

REDEFINING BUSINESS
COLLABORATION THROUGH
VIDEO CONFERENCING

A close look at how today's lighter, more flexible and cost-effective video conferencing solutions are transforming communication and productivity within businesses across the globe.



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The world of work is changing quickly, and much of this change is being driven by innovations in communication technology. Today, nearly every employee in the world has access to a range of collaboration solutions that would have been considered science fiction just a few years ago. From Unified Communications to integrated web conferencing and VoIP calling, collaboration has never been simpler, more accessible or more powerful.

A continual shift toward virtual working is redefining business with the help of valuable collaboration tools like video conferencing. **Effectively enhancing workforce productivity** while cutting operational costs, video conferencing connects teams, customers, partners and prospects, allowing companies to quickly embrace the ever-changing virtual, mobile marketplace.

Gone are the days of set 9-5, in-office business hours.

Organizations are adjusting to accommodate a modern, alwaysconnected workforce of dispersed employees working when
and where they are the most productive, regardless of whether
they are on the road, in the office, at a client site or at home.

Employees today are leveraging collaboration technology
like video conferencing to deliver results more quickly,
communicate more broadly and access more information
at a faster rate.

Recently, video conferencing has emerged as a robust and well-performing tool able to significantly enhance communications within practically any size business in a range of vertical markets.

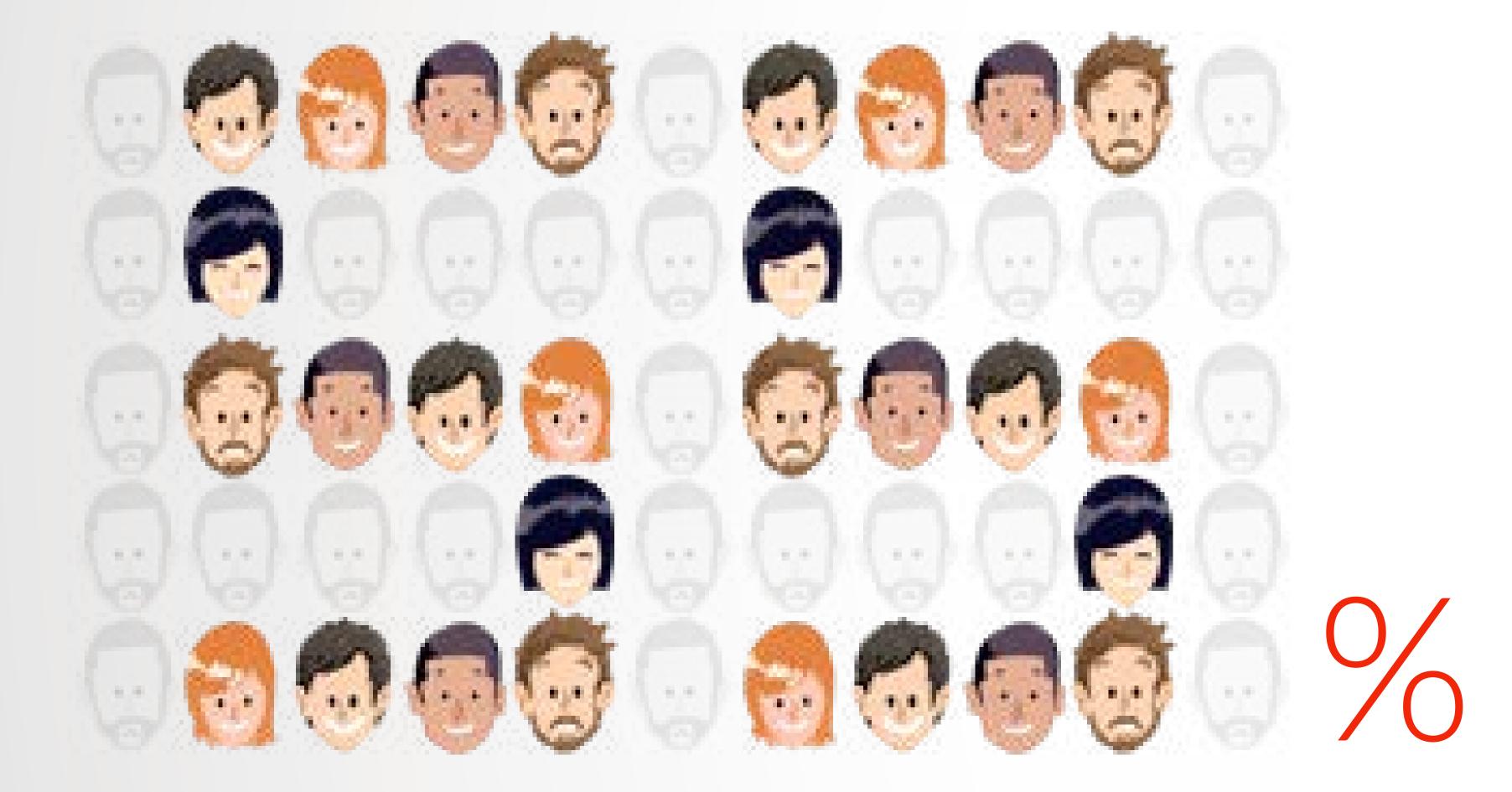
From dedicated room conferencing systems to desktop and mobile conferencing, today's video collaboration solutions are flexible, light and cost-effective, allowing employees

