Vodafone
Video Conferencing
Making businesses ready for collaboration

Vodafone
Power to you

Vodafone Business Services
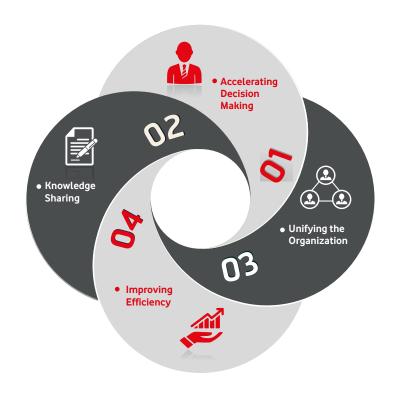Managed Video Conference

Introduction

Have you ever wondered what it would be like to conduct meetings around the country or globally, in the comfort of your office? Or how you could cut down on tiresome 9-hour days commuting from appointment to appointment, and maximize your productivity?

With global economy-wide financial benefits of almost $19 billion, video is an integral part of communication across businesses, audio and video conferencing services improve almost any workflow process – from telephone to email, and even travel.

Vodafone has launched a managed Video conferencing solution to help businesses put together the right elements of a video network, ensure user adoption, and measure post-implementation success.

Once video is in place, you may be surprised at the additional opportunities that open up to improve communication.

Videoconferencing delivers immediate benefits in terms of cost savings and improved productivity. Organizations of all types have found that the utilisation of videoconferencing servcies creates a competitive advantage by:

Accelerating Decision Making
The time spent on traveling, waiting for materials to arrive, or trying unsuccessfully to explain complex issues over e-mail could instead be used to bring new products to market or solve customer service issues. Video allows all parties to share ideas, show detailed images, and take action instantaneously.

Knowledge Sharing
Sometimes, you need to bring in an expert. Usage of videoconferencing allows you to leverage the expertise of a few across an entire organization, without asking them to travel across locations. Training, translating, consulting, and troubleshooting can happen in real time. With video streaming and archiving, an expert's knowledge can be accessed by anyone at anytime. This creates a bank of knowledge, that can be used by anyone across the organisation.

Improving Efficiency
Having to travel all day for a two hour out-of-town meeting means a non-productive time period of approximately 5-6 hours in traveling. Using video to attend that meeting, or even working from home, instead of sitting in rush hour traffic, goes a long way to restoring work/life balance, saving costs, and protecting the environment.
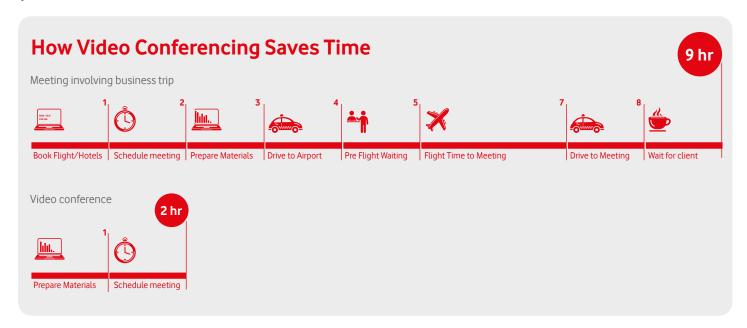
Unifying the Organization
Having multiple offices doesn't have to mean isolated teams. Organizations that undergo global expansion, mergers, or outsourcing initiatives often have departments across cities and countries. Video creates a virtual meeting room for collaboration, keeping everyone on the same page.
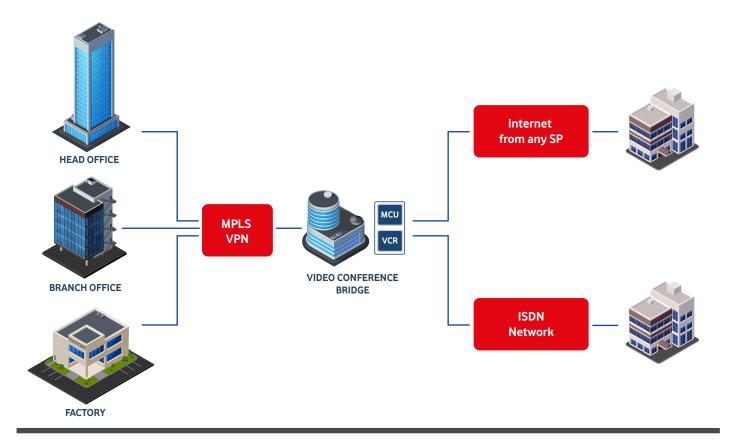

