

FIVE REASONS BUSINESSES CRAVE VIDEO CONFERENCING

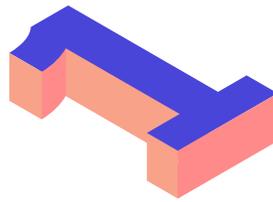
And why it belongs in
your tech stack



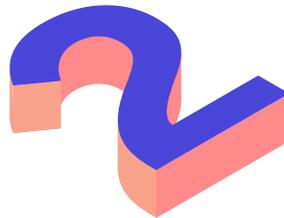
It's Nice Seeing You Again

For modern and innovative businesses to grow and globalize, building and maintaining quality relationships with partners, suppliers, internal teams, investors and customers is essential. Utilizing a simple, unified video conferencing solution within your organization not only enables you to communicate just like being there in person (minus the travel expenses), but it also enhances the face-to-face communication necessary for productive and authentic collaboration.

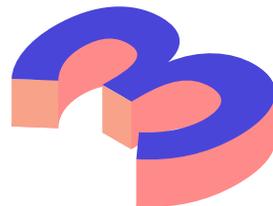
Cloud-based video conferencing services make it easy for just about anyone to spin up a trial in their department and get started. But before you do, it's a good idea to take a moment and get IT involved. Having video conferencing in a tech stack owned and managed by IT can take the service from a department-specific meetings' feature to a game changer for the organization. Here are the top five reasons why businesses deploy video conferencing and why it's such a benefit to have IT involved in the decision process.



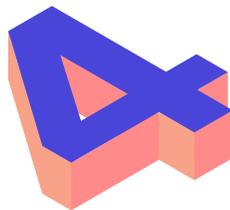
**Enable
the Digital
Workforce**



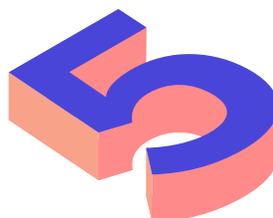
**Simplify
Management
and Usability**



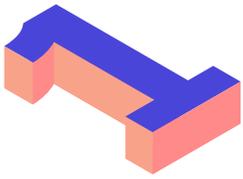
**Rally
Communication
and Culture**



**Increase
Communication
Reliability**



**Improve Value
and Reduce
Redundancy**



Enable the Digital Workforce

With a third of every workday spent in meetings^[1], we can't help but develop a love-hate relationship with scheduling and attending them, let alone actually participating in them. Utilizing video conferencing software not only creates a collaborative, modern meeting culture in your organization, it can also revive the reputation of what a good meeting should be. According to a recent survey of Lifesize users, 85 percent cited an increase in productivity just by implementing video conferencing technology in their meetings^[2]. Here's why:

Faster Decision-Making

The single most compelling reason to install any technology is to be more productive. No one ever bought a fax machine to save on postage. Email wasn't designed to save money on paper. Advances in technology for the office have always been about speeding up business. Video conferencing gets you face-to-face in an instant, and with **93 percent of communication being nonverbal in nature**, video meetings help you make and maintain real human connections, irrespective of distance, so that you can finalize decisions with confidence.

Improved Collaboration

A unified collaboration tool is easy to integrate into your daily workflow and essential for increased productivity. While our research shows that scheduled meetings are still widely used, it also shows that more conversations are happening organically, without a calendar invitation and over shorter periods of time^[3]. In fact, the average length of a Lifesize call is only 20 minutes, well under the 30- or 60-minute meetings you may be used to. Tools like chat, video conferencing, and recording and sharing save time and enhance the meeting experience through persistent, engaging collaboration.

Better Conference Room Experience

Productive meetings come from the marriage between quality technology and good meeting habits. In our recent survey, we found that by adding video conferencing technology to the meeting room, relationships were marked as improved, the time required to complete projects and tasks dropped, travel dependencies were all but eliminated and the communication comprehension between attendees became notably stronger^[2]. The Lifesize conference room solution breaks down like this:



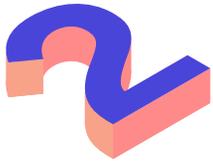
The Lifesize® Icon Series™ has options for small, medium and auditorium-sized video conferencing rooms. Just connect the camera to the TV and the internet, give it power and pair it to your Lifesize account to start making video calls.



The Lifesize® Phone™ HD is a touchscreen conference phone that handles the audio elements of your conference calls and makes it easy to search the directory, check the room calendar and initiate calls with intuitive touch navigation.

“Now, our management group, support staff and attorneys can collaborate regardless of their location, with ease — limiting travel time and increasing meeting attendance by participants who did not previously have the time to spare.” — Laurent Petit, IT Manager, Gevers Group

Improving collaboration is a key driver for businesses to adopt video conferencing solutions. By limiting the number of department-specific rollouts and getting IT involved in the decision, businesses are able to spread the benefits to the entire organization. This limits collaboration silos and creates a single global directory that makes it easy for cross-department collaboration and company-wide communication.