to work, share and communicate wherever they are.

04

WHAT IS VIDEO CONFERENCING?





OF A MESSAGE
IS COMMUNICATED
THROUGH NON-VERBAL CUES

including

gestures, posture, and facial expressions.



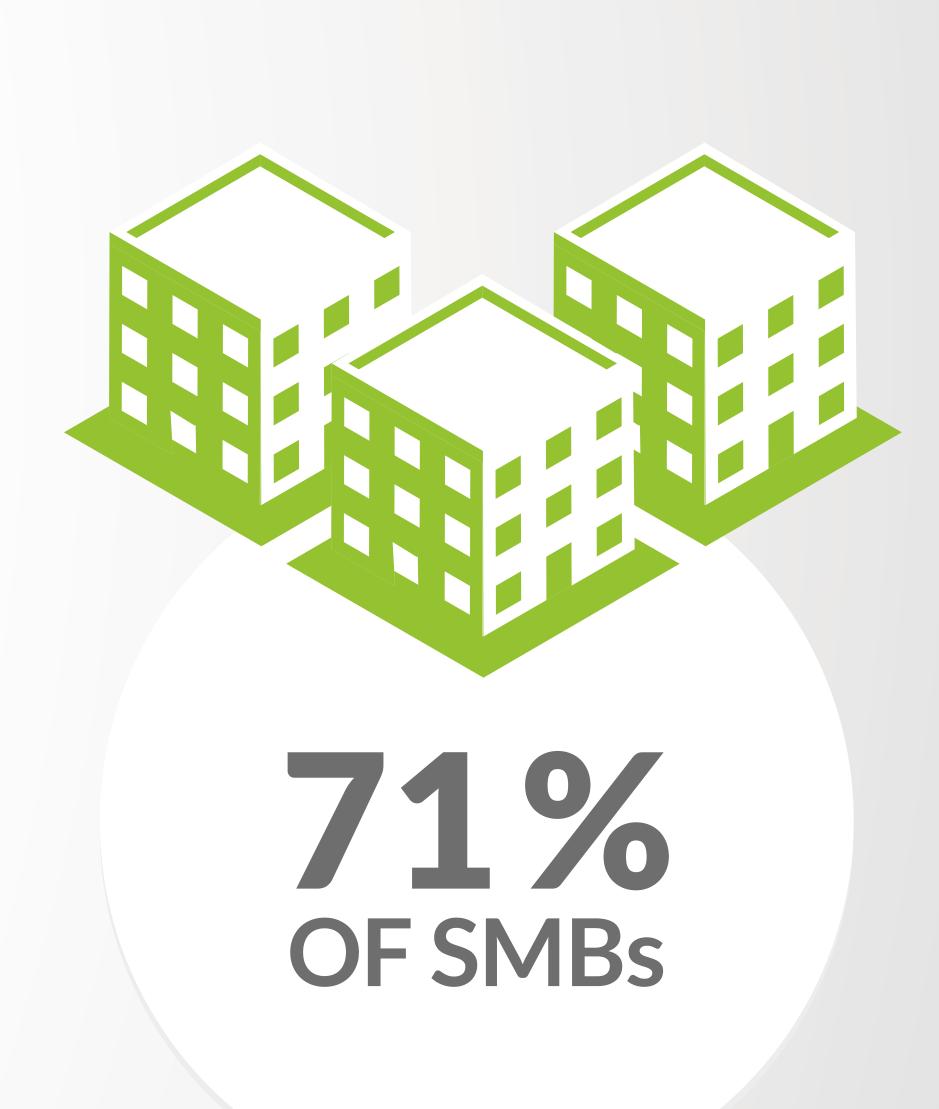
... attesting to the popularity and market penetration,

as well as ease of use and low cost of web conferencing services and to the excellent video quality that many services are now able to provide.