$19 billion

**Saved with
video conference globally**

The videoconferencing industry is changing rapidly. The options for an organization considering a video purchase have increased significantly in the past several years and continue to diversify. Proliferation of IP, introduction of new video form factors, and simplified user interfaces have made video more accessible than ever. Each system you may consider offers an array of features and functionality that may or may not be what you need to do business

How Video Conferencing Saves Time

9 hr

Meeting involving business trip

1	2	3	4	5	7	8
Book Flight/Hotels	Schedule meeting	Prepare Materials	Drive to Airport	Pre Flight Waiting	Flight Time to Meeting	Drive to Meeting	Wait for client

Video conference

2 hr

1
Prepare Materials	Schedule meeting

Ideal way of deploying Video Conferencing Solution is as follow

HEAD OFFICE

BRANCH OFFICE

FACTORY

MPLS VPN

VIDEO CONFERENCE BRIDGE

MCU

VCR

Internet from any SP

ISDN Network

Devices supported by Video conference

Top features

Supports full high-definition (1080p) video quality

Device agnostic – Conferencing through video conferencing equipment, desktop, laptop, tablets or smartphone

Network agnostic – Connect From MPLS VPN, Internet and ISDN

Web self-care portal for scheduling and reporting

Single platform for hardware and software based solution

Investment protection – Future expansion possible

Multi-vendor integrable solution

Pay-per-port as you grow

On-demand video recording

Support for mobile devices

Ideal approach to implement above solution is go for Managed Video Conferencing services from Telecom Service Provider.

Use of video conference in various sectors

Videoconferencing can also be applied across sectors, in verticals such as:

Education
Collaborating with other educational institutions and extending classes to students in rural or remote areas. It would also allow inclusion of presentations from experts and virtual field trips in the academic curriculum. Administrative repsonsibility woud be streamlined, through meetings across campuses, and educators would have the chance to continue their learning and training.

Finance
Allows for real-time collbaorations, with the setting of dailystrategies, sharing of news and market conditions, and decision making made possible without confusion. Financial services would be made available acorss the globe, even in remote branches. Recruitment would also be made hassle-free, as candidates from far locations would be interviewed.

Healthcare
Providing remote diagnostics from rural to urban center and linking medical professionals for mentoring and consultations. Patients who may not communicate in the same language would be offered translation services, and medical professionals would participate in continuing medical education programs.

Public Sector
Videoconferencing would enable coordination of action with national, state and local agencies, briefings with high-level security, provision of cost-efficient training opportunities and promotion of telecommuting/telework initiatives.

Manufacturing
Making swift decisions on product development and design, conducting quality control inspections across different locations and providing experts for remote machinery repair. In addition, a single company culture with overseas branches would be created, shipments with suppliers could be co-ordinated effortlessly and focus groups with customers would be just a click away. Preparing for business continuity plans and the offer of ongoing staff trainign would also be possible.

Public Safety:
Coordination of disaster recovery efforts, establishing mobile field command posts and disseminating information to a wide audience.

With these potential applications in mind, there would be exponential saving on time and resources by making the switch to video.

• Determine how many people are traveling to meetings and the cost of their travel.

•Consider how staff could be using their time more effectively by reaching additional clients.

