

**GLOBAL COMPANIES
TRANSFORM BUSINESS
COLLABORATION WITH
HIGH-QUALITY VIDEO**

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You expect excellence from your team—to win more deals, to develop the best products, and to effectively communicate your message to your customers, your partners, and your clients. To truly position your organization for success, you have to demand the best from your communication solution.

The videoconferencing industry has adopted the notion that “good enough is good enough.” But it’s not—not for your business, not for your first impression, and not for your mission-critical relationships. Your ability to communicate effectively is what ultimately drives your company forward, from what it is to what it can be. From enabling the instant, engaging collaboration needed to create the storyboard for the next Academy Award-winning animations to attracting top talent to serve as the front line of your customer interactions, Lifesize is transforming the experience of communication for the modern workplace, redefining the expectations for video conferencing technology, and empowering global teams to be more connected, productive, and engaged.

Your business isn’t just your products, services, or brand. It’s people, conversations, and relationships. The actions and interactions that take place every day determine your standing as an organization and, inevitably, your bottom line. When you want the best people to work with you and do their best work for you, you have to make every effort to equip them with the best tools to be effective. For our customers, this effort means enabling their teams to work where they do their best work while always being accessible and face to face with their customers, clients, and teammates without compromise.

Forget characterizing video conferencing as the next-best alternative to meeting in person. Teams that base their communication strategy on Lifesize get a level of interaction that’s better than meeting in real life—a breakthrough experience that makes video communication and content sharing not only seamless but intuitive. Lifesize technology lets you present your business in the best light and make an unrivaled impression with each and every conversation and interaction. If you could empower your people with a secret weapon, wouldn’t you? Imagine a tool that enables an experience so immersive that conversations flow naturally and ideas are flawlessly conveyed. Audio is so precise that not one word is lost, and video is so stunning you forget where you are. Lifesize has revolutionized video communication beyond imagination with the most captivating experience ever.

We are delighted to present this report to share some of the extraordinary things organizations are doing with high-quality video conferencing. Our dedication to our customers is at the center of everything we do as an organization, and their willingness to share their stories and offer their views on the transformative power of high-quality video is the highest compliment.



CRAIG MALLOY
CEO
LIFESIZE

GLOBAL COMPANIES TRANSFORM BUSINESS COLLABORATION WITH HIGH-QUALITY VIDEO

As the latest collaboration platforms incorporate high-resolution, on-demand video, line-of-business professionals are changing how they communicate internally and with external partners

Dynamic, on-demand communications are the lifeblood of digital workplaces—whether in corporate offices, on the road, or across partner ecosystems. But to fuel today’s business requirements, these communications must smoothly flow across a diverse mix of closely integrated channels, including video, audio, text messaging, and content sharing. While each plays an important role, depending on what collaborators need at any moment, one modality is gaining importance for modern businesses: high-resolution, on-demand video.

Stellar video lets professionals read nuances in facial expressions to break through language hurdles at global companies. It lets digital artists evaluate important details of animated movie heroes as they’re being brought to life. It helps medical specialists examine and accurately diagnose patients in a distant city or country. Knowledge workers often stay more focused and engaged in video meetings that discourage the multitasking that goes on in standard teleconferences. In short, high-quality video and integrated collaboration capabilities are becoming essential resources for progressive businesses.

“Our people expect instant, engaging, and efficient communications to connect with each other and with external partners—and they want them with the click of a button,” says Alex Timbs, head of IT at Animal Logic, the Academy Award-winning digital studio behind global cinematic hits such as *Happy Feet*, *The LEGO Movie*, and *Peter Rabbit*.

In addition to its studio in Sydney, Australia, the company has offices in Los Angeles and Vancouver. Animal Logic executives strive to create a “one-team intelligence” even though people are in different hemispheres and time zones. “Collaboration tools are critical for a truly global team,” Timbs says. “We couldn’t achieve that with just voice and email communications.”