INTERNET VIDEO CALLING SERVICES ARE BEING USED BY:



ENTERPRISE



Source: Frost & Sullivan:

«North American Video Conferencing Hosted and Managed Services Market»

Wainhouse Research:

«Rich Media Metrics Worldwide Video Conferencing End User Survey 2013» Wainhouse Research:

«Rich Media Metrics Worldwide Video Conferencing End User Survey 2013»

AN EVOLUTION OF THE VIRTUAL WORKPLACE



Melanie Turek, Vice-President of Research for Enterprise Communications & Collaboration, Frost & Sullivan

If a picture is worth a thousand words, a video conference is worth a thousand audio calls, emails and text messages.

In a growing virtual workplace—one in which more and more people are working in locations that are different from those of their colleagues, managers, customers and partners—face-to-face meetings are increasingly rare but extremely important. Being able to see participants' facial expressions and body language makes it easier to understand their intentions, reactions and comprehension. These benefits are especially useful for bridging languages, geographies and cultures.

Video conferencing in today's mobile, dispersed marketplace will become increasingly more important in tying people together. Across industries and sectors, video conferencing is being used to form deeper, more meaningful relationships between clients, colleagues, partners and prospects, and deliver greater collaboration value.





THE VALUE OF VISUAL INTERACTION

TITION SERVICES

Melanie Turek, Vice-President of Research for Enterprise Communications & Collaboration, Frost & Sullivan



Face time is especially critical for strategic planning, customer interactions and project meetings that involve brainstorming and action items. But in the wake of the global recession, companies are struggling to keep travel budgets low and overall costs down. That means inperson meetings are often off the table. Enter video conferencing, which replaces live meetings with virtual events without sacrificing any of the benefits of face-to-face interactions. In fact, coupled with web-based collaboration capabilities that let attendees share and mark-up documents and applications, video conferences can even improve upon in-person events. And because video conferencing is so cost-effective, companies across all industries can replace not only physical meetings, but audio and web-only calls as well, boosting engagement, deepening relationships and positively impacting employee productivity.



A CLEAR DIFFERENCE: BOOST ENGAGEMENT THROUGH VIDEO



In our fast-paced global marketplace, face time is critically important to strategic planning, customer services and business interaction. Surpassing other modes of communication in terms of personal contact, video collaboration adds eye contact, facial gestures, mannerisms, body language and other visual indicators that are key to effective communication.

