essential team uses Doodle for scheduling, across the world.

“For every event that requires more than one person and shift, we set up a poll with event shifts and ask team members to sign up via Doodle,” Sharma continued.

Time is of the Essence

As Doodle is so easy to use, no training was required, according to Sun’s Sharma. Meeting organizers log onto Doodle.com – the basic service is free and doesn’t require registration – and set up a “poll”, or a meeting request in a tabular display of available timeslots. Each poll gets a unique URL which is sent to invited participants via mail. They can see clearly which options best suit everyone and indicate their own preferences.

Scheduling meetings is a key business activity which can be a real drag on productivity, Doodle’s recent survey of leading European economies and the United States found. Managers and their assistants spend five hours on average each week simply in the act of arranging meetings, let alone attending them. For managers in the UK, for example, this equates to nearly £4,000 of their annual salary.

Doodle CEO Michael Näf cited efficiency as the main reason he developed the Doodle tool:

“At both a business and a personal level the methods with which we’ve traditionally arranged meetings – phone, email, meeting requests – are not effective uses of our time,” he said. “Sun Microsystems – like many other firms across the world – recognize this and are using Doodle to help them operate more effectively and profitably.”

About Doodle

Doodle provides solutions that take the pain out of finding the right date and time for a group of people to meet and makes scheduling virtually effortless. The [basic service](#) on www.doodle.com is the world's leading online scheduling tool with a rapidly growing user base of more than three million unique visitors per month. With a few clicks, Doodle allows users to establish a "poll" – a tabular display of possible available time slots – invite participants and enable them to vote transparently and democratically for their preferred meeting times and activities. This service is free, does not require any registration or downloads. [Premium Doodle](#) is the Company's customized service for individuals and [Branded Doodle](#) is its online scheduling enterprise solution.