•Measure how long it takes your organization to bring a product to market, complete a consulting engagement, hire a new employee, or repair a problem.

•Each time you replace a practice with video communication, you will have the opportunity to measure your return on investment.

For enterprises across industries video conferencing is beneficial and productive because it facilitates real-time engagement within teams dispersed geographically and help companies & employees take business outside the office room.

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Managed Video Conference

Choosing the right Managed Video conferencing Vendor

Now that you know how beneficial video conferencing can be, you have one choice left to make – How do you choose the vendor that's right for you? Answering a few simple questions will help you arrive at the answer, effortlessly.

- How do you envision your company using video conferencing?

- What kind of information do you exchange (documents, multimedia, secure information)?

- How many sites do you want to be able to connect in one meeting?

- How many people would participate in each type of meeting, in each location?

- How many calls might be occurring simultaneously?

- What bandwidth will be optimal for your communications?

- Do you want a fully integrated system or a set solution with an existing monitor?

- Will you need to record meetings and/or stream video calls for non attendies ?

- How do you want to integrate video with your other communications tools/devices?

Identifying the right solution for your Business Requirements

The only person who knows your business best, is you. With a detailed insider's perspective on how your organisation works, you're best equipped to make the right choice for your business.

Ensure that videoconferencing vendors allow you to test their equipment for a period of time. Use this time to run their solutions through real-life scenarios and test all elements in terms of:

- Call Reliability and quality.

- How clear is the image at the bandwidth you will be using?

- How well can you hear? Is audio in sync with images? The microphone, echo canceller, speakers, and your bandwidth all define the audio experience.

How to Evaluate Video Solutions Before Making a Purchase

Standards & Compatibility
Chose a solution that is standards-based and can inter-operate with video equipment from any manufacturer. If you are adding new infrastructure, management software, or additional systems to expand an existing network, you will only be able to communicate seamlessly if the solution you choose is standards-based.

Beware – some visual communication systems can be compliant with International Telecommunications Union standards and be proprietary at the same time. These systems may not support all features and speeds, or the same quality image in both modes of transmission.

It is important to understand how a system will perform when it is connected to equipment manufactured by another videoconferencing company.

When selecting your network you should ask yourself:

1. Whom do you plan to call?

Are the sites you plan to call all internal? Do you plan to call other sites not owned by your company?

2. How widely available is the desired network?

Not all networks are available worldwide. For example, ISDN is widely available in many countries, but is still in the early stages of deployment in some countries and rural areas. The same applies to IP networks; not all countries or areas are connected to the Internet with the same speed and reliability. Ensure that you check which networks are available in the geographic areas where your company operates.

3. What are the costs associated with the network?

Costs will vary based on your choice of network. If considering an ISDN network, remember that you will have local and long distance charges involved. When looking at an IP network, consider the implementation costs and your existing network architecture. Take into account your costs over the long term for each type of network.

4. How reliable is the network?

It is important to note that public Internet is not

as reliable as private IP networks.

5. How much bandwidth will you require?

Will you, for example, be using embedded multipoint functionality, High Definition video, or other features that require higher bandwidth? You may wish to restrict the bandwidth for certain users or applications, but allow higher bandwidth for your most critical video meetings. You will want to choose a solution that rovides you flexibility – allowing you to adjust the bandwidth or automatically balance it, based on the application.

How to Select Your Network

IP promises lower costs, easier management, remote monitoring and control, higher bandwidth calls enabling higher quality audio and video and integration into the corporate information technology mainstream. Video users switching from ISDN to IP can reap as much as 40% to 50% savings as soon as deployed.

Depending on your application requirements and budget, you will have numerous options for the video solution you chose. There is a system for every workspace, from boardrooms to desktops, to field locations, and manufacturing floors. All of the systems you implement will be able to work together easily if you choose a vendor with a common platform.

The key factor in choosing the right vendor for your videoconferencing needs is reliability, flexibility and state-of-the-art technology.

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