Simplify Management and Usability

Deploying or consolidating to a single conferencing and collaboration solution that covers all of the different ways people like to communicate is vital in the digital collaboration revolution. A unified and uncomplicated video conferencing solution not only makes communicating easy, it also reduces the confusion of having too many overlapping apps, simplifies troubleshooting and maintenance, and saves everyone time and energy by minimizing training needs.

A Simple UI Is Key

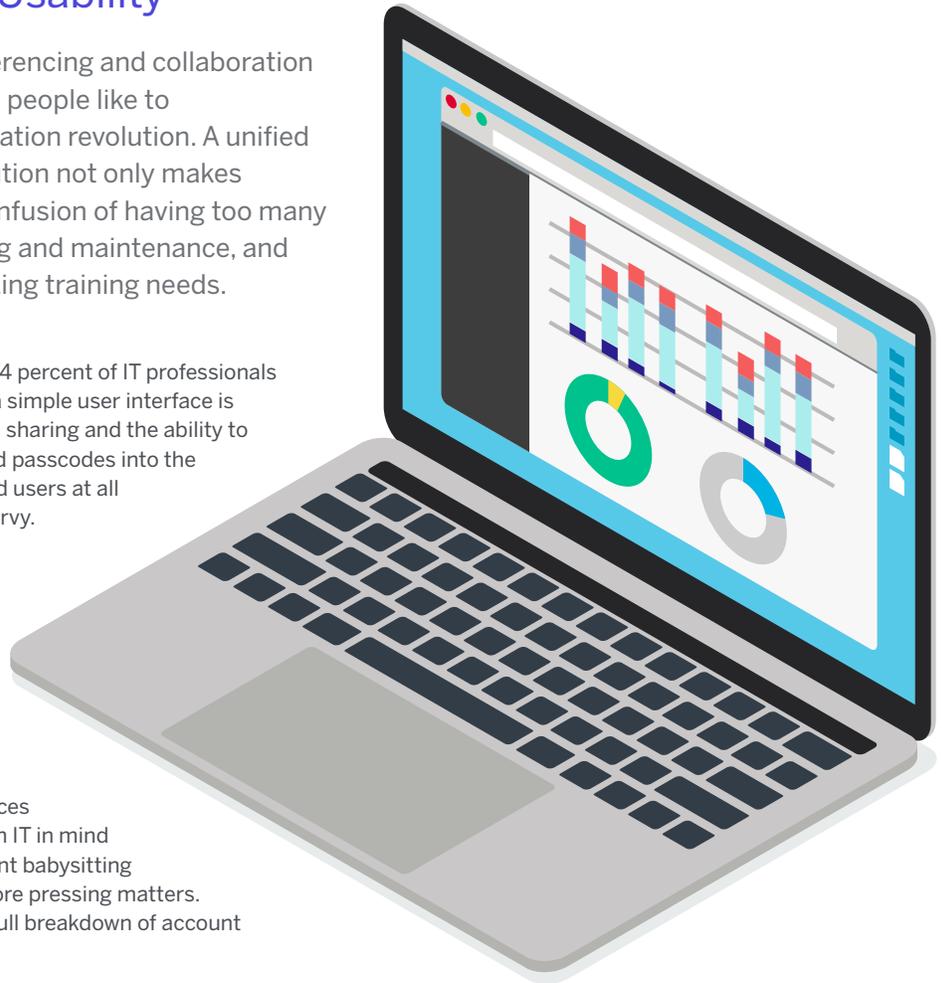
In a recent Lifesize survey conducted by Spiceworks, 74 percent of IT professionals surveyed across North America and Europe said that a simple user interface is critical for their users. Easy-to-use features like screen sharing and the ability to call people by name instead of bringing dial strings and passcodes into the mix enhances the web conferencing experience for end users at all tech skill levels, making the learning curve a lot less curvy.

Ease of Management

The availability of cloud-based video conferencing software changes the game for the IT admin. Moving the infrastructure into the cloud eliminates the burden of maintaining and optimizing on-prem video conferencing equipment. Today, managing a video network is as simple as logging in to a web-based admin console to add users, set preferences and access usage reporting. Lifesize was designed with IT in mind — meaning we took out the parts that required constant babysitting so that users can just use it and IT can worry about more pressing matters. Check out the [Lifesize Admin Console Overview](#) for a full breakdown of account management.