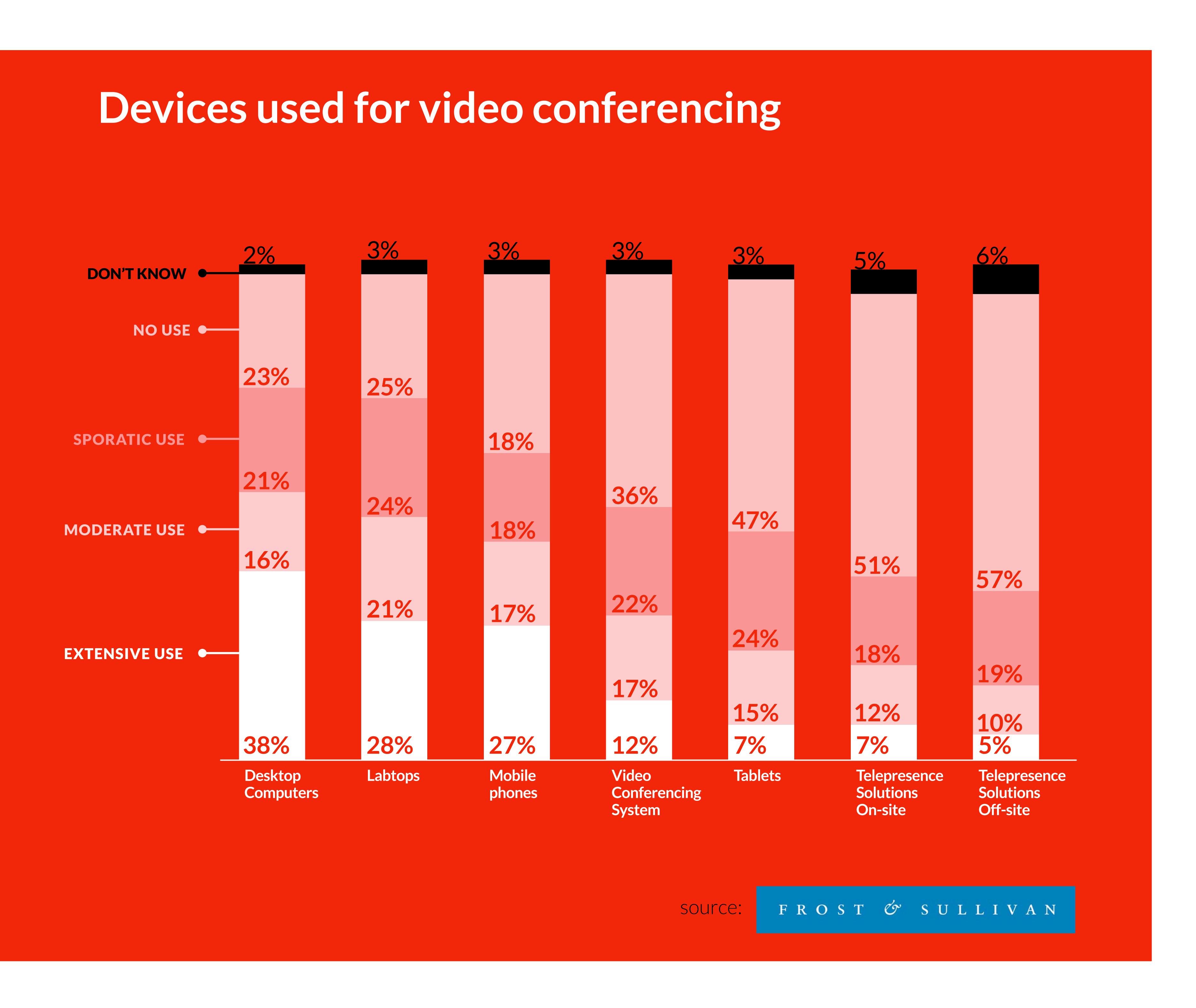
So crucial for adequately conveying messages, video is being adopted in a variety of business scenarios to enrich person-to-person communication and better manage dispersed teams. From HR interviewing to product and service training to personal conferencing, virtual calling through video not only boosts engagement but also deepens professional relationships and positively impacts employee productivity.

And with companies struggling to reduce costs and lower overhead, it is hard to ignore the financial benefit to virtual meetings. In-person conferences are being traded for video conferences, which serve as viable alternatives to live meetings, eliminating travel expenses without sacrificing the benefits of face-to-face interaction.



THE MATURING LANDSCAPE OF VIDEO COLLABORATION





As the global marketplace evolves and business needs change, video collaboration is becoming ever more essential to driving productivity and communication.

At the same time, advances in technology are rending crossplatform video conferencing solutions more and more accessible, affordable and more widely implemented.

colleagues, partners and prospects. Having a face to face meeting with someone in another office, at home or on the other side of the planet becomes as natural as picking up the

Cloud computing and other flexible hosted technology services are fueling a boom in remote working, mobile collaboration and video conferencing. Advanced tools are now available across a variety of endpoints - mobile, room-dedicated collaboration systems, desktops - delivering lighter, more agile communication that unifies the best, most pertinent elements of collaboration wherever users may be located. Because just about any connected device with a camera can act as a video conferencing endpoint, meetings are open to any invitee with an internet connection.

Employees are being empowered to integrate video communication into their daily work lives in order to foster deeper, more personal and effective relationships with clients, colleagues, partners and prospects. Having a face to face meeting with someone in another office, at home or on the other side of the planet becomes as natural as picking up the phone or writing an email.

Video conferencing is transforming remote interaction, information sharing and collaboration to everyone's benefit.

But video conferencing is changing, too. As more employees access telephony and unified communications (UC) on their desktop and mobile clients, video conferencing is migrating from conference rooms to individual endpoints. According to Frost & Sullivan research, desktop and laptop computers are end users' primary devices for using the technology.

GO ABOVE AND BEYOND WITH VIDEO CONFERENCING



Make business better with video!



