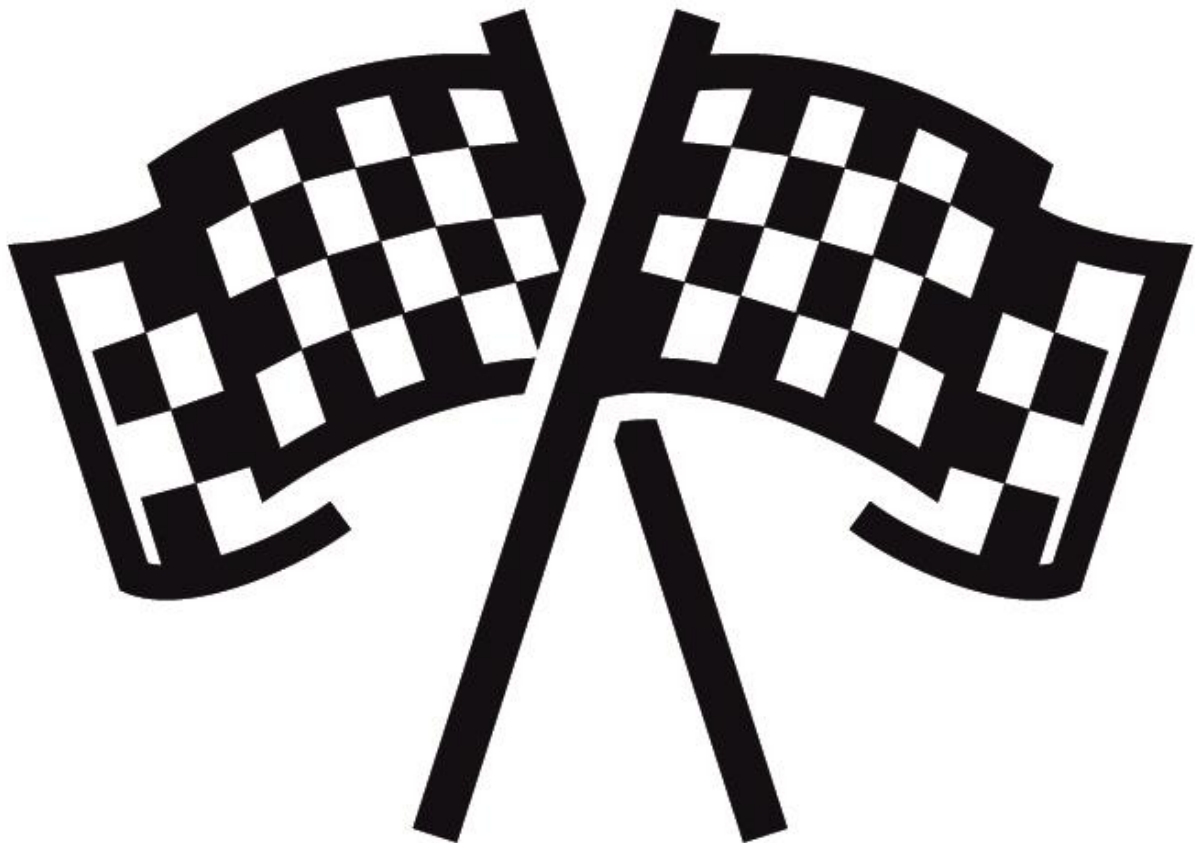


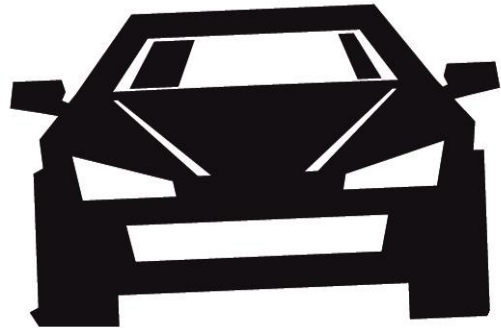
Driving Productivity through a Video-Rich Workforce



Racing to Compete

Few businesses have remained untouched by the evolution of the networked society, distributed work teams, and a growing trend for work shifting that allows people to intersperse work and personal lives seamlessly. Leading organisations are developing approaches, from social networks to video conferencing, to break down communication silos among dispersed teams and promote productivity through better collaboration and knowledge-sharing.