Unified communications platforms aren’t new. Their pre-Millennium roots go back to systems that ran on PBX telephone services and lacked video capabilities. But the rap on these and more recent systems has been the tough choices they’ve forced on corporate decision makers, who have had to balance lifelike video collaboration, technical complexity, and high costs. The answer for many companies has been to relegate the best—and most expensive—systems to executive conference rooms, while line-of-business staff settled for inexpensive, web-based services and

HIGHLIGHTS

- Global companies are reaping new business benefits from video-oriented workspaces that are transforming internal and external communications.
- New cloud services paired with specialized hardware enable the high-resolution video conferencing that brings these modern workplaces to life.
- Along with the right technology, organizations must navigate cultural and security issues to achieve the full potential of video-powered communications

While choosing the right technology is important, **it takes more than hardware, software, and services to achieve the full benefits of video-powered integrated communications.**

poor-quality webcams embedded in laptops and smartphones. Now, some leading organizations are adopting newer technology that marries cloud services and specialized hardware to avoid these trade-offs and enable video-oriented workspaces that reap important business benefits.

While choosing the right technology is important, it takes more than hardware, software, and services to achieve the full benefits of video-powered integrated communications. IT and business managers must prepare for stumbling blocks that arise over managing not only the technical but also the cultural, security, and privacy challenges of highly collaborative corporate cultures. When those issues are addressed, companies enable new use cases that can take video communications beyond room-based systems to pop-up workspaces, home offices, and partner sites anywhere in the world.

A New Take on Collaboration

The mainstreaming of digital workplaces and ubiquitous video communications is prompting businesses to increase spending for new collaboration platforms. Worldwide spending for unified communications is on track to grow about 17% a year through 2024, topping out at nearly \$143.5 billion, according to the business analysis firm Research and Markets.

The desire to reduce travel expenses, a longtime catalyst for unified-communications spending, continues to spur investments in collaboration systems, says Theo van der Kouwe, senior project manager, IT, at Shimano Europe, the Eindhoven, Netherlands, subsidiary of Shimano Inc., the global sporting-goods manufacturer headquartered in Sakai, Japan.

He hasn't conducted a formal return on investment (ROI) analysis to assess the value of reduced travel requirements, but he estimates that in less than six months, Shimano paid for its investment in its current video conferencing system.

Van der Kouwe and other executives are eyeing additional opportunities. For example, when high-quality video conferences are as easy to launch as traditional teleconferences, they keep people more closely engaged during meetings and less likely to multitask. "Better attention usually translates into more thoughtful responses and perhaps even shorter meetings compared to teleconferences and in-person meetings," van der Kouwe says. "People stick to the agenda."

High-quality video is also helping companies compete for top talent. Canada's Tangerine Bank deploys pop-up banks using mall kiosks and other access points outside of its brick-and-mortar offices. Video conferencing helps hiring managers find local talent well before the new locations are opened to the public. "We have more time to attract the right people compared to when we had to wait to actually be on-site," says Giancarlo Palleschi, telecommunications analyst for the Toronto-based subsidiary of Scotiabank. "Now, the candidates we're interested in can click a link for HR to interview them. Interviewers use the face-to-face conversations to assess the person's demeanor when interacting with customers."

Once the pop-up banking locations are opened, corporate managers use video conversations to stay in touch with remote staff, he adds.

Increased productivity is another outcome of effective collaboration. Professionals at large, global companies

are relying on high-quality video feeds to help them read body-language nuances beyond what many low-quality video systems convey. That's important when Shimano staff and executives in Europe, Japan, or any other country in the world hold virtual meetings. "People can tell whether someone who hasn't mastered a language is actually understanding what's being said, thanks to face-to-face communication over video systems," Shimano Europe's van der Kouwe explains.

Productivity also gets a boost when Animal Logic's global content creators use meeting rooms equipped with 75-by-84-inch, high-definition displays that project the latest versions of digital projects in lifelike detail, Timbs, the head of IT, says. The collaboration platform also helps the company tap into developers with specialized talent. "Five or 10 minutes of video conferencing with one of these experts is more valuable than multiple hours of emails and phone calls," he says.

Collaboration Platforms Continue to Evolve

A strong driver for new unified-communications investments is the desire for high-quality video at prices that don't confine the systems to executive conference rooms. New options are arriving that balance cost and quality better than in the past. These systems use compact hardware, known as codecs, with an integrated high-definition camera to transmit and receive video streams from a companion cloud service. In addition to sending real-time video information, these systems can integrate artificial intelligence and machine learning technology to help organizations enhance meeting productivity. The gains result from using analytics to determine optimal meeting lengths, the ideal number of participants, and the best times of day to schedule meetings. Cloud services relieve IT staffs from having to manage servers, software updates, and data backups—those tasks are handled by the service provider. All the bridging of meeting participants

happens in the cloud, which also frees up time for the technical staff.