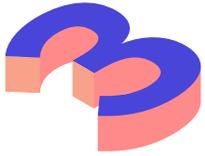
The Network Effect

No one wants to use a technology solution that's too complicated, and the more logins users have to manage, the more likely they are to abandon everything. The network effect states that the effectiveness of a solution grows exponentially with each additional person using it. This means that the easier your video conferencing solution is to use, the more it will be used — benefiting everyone in the long run. Lifesize integrates with most Single Sign-On providers and is available across all devices, making it simple to stay connected.



“Right now, we are also in process of implementing Lifesize. Although the need for IT support for Lifesize is minimal, we think that the cloud will reduce IT issues even further and provide our clients with additional ease of use.” — Candido Segarra, President, Foresight

Consumer-based apps and connected device services have proven how important ease of use is for technology adoption. Businesses look to video conferencing solutions like Lifesize to solve the collaboration inefficiencies brought by legacy audio and web conferencing tools with a modern, simplified, click-to-call meeting experience.



Rally Communication and Culture

As the workforce evolves, more and more companies are prioritizing mobility, flexibility and modern forms of communication over private offices and seclusion. Teams are expanding their search for the best talent to include candidates outside of the hub of corporate HQ. As the trend toward remote offices and teleworkers continues to grow, the need for team communication becomes critical for not only the business, but also the culture. Having a video conferencing solution that integrates with your company directory makes it easy to instantly connect face-to-face, whether you're across town or thousands of miles away.



Remote Employees

One of the biggest disadvantages for work-from-home employees is the feeling of isolation. Being able to see the emotions and nonverbal elements behind the words of a conversation takes communication to the next level and removes communication barriers for remote employees. It's amazing what a morning coffee over video can do for team connectedness and culture.

Mobility

While the conference room continues to be the main hub for most online meetings, cloud-based video conferencing makes it easy for anyone to connect right from their web browsers anywhere they have a decent Wi-Fi connection or right from their phones. Lifesize supports Android™ and iOS mobile devices as well as Windows® and Mac® computers, making it easy for companies with BYOD policies to enable the entire company with video conferencing.

Work/Life Balance

According to recent research about employee time off, more than half of the American workforce left vacation days on the table, totaling 658 million unused days in 2015 ^[4]. Traveling for work is fine, but when it starts to eat into your personal or family time, that's a sign to look for a change. One way to push the balance in your favor is to offset your commute and work from home during peak rush hours. Video conferencing gives you the ability to kick off the day connecting face-to-face with your colleagues rather than wasting time in morning traffic. Frequent flyer miles from business trips are good, but a healthy, well-rounded lifestyle is so much better.

"We like Lifesize because the product works for us in every setting: from quarterly all-hands meetings that involve nearly 500 people across 13 offices to global hack-a-thons and planning sessions. It's a core part of our operations. Simply put, sometimes communication needs to happen in person, and when you're geographically dispersed, that can be a challenge. Video conferencing helps bring it together for Return Path." — Diz Carter, VP of Operations, Return Path

Video conferencing is unique in its ability to represent all of your nonverbal inflections and gestures. It removes communication uncertainty and creates better, more human interactions by giving everyone a voice and a face at the table — even when connecting from thousands of miles away. But as with any technology, remote connectivity and mobility can cause security and reliability concerns for IT, which is why it's so important to have IT buy-in for your collaboration software.



Increase Communication Reliability

Conferencing and collaboration tools are constantly becoming faster, more secure and easier to integrate as our workplaces advance and modernize. Many companies are even transitioning into video-first organizations — meaning they use video conferencing as a first line of communication and fall back to audio only when needed. As video conferencing quickly becomes a business-critical function, it's important to find not only the service reliability but also the support reliability of an enterprise-class solution.

IBM® SoftLayer® Stability

Constantly worrying about your company's communication connectivity can be stressful. When you have Lifesize calls or meetings with participants located around the world, instead of traversing the entire distance on the public internet, the call is routed to the nearest SoftLayer PoP (point of presence), where it jumps on their ultrafast, 2,000 Gbps fiber network to navigate the globe with minimal handoffs between data providers. The call isn't constantly hopping between different network switches and providers like it would on the public internet, which would increase latency and produce a much lower quality call. The Lifesize and IBM Cloud relationship is made for increased communication reliability.

Safe and Secure Video Conferencing

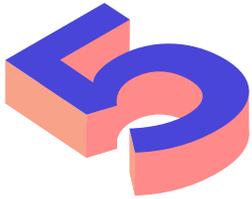
Between the mobility requirements of your remote workers and the highly-confidential nature of your business conversations, security is a crucial factor in choosing cloud-based video-conferencing services. Lifesize controls, policies and vendor management are aligned with ISO (International Organization for Standardization) best practices, and all of our communication streams support 128-bit AES (Advanced Encryption Standard) and TLS (Transport Layer Security) encryption for all signaling. For a full breakdown, check out the [Lifesize Security Overview](#).