Round tables that span the globe

Connect dozens of participants from around the globe on a single call



See what they're REALLY saying

Non-verbal gestures and body language account for more than 50% of total communication. Videoconferencing captures them all



Good for your bottom line

By connecting people across continents, Video Conferencing can meetings, you shrink significantly reduce the time and cost involved in business travel



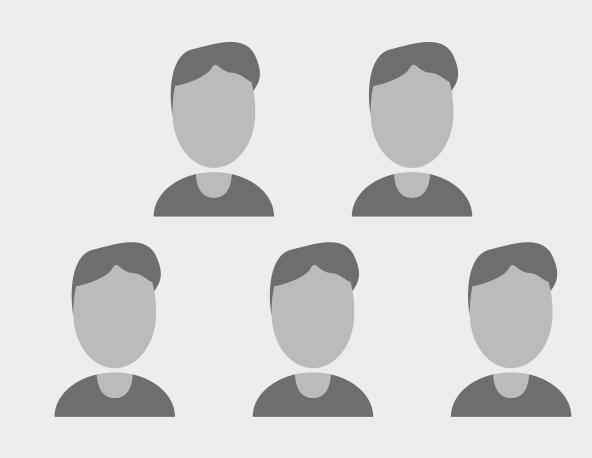
Great for the planet

By reducing the miles your people travel to the carbon footprint of your business



Better together

Virtual meetings enhance communication hassle of getting and collaboration, building teamwork and boosting productivity



More powerful meetings

By eliminating the everyone together meetings are simpler to organize. Everyone can attend!



People power

Empower your mobile workforce and free workers who were previously tied to their office or schedule. More flexibility means greater employee satisfaction.

BETTER BUSINESS: ACCELERATING DECISION-MAKING WITH VIDEO

REGULAR USERS OF





COMPANIES THAT GIVE VIDEO CONFERENCING

to the majority of their end users have a better impression of enterprise communications and collaboration technologies, often by 10 or more percentage points

of extensive users of video conferencing say

that it accelerates decision making

750/ OF EXTENSIVE JO USERS OF VIDEO CONFERENCING

say it improves collaboration and productivity across dispersed teams, compared with 56% of all respondents

EXECUTIVES WHO REPORT VIDEO

conferencing usage within their organizations generally report better alignment between it and their company's broader business goals

54% OF VIDEO CONFERENCING USERS

say their it and communications infrastructure improves employee effectiveness, compared with 45% of all respondents

50% SAY THEIR 50% IT AND COMMUNICATIONS

infrastructure helps them deliver a higher level of service, compared with 43% of all respondents

370/ SAY THEIR IT AND BUSINESS

strategies are well aligned, compared with 32% of all those surveyed

FROST & SULLIVAN

USING VIDEO TO DRIVE BUSINESS ACROSS INDUSTRIES



Melanie Turek, Vice-President of Research for Enterprise Communications & Collaboration, Frost & Sullivan

We have yet to see an industry that cannot benefit from video conferencing, which is a cost-effective way to connect employees, customers and partners across geographic regions, time zones and cultures, getting them face-to-face communications without the hassle and high costs of travel. But several markets stand out as being especially good candidates for the technology.



Telemedicine is already having an

enormous impact on the way healthcare providers deliver care and services, and as the United States' Affordable Care Act delivers healthcare to more people, video medicine will only grow more critical to managing resources and costs. Doctors are using video conferencing to "see" patients for exams and consultations, giving rural and other under-served residents access to specialists and other critical care without requiring them, or the providers, to travel long distances. Instead, a patient can simply visit her primary-care physician and interact with other practitioners via video conference from the same doctor's office. Physicians are also leveraging the technology to collaborate with one another on cases, share diagnostic materials, and receive training on new methods and techniques.



With manufacturing operations growing

increasingly global—with suppliers, designers, and producers located continents apart—video conferencing delivers the benefits of in-person meetings and site visits without the costly and time-consuming travel. Using video tools, designers can meet remotely with suppliers and production managers to discuss parts and materials, design issues, tool-and-die concerns, and any glitches or adjustments that need to be made to the manufacturing cycle. Executives and key customers can also join the call—and everyone can literally see what's going on from the comfort of their offices or remote locations. This can shrink product cycles by 10, 20 or even 30% or more, saving hundreds of thousands of dollars and driving sales.



Panks and insurance companies are using video conferencing to educate and interact with clients on a regular basis, at times and locations that are convenient for them. This is especially valuable for discussing complex products like mortgages and life insurance, which require scenario planning and often lead to multiple questions. By leveraging video conferencing, financial services institutions can put their best sales and customer-support people in front of clients any time, and from anywhere. This saves money, drives revenue and leads to improved customer-satisfaction scores.