"Each of our permanent banking cafés has a video conferencing unit on-site for monthly meetings with headquarters personnel," Tangerine Bank's Palleschi says. "I used to be involved in setting up the meetings and making sure everything was working correctly. I don't have to be involved anymore, because using the technology is so intuitive now."

What other features characterize leading video-collaboration platforms? Four capabilities are part of the growing list of must-haves.

Embedded audio. Participants can use their communications device of choice—a conference room's hardware unit, laptops, smartphones, or tablets—for both video and audio, rather than having to phone in separately. In addition to making it easier to join meetings, the integration ensures that audio and video feeds are accurately integrated. "We're in an industry where it's critically important to have audio and video in sync," Timbs says. "It looks horrific to us if they're off by even a second in a video conference."

Virtual personal assistants. These digital tools help organizers schedule meetings and address setup issues. According to the technology research firm Gartner, 40% of meetings will use virtual concierges and advanced analytics by 2022.

Meeting optimizers. Leading systems make it easy to record meetings and create transcripts of what was discussed. In addition, participants can share PowerPoint presentations and spreadsheets or take advantage of virtual whiteboards that let participants contribute text or drawings to a shared screen image for everyone else to see and update.

Sector-specific conferencing platforms. Because some business sectors, such as healthcare and law enforcement, have unique collaboration requirements, platforms are becoming available that address these specialized needs.

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3 INNOVATIONS COULD CHANGE BUSINESS COLLABORATION

Executives at companies that rely on high-quality video conferencing say they're closely watching the potential of three maturing innovations.

- 1. 4K video.** This new standard supports video resolutions of 4,000 pixels—or about eight times more data than current high-definition displays. Once vendors release a critical mass of higher-quality lens and software to fully support these resolutions, 4K video may replace the high-definition standard and enable new video use cases for immersive business meetings and telemedicine procedures.
- 2. Web Real-Time Communications (WebRTC).** This technology is becoming more widely adopted to support video conferences running natively in browsers. WebRTC eliminates the need for participants to use software plug-ins or hardware dongles to join video calls. The benefit: anyone with a camera-equipped device, such as a laptop or smartphone, can easily communicate via high-quality video streams.
- 3. Artificial intelligence (AI).** Already part of leading collaboration platforms, AI has the potential for more-sophisticated capabilities. For example, in addition to automatically resizing images to show everyone sitting around a conference table, AI can zoom in on speakers, identify them using facial scans and display their names and titles so everyone knows whom they're viewing. Similarly, while today's AI creates verbatim transcripts of meetings, the technology may eventually summarize content to help people retain important takeaways from the multiple meetings they attend.

Challenges Still Vex Video Conferences

The latest platforms simplify and enhance video collaboration, but business and IT planners must still be alert to challenges—both technical and operational—that can derail digital meetings.

Technical problems still surface around video's hunger for bandwidth. Depending on the prevailing capabilities of local countries, professionals communicating with counterparts in other regions may see gaps in video performance. "That is a hurdle for global rollouts," says van der Kouwe. He advises decision makers to evaluate solutions for how well they prioritize audio and video and enable resolution adjustments to make the most of available bandwidth.

Security is another concern. Video conferencing systems should enable users to communicate over virtual private networks to protect intellectual property and sensitive information from being exposed to outsiders.

Role-based access controls can help ensure that people can view and screen-share only the content and data relevant to their jobs. Companies should also invest in security training tailored for people at all levels—from mailroom clerks to senior executives—to keep everyone updated on the latest risks and policies. Also, while tools for recording conferences may be handy, policies should be in place to make sure recordings don't happen accidentally or become available to unauthorized recipients.

Technical problems aren't the only ones, however. Companies also need to update their practices for hosting a successful meeting. For example, organizers must ensure that whiteboards and materials in conference rooms don't contain sensitive intellectual property or undisclosed financial information that can be clearly displayed in today's high-definition video feeds.

Global executives also say that, depending on personalities and cultural norms, some people may be hesitant initially to communicate in front of a camera. In some cases, this requires a more gradual adoption of video meetings into daily business activities.