Video conferencing offers business leaders significant opportunities to increase their competitive edge by driving higher productivity and growth, while reducing costs. There is no doubt that video conferencing has become a well-established productivity-enhancing tool for thousands of organisations today. However, for several years now, it has remained synonymous with meetings confined to conference rooms and boardrooms for group collaboration. This has largely kept the reach of video conferencing restricted to a chosen few in the enterprise. Technology and network limitations have prevented the spread of video to where the people and processes truly are at desktops and mobile devices.



With the burgeoning demand for video everywhere, all of this is changing. The growth of mobile devices and consumerisation has made BYOD (bring your own device) a reality for most organisations. Evolving software-based, non-transcoding architectures that enable virtualisation and cloud deployments and work across any endpoint over any network are paving the way to make video conferencing a reality for mass adoption and are doing so at low costs to users. Furthermore, the integration of video directly into the workflows and applications, which employees use in the course of their jobs, is streamlining communications and unlocking greater productivity and faster decision-making.

This paper examines the imperative to move to personal video conferencing; discusses the limitations of traditional video conferencing technologies when it comes to supporting a large population of users; analyses the potential for integrating video into communications tools, applications, and workflows; and presents one vendor's solution for more effective, scalable, and affordable video conferencing to create a unique competitive advantage.

Video: The Driving Force

Businesses today are operating in an intensely competitive, distributed and volatile economy. There is a mounting need to accelerate growth at lower costs, putting demands on existing resources. As a result, business leaders and key decision-makers must find innovative ways to boost productivity. To complicate things further, the talent pool of information workers is shrinking. Leading organizations consistently cite the ability to attract and retain talent as their top challenge. Video conferencing has proved to be a game-changer. It is helping businesses across the globe in several ways.

- Accelerate decision-making and shrink development cycles by enabling businesses to capitalise on high-quality, real-time visual communications rather than passive and long-drawn-out email and telephone communications.
- Foster open innovation that taps into the power of internal as well as external think tanks, allowing organisations to reach outside their four walls to draw on the intelligence of larger communities.
- Implement better knowledge-sharing and management by providing the right connections to the right people in real time and non-real time through recorded and archived collaboration sessions.
- Attract a more talented pool of knowledge workers that value flexible and virtual work environments.
- Accommodate changing work expectations of the next generation of workers, including the Digital Natives and Millenials, who demand more engaging and flexible work experiences.



In a study conducted by Germany's Fraunhofer Institute, which tested the impact of video conferencing on employee behaviour and productivity, it was found that video conferencing when compared with email and telephone communications delivers more productive meetings, makes communications clearer, and improves team spirit.

A large number of decision-makers are citing productivity improvements as a key driver. In a recent Frost & Sullivan survey of C-level executives, 85 percent of the respondents indicated that their investments in video conferencing were driven by productivity benefits. Fifty-eight percent responded that faster decision-making was the key reason for their investments.

Podium Challenges

Higher productivity and cost-savings are the catalysts that have spurred the adoption of video conferencing. The key question is, if video provides all of these benefits, why has it not reached mass adoption? The reality is that video conferencing today is anchored more in the past than the future, where it needs to address the changing nature of today's global, virtual and mobile workforce. Traditional video conferencing deployments have been impeded by several factors.