PERSONAL VIDEO CONFERENCING COMES OF AGE



Bandwidth, Quality of Service and Cost Rationalization: Deploying Personal Video Conferencing

As is the case with other forms of enterprise communications, video conferencing is valued for its ability to improve productivity and collaboration across geographically dispersed teams. Unlike web or audio conferencing, video conferencing integrates an all-important visual element that boosts enterprise collaboration and increases employee productivity, which, according to Frost & Sullivan, has been driving wider video conferencing adoption*. Even more valuable of a collaboration tool has been the introduction of personal video conferencing via desktop and mobile devices.

In lieu of often cumbersome room conferencing solutions, employees are able to host and attend virtual conferences with video on an individual basis and with minimal additional equipment (a simple webcam is needed, which today is often built into desktop computers, laptops, tablets and other mobile devices). While the attractive Softwareas-a-Service model continues to gain traction among CIOs in implementing personal video conferencing services, network and quality of service concerns arise when considering tens to hundreds to thousands of employees using video calling at the same time.

Constraints

Until now, the attractiveness of deploying personal video conferencing has been muffled by the economics of installing across-the-board higher quality bandwidth. Unlike web conferencing, desktop sharing or VoIP calling, video conferencing requires a high level of continuous, unbroken connection for the duration of a meeting, which eats bandwidth, costs a lot of money and can cause QoS issues. Historically, the fix has been to build out a separate overlay network designed to support hefty video performance requirements. This is also expensive and doesn't eliminate the need for top-of-theline broadband services.

Business-class-level broadband service with MPLS is usually needed to provide enough connectivity to avoid traffic congestion and ensure video conferencing quality.

Upgrading multiple access circuits can increase a company's broadband

costs by thousands of dollars per month. For enterprises wishing to expand personal video conferencing to all employees, this level of additional bandwidth is simply not cost effective.



Solution

Personal enterprise telepresence leaders Vidyo have shaken up the video conferencing industry, delivering Adaptive Video Layering: an optimization of video streams based on network characteristics and endpoint capabilities, leveraging H.264 Scalable Video Coding (SVC)based compression technology and Vidyo's IP. Each layer's frame rate, quality and resolution can be adjusted in real-time in response to bandwidth fluctuations, packet loss and/or available CPU resources. In short, Vidyo's Cloud-based video conferencing platform optimizes video for each endpoint,

continuously monitoring network performance and device capabilities.

The result is always-fluid video conferencing from desktops and mobile devices over low-cost broadband internet, LTE, 3G or 4G networks, and an enormous shift in the accessibility of personal video conferencing.

The significance of this software is that companies can now to easily and cost-effectively benefit from universal video conferencing while slashing the cost of deployment, all by leveraging a converged IP network instead of building out a videodedicated overlay network. Essentially any connected device with a webcam becomes a virtual meeting endpoint regardless of network capability. Employees thus incorporate video communication into their daily work lives at an unprecedented level, transforming remote interaction, information sharing and collaboration.

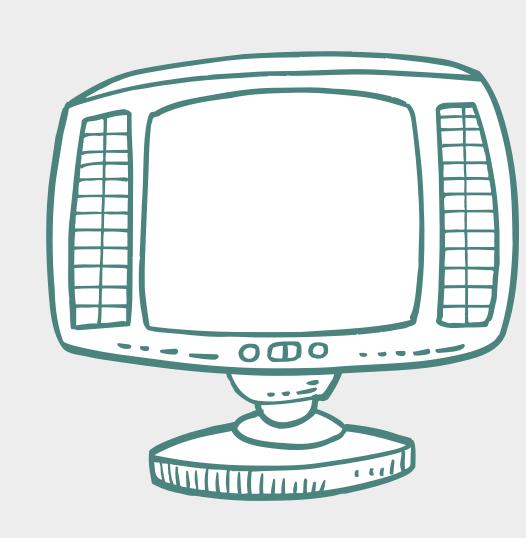
VISIT THE ARKADIN BLOG

WHAT TO LOOK FOR IN A PROVIDER

arkacin® COLLABORATION SERVICES

Melanie Turek, Vice-President of Research for Enterprise Communications & Collaboration, Frost & Sullivan

Many vendors and service providers offer video conferencing, but it's important to choose your partner wisely. Frost & Sullivan recommends looking for the following key criteria:



High Definition

Today's video conferencing should deliver the best quality for every user, adjusting for bandwidth, network and endpoint criteria.



Mobility

Make sure the solution can be accessed over 3G/4G and Wi-Fi devices.