Getting from "No" to "Yes"

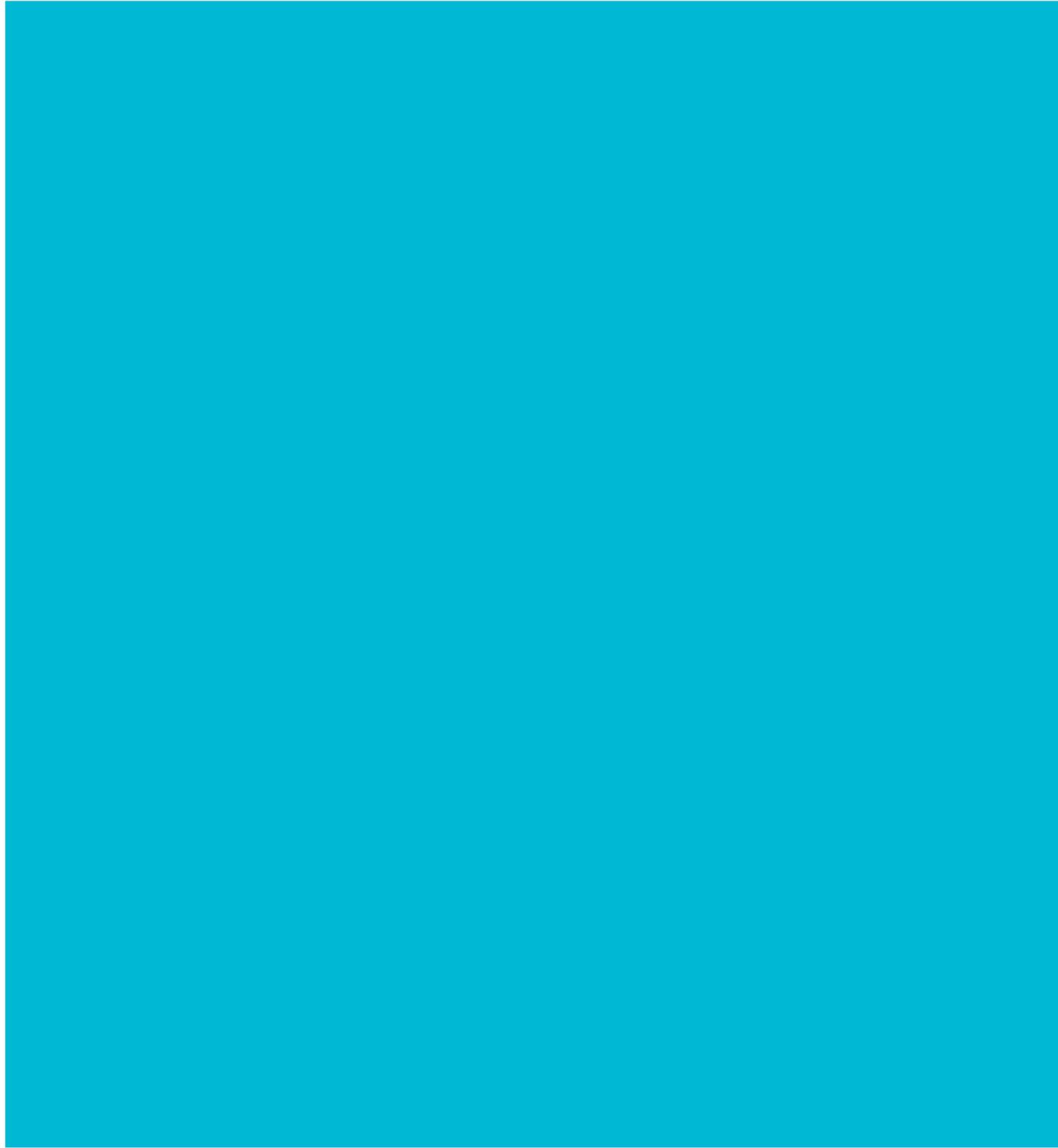
Video is becoming a ubiquitous way for people to communicate and share information in their personal lives. This creates expectations for having similar resources in digital workplaces where the requirements for resolution quality, security, and other technical and cultural capabilities are much higher. With careful evaluation of available platforms, decision makers are finding the right balance of quality, price, and ease of use. "I'm able to remove 'no' from my video conferencing vocabulary, which wasn't the case in the past," Palleschi says. "Now, when people ask, 'Can I join from this device?' The answer is 'yes.' 'Can I join in from this location?' 'Yes.' 'Can I have this many people in a video conference?' 'Yes.' That not only makes my job easier, it helps everyone work more effectively."



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