- Proprietary and expensive hardware has confined video to conference rooms and telepresence suites.
- Reliance on QoS-enabled networks has added cost and impeded ability to deliver reliable video to unmanaged networks, including public Internet and mobile networks.
- Transcoding architectures used for multipoint video conferencing calls add significant costs and insert latency.
- Reliance on dedicated desktop video conferencing “appliances” is out of sync with the growing consumerisation and BYOD trends that demand anytime, anywhere access to business applications over any device.
- Dedicated fixed-capacity infrastructure architectures cannot be virtualised and therefore are expensive to deploy in an “as-a-service” model.
- Video conferencing requires users to step outside of their workflow and business processes. As long as video conferencing will remain a siloed application, it will not become mainstream.



Employee Pole Position

In the knowledge economy, work is not a destination or a place people go—it has become an activity. The power of technology lies in bringing “work” to wherever people are at offices, customer sites, homes, hotels, coffee shops or airports—enabling open and flexible work environments.



Many organisations today are sitting on investments in video conferencing that are underutilised because they are not aligned with the needs of end users. These existing video conferencing users, as well as new adopters, need to transform their technology adoption by thinking “outside-in”; in other words, starting with what their employees really need to stay competitive, rather than fitting old investments into new and evolving work environments.

To enable knowledge workers to be more productive, it is critical to deliver video conferencing over personal endpoints such as desktops and mobile devices. The concept of congregating in meeting rooms for group collaboration, while still powerful, is not practical all the time.

IT managers and business leaders can overcome this hurdle to adoption by embedding video directly into business applications, workflows, and communication environments. By leveraging open APIs, SDKs and other developer resources, businesses can encourage development and customisation, utilising rich integrations with CRM, learning management systems, training tools, custom meeting portals, specialised in-meeting applications, and integration with mobile devices, all resulting in greater stickiness for video conferencing.

The Alternative Route



Over the past several years, newer approaches to video conferencing have not only removed the technical barriers to mass adoption, but they also offer a significant shift in pricing and deployment models.

Vidyo offers an alternative approach to expensive, network-dependent video conferencing solutions. By leveraging its patented architecture, built on H.264 Scalable Video Coding (SVC) based compression technology, Vidyo dynamically optimises performance for each endpoint. This unique approach eliminates the need for transcoding MCUs while offering a simple and high-quality communications experience.

Vidyo can be scaled for large-scale deployments to enable the benefits of personal video conferencing over desktops and mobile devices over any network, including congestion and packet-loss-prone Internet and wireless connections. Moreover, Vidyo's approach changes the economics of video deployments, reducing the cost of high-definition personal video conferencing and bringing it down to the range of enterprise audio conferencing.

Vidyo's open APIs provide integration with business applications and workflows that incentivise users to stay within the comfort zone of their routinely used applications and processes. The VidyoWorks™ platform allows organizations, system integrators, and software developers to Vidyo-enable applications and workflows. The VidyoWorks platform includes core intellectual property, APIs and SDK, and a development framework that allows embedding video into:

- Unified Communications tools from vendors such as Microsoft, Mitel, ShoreTel, IBM and others.
- Webcasting tools such as ON24.
- Desktop virtualisation (VDI) environments such as VMware View and Citrix Xen Desktop.
- Workflow applications from companies such as AMD Healthcare Solutions and Philips Healthcare.

Conclusion

Businesses are undergoing a fundamental change today. In the past few years, cost reduction and cost management have been the focus. While no one expects this to change, there is a growing need to increase value and drive growth through enhanced productivity.

As a result, it is critical that businesses deploy collaboration technologies that drive sustainable growth and productivity gains; foster innovation; and build agile and globally responsive organisations. Video conferencing will play a critical role in empowering the high-performance workplace of tomorrow. It is helping businesses get battle-ready for the demands placed by today's complex, competitive and economic challenges. There has never been a greater need or a better time to start.

If you'd like to discover more about commercial video communication/conferencing please visit www.square1products.co.uk; alternatively if you'd like to talk with one of our specialist teams to find out how we work, with examples of how we've supported other resellers, why not give us a call on +44 (0)1925 530 111 or email enquiries@square1products.co.uk