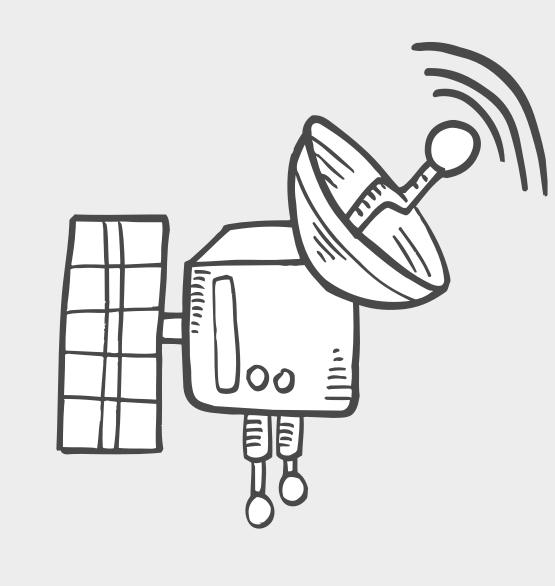
Scalability

As more employees ramp up on the technology, make sure your provider can seamlessly support them—without impacting performance.



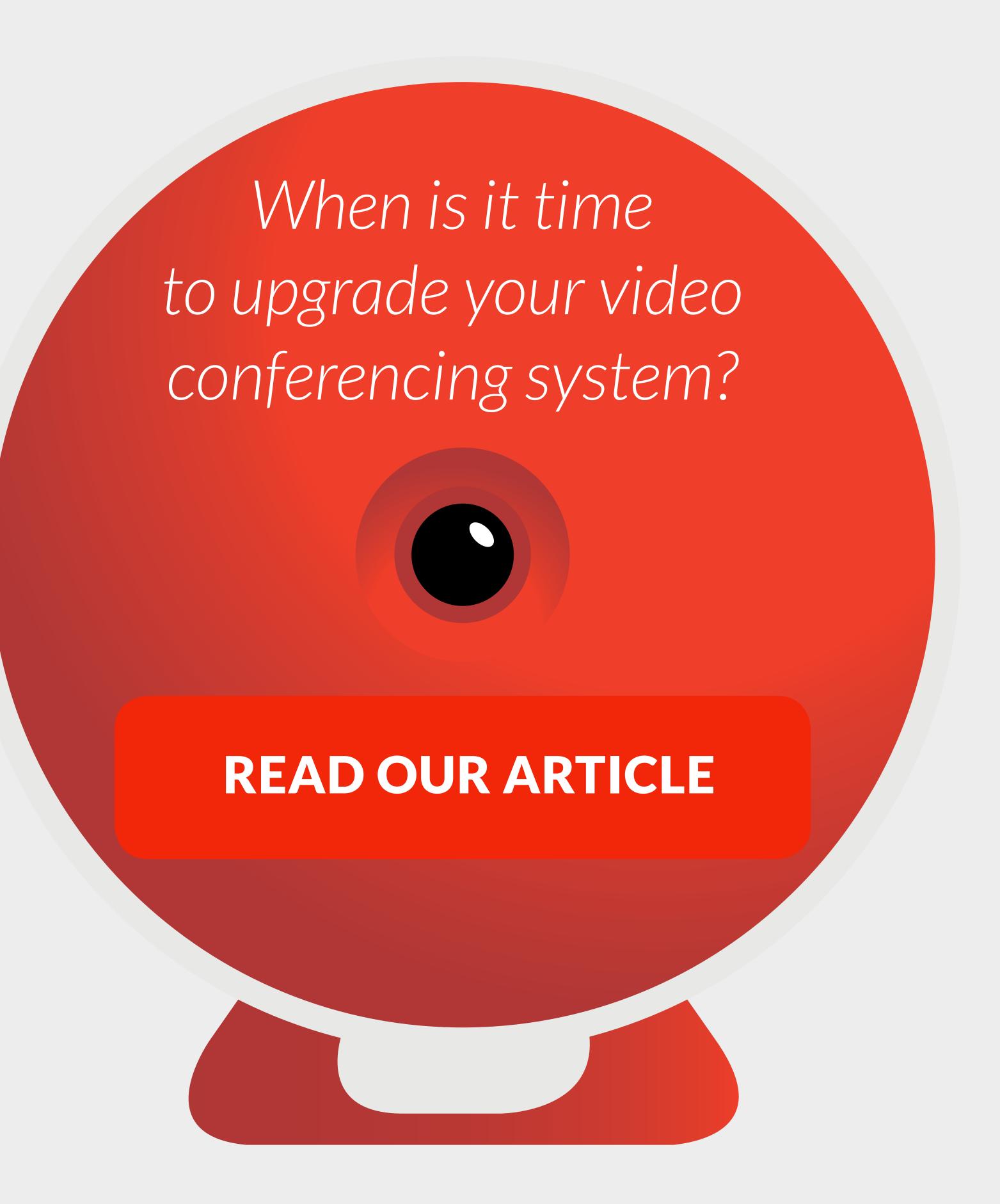
Integration

In any video call, it's critical to be able to connect legacy systems as well as a variety of endpoints, including mobile devices, desktop computers and room dedicated video systems.



Solid Support

Your provider should offer 24/7 support— and back it up with proven SLAs.



CASE STUDY: BOOSTING VALUE AND CUTTING COSTS WITH VIDEO





International accounting network turns to ArkadinVideo powered by Vidyo to improve communication between

member firms

while reducing

travel costs

"We looked at all the major established brands, and while they were good systems, the costs in comparison to ArkadinVideo were prohibitive.

ArkakinVideo had all the functionality of the big systems, but at a fraction of the cost."

Abu Bakker, IT Manager, HLB International

Business Issue and Objective

HLB International is a leading midtier international accounting network, servicing multinational clients across all industries through its member firms in over 100 countries.

Having high quality conferencing technology is imperative for HLB International for training sessions and to ensure members maintain a high level of personal contact

Problem

In search of a way to enhance communications with member firms and to reduce travel costs, the company chose to deploy a video conferencing system to be rolled out across the network. Their basic requirements were ease of use, compatibility with other systems, and very high audio and video quality.

The Arkadin Solution

Following a successful three-month trial the system was deployed globally. Member firms were trained by Arkadin and the system was quickly embraced, especially in the

larger countries where bandwidth is readily available.

"If one of our partner firms in France wants to refer client work to a member firm in Germany, they have a much higher level of confidence when they can see the partners. It's not just about high quality work, the personal interaction is critical. ArkadinVideo anchors this connection very well. Prior to this, we had a high volume of travel to forge these bonds which isn't practical when you're dealing globally."

Business Value

Close personal connections between member firms are a strategic advantage for HLB International, especially in referring business.

