

5 VIDEO CONFERENCING ESSENTIALS FOR THE HYBRID ENTERPRISE

Definitive Criteria to Meet Hybrid Workplace Demands



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5 VIDEO CONFERENCING ESSENTIALS FOR THE HYBRID ENTERPRISE

Ensuring that all your teams have dynamic, highly immersive, and equitable communication experiences is paramount to modern work.

We have shifted from traditional offices into our new reality of hybrid work environments. For a video conferencing solution to perform successfully in an ever evolving workplace, organizations need to look beyond traditional solutions and focus on an overarching strategy to provide quality collaboration experiences for everyone from meeting rooms to personal workspaces.

To deliver consistent experiences across a complex collaborative environment, IT decision-makers need to look beyond baseline features, like video quality and audio performance, and consider these five definitive criteria: Reliability, Consistency, Scalability, Usability, and Flexibility.



1 RELIABILITY

Recent surveys show that 40% of IT and non-IT executives rate reliability as a first or second priority in their video conferencing solution buying decisions¹.

Why? Reliability is a key driver of productivity and efficiency. Employees should not have to worry about missing cords, detached cables, broken webcams, or missing headsets. Reliable systems allow employees to focus on what matters most – the work that needs to be done.

QUESTIONS TO ASK A SUPPLIER

- ✓ How durable is your hardware?
- ✓ How do you ensure that the cables required to connect your solutions stay intact and are not tampered with?

Technology glitches cost time. Not just for one person, but for every meeting attendee. For a team of 10 people, for example, a 6-minute delay is equivalent to an hour of lost productivity. This doesn't even include the technical support time needed to restart the system.

The right solution should enable IT teams to proactively monitor, anticipate, and resolve potential issues with little-to-no work flow interruption allowing the system to reliably, always operate at its peak.

2 CONSISTENCY

The most feature rich video conferencing solution is of little use if it's too complex, or perceived to be, by your teams. Consistency is key. The best video conferencing solutions are easy to use across all workspaces. They work every time, in every room whether at the office, on the road, or at home. Technology that is intuitive and operates as intended drives adoption across your organization. What's more, it reduces or eliminates the need for tedious and frustrating training, a factor that can also lead to low adoption rates.

Large meeting rooms are still the main access point for a majority of video conferencing uses. However, that's under pressure to change. The advent of new hybrid work scenarios has increasingly made other access points such as desktops and smartphones a necessity. The most effective solutions are able to easily connect to any combination of conference rooms, laptops, tablets, and mobile phones.

QUESTIONS TO ASK A SUPPLIER

- ✔ How much training is required for end users to feel comfortable using the equipment?
- ✔ How does the meeting room experience differ from the at-home and on-the-road experience for the end user?





3 SCALABILITY

In the past, to determine your video conferencing system infrastructure needs you would estimate the number of users and frequency of calls to get your answer. That “formula” is no longer enough. With an ever-evolving workforce that is demanding hybrid work options, organizations require the ability to double or triple their video conferencing users virtually overnight. That’s why scalability matters.

QUESTIONS TO ASK A SUPPLIER

- ✓ What is the average cost to set up a meeting room, and an at-home office?
- ✓ Does installing the hardware require a specialized team?
- ✓ What do you offer in terms of remote monitoring and device management?
- ✓ What kind of support and service agreements do you offer?

In addition to handling more users and calls, the best solutions for today’s hybrid enterprise are built so that all workspaces can scale—from meeting rooms and personal workspaces to locations around the world. They are built to scale in terms of affordability, ease of deployment, remote management, and customer support. As an organization’s workforce grows and evolves, your video conferencing solution needs to grow and evolve with it.



4 USABILITY

Video conferencing is a great tool for connecting remote employees to in-room meetings. With increasingly dispersed teams, it's important to empower all meeting attendees with the ability to actively participate in collaboration, whether they are in the room or remote. And it must be done in a way that is intuitive and easy for them to use.

Meeting room participants often struggle to connect their devices to share digital content in real time, due to a variety of different systems and cable options available in existing meeting rooms. Also, sharing physical content, like whiteboards, can be equally challenging, since most

QUESTIONS TO ASK A SUPPLIER

- ✔ How easy is it to share content and collaborate in real-time?
- ✔ How do you ensure that people joining a meeting room remotely, can see everything in the room, like whiteboards?

meeting spaces lack tools that are purpose-built for this use case. Without having a full view of the content that is driving a meeting, a remote participant cannot be fully immersed in the collaboration.

The best solutions make connectivity easy. They help organizations maximize the value of the tools they have already invested in, by making it simple to join meetings and share content. The result closes the gap between the in-room and off-site experience. By fully engaging all participants and providing everyone with an equitable presence from wherever they work, organizations can expect deeper collaboration and more meaningful discussions.

5 FLEXIBILITY

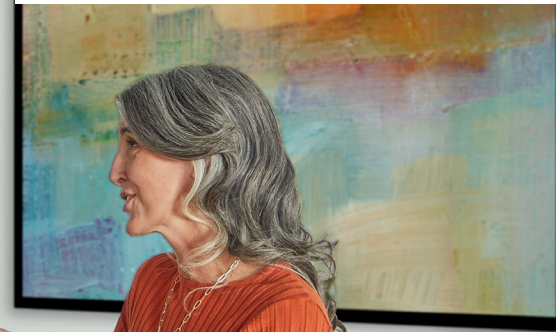
For decades, organizations have invested in video conferencing solutions, both hardware and software, that were essentially closed systems. Over time, meeting platform software became more open so that any device could join in on any meeting, while room system hardware remained inflexible with limited interoperability.

Today, organizations can't afford to live in a closed loop system, as multiple meeting platforms exist, and your video conferencing system now has to be flexible to fit the modality of the meeting platform requirements.

Modern hybrid enterprises need to invest in video conferencing technology that can easily switch between meeting room platforms, as needs change, thereby achieving long-term ROI and limited disruption to the business. In addition to being able to reutilize the hardware for multiple meeting room platforms, your system should also have an option to temporarily work with other meeting platforms driven by a laptop. This is the flexibility that is required for the hybrid workplace.

QUESTIONS TO ASK A SUPPLIER

- ✓ Who are your video conferencing platform alliance partners?
- ✓ How do they integrate with your solution and are they certified?
- ✓ How flexible is your solution to work with multiple platforms?





EQUITABLE MEETINGS FOR THE HYBRID ENTERPRISE

The explosive growth of video conferencing has come with growing pains. IT decision-makers are more cognizant than ever that meetings need to provide an immersive experience which offers everyone participating an equitable presence.

To ensure that your organization has the best video conferencing solution, one that forms the foundation of effective communication and increased productivity, it should be reliable, consistent, scalable, easy to use, and flexible.

In the end, it's about providing the best possible and equitable meeting experience to an increasingly hybrid workforce. It's less a collection of individual features than an entire strategy that helps businesses thrive in the "next normal" of our modern working world.



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Logitech solutions allow companies to adapt to the future of workplace collaboration. We help teams collaborate from anywhere, without compromising on productivity.

Learn more at www.logitech.com/vc

¹ Forbes, When Choosing an Enterprise Video Conferencing Solution, Focus on these Critical Attributes

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