In addition to the day-to-day communications, HLB International also uses ArkadinVideo for internal meetings. With member-firm executives based all over the world, formal meetings were typically restricted to twice or three-times annually. With ArkadinVideo the executives now meet every month. In addition specialist group meetings are

being held more regularly, including tax and audit teams with up to 10 participants.

The cost savings are dramatic.

"We have a whole year's worth of video conferencing use for the cost of having six or seven executives travel to a single two-day meeting."

"If one of our partner firms in France wants to refer client work to a member firm in Germany, they have a much higher level of confidence when they can see the partners. It's not just about high quality work, the personal interaction is critical. ArkadinVideo anchors this connection very well. Prior to this, we had a high volume of travel to forge these bonds which isn't practical when you're dealing globally."

Industry

Accounting/Business Services

Region

Global

Employees

16,400 in global network

Arkadin products

ArkadinAnytime™

ArkadinVideo™ powered by Vidyo®

Cisco WebEx provided by Arkadin

Key Benefits

- Improved personal relationships between global executives
- Superior quality scalable Video Coding for natural, crisp HD video
- Easy to implement and use from a personal computer or legacy room system
- Simple deployment and user adoption
- Dramatic cost savings from reduced need to travel for face-to-face meetings

CONCLUSION: ACHIEVING GREATER CONNECTIVITY IN AN EVOLVING VIRTUAL MARKETPLACE



"[Video conferencing] leads to deeper, more effective relationships and more productive meetings and events—which, in turn, can significantly benefit the bottom line."

Melanie Turek, Vice-President of Research for Enterprise Communications & Collaboration, Frost & Sullivan

Today's remote workers require communications tools that support the virtual workplace. Even as employees grow further apart physically, they need to be more closely connected to support innovation and collaboration, both of which are keys to success in today's competitive global marketplace. Video conferencing—which lets users see and respond to facial expressions and body language— helps employees interact and collaborate with one another, as well as business partners and customers, on a more intimate level. This leads to deeper, more effective relationships and more productive meetings and events—which, in turn, can significantly benefit the bottom line.



arkacin® COLLABORATION SERVICES

MORE TIPS AND ADVICE ON COLLABORATION AT THE ARKADIN BLOG!