Extreme Customer Support

Alongside the reliability requirements of an enterprise-class solution are the support requirements of an enterprise-class solution. One of the things we accept from free or consumer-grade services is that if it breaks — well, at least I didn't pay for it. Support is a key element for any business-critical app, and at Lifesize, we think we have the best customer service that you probably won't need. We are with you during onboarding and continue with you throughout the duration of our relationship, making sure we always provide you with the best possible service and earn your business for life.

"Lifesize provides a superb, yet simple video conferencing solution that supports all of the ways our team communicates — both on-the-fly and through scheduled meetings — and at a much higher quality than free services like Skype or Google Hangouts. As an added bonus, we're also able to integrate our mobile devices with the solution to expand accessibility even further throughout the company. I can confidently say that after my experience with the product, I believe Lifesize is the right mix of hardware, software and service for our video needs at BigCommerce." — [Arran Goffe, IT and Facility Manager, BigCommerce](#)

IT's involvement in the service selection is critical when reviewing bandwidth and security requirements. Also, businesses looking to Lifesize for increased reliability will find a financially backed service level agreement (SLA) that covers the connectivity and availability of our cloud-based service with 99.9 percent reliability per month.



Improve Value and Reduce Redundancy

People are cutting the cord on cable TV and finding better value in online streaming services. A very similar situation is being seen in the cloud collaboration space. Companies are dropping their legacy audio and web conferencing providers and finding more value in a solution that covers video, audio, web and chat and easily scales to their business needs.

Interoperability

Collaboration tools should support all of the ways your teams communicate and connect. A solution with standards-based interoperability allows you to extend your investment and get even more value from the solution by integrating with other communication tools inside and outside of your company, across vendors, partners and customers. For example, Lifesize interoperates with Skype for Business to provide a clearer audio and video experience in the meeting room by enabling direct calling between Skype for Business users and Lifesize® Icon™ conference room systems.

Travel and Out-of-Office Time Savings

Traveling for work isn't really a luxury anymore, and nothing about it seems to be getting much faster or more productive, either. From the out-of-office time saved on travel to the daily time saved through more productive, shorter video meetings, time savings is a key factor driving organizations to consider and adopt video conferencing technology. Why send an email when you can virtually chat face-to-face, and why drive to the other side of town to ask a question when you can just do a quick video call? And yes, of course, teleportation will bring with it a new era of travel productivity and time efficiency, but while that's being worked on, video conferencing is a fine substitute.

Effortless Scalability

The days of purchasing "technology boxes" for video conferencing abilities are over. The enormous financial step previously required to move from low-quality free video or web conferencing services to HD business video calls has dramatically reduced. Cloud video conferencing software means you can now start small with your video conferencing strategy and build up as you need it, easily and more cost-effectively than ever before.

"Lifesize allows our teams to communicate from anywhere and any device, without costly infrastructure investments, IT hassle, or connectivity issues. Having the Lifesize interface available in 15 languages will help us expand our collaboration beyond our English-speaking team members. We'll be able to bring more people, in more sites and more departments, into the discussion, which will move our business forward faster." — Jose Luis Vega Pardo, Infrastructure and Security Manager, Capsa Food

When researching the total cost of ownership (TCO) of a collaboration suite, many companies are unaware of just how much is being spent on all of the different collaboration tools across an organization. In fact, in a recent study, we learned that 56 percent of IT professionals don't know what they're spending on collaboration solutions^[5]. Shadow IT makes things even worse by adding hidden costs usually unmonitored by the IT department. How much could an all-in-one collaboration solution save you?

Five Reasons Businesses Crave Video Conferencing

Five Ways Lifesize Can Satisfy Your Video Conferencing Craving

Lifesize has been at the forefront of video conferencing and collaboration, delivering high-quality solutions designed to bring people together for more than a decade. Our latest innovations to the Lifesize cloud-based app make it simple for your entire organization to connect over video to get business done. Our user-friendly interface and features like screen sharing and calendar integration make it easy to replace outdated, costly, audio-only services with more meaningful face-to-face conversations. And, unlike consumer-grade apps, Lifesize was built for business and with IT in mind. We have more than a decade of experience designing HD conference room cameras and touchscreen conference phones, and we even offer a financially backed SLA with 24x7x365 support.

Integrated Search-Based Directory

The centralized Lifesize directory puts video, audio and web conferencing together with chat and group chat in the same place so users can just click on a name to start a conversation — no hold music, no waiting for moderators, no dial strings. It's as easy as making a call or chat can be.

Plug-and-Play Conference Room Cameras

Setting up a conference room with Lifesize doesn't require a technology degree — just connect the camera to a TV and the internet, give it power and pair it to your account to start making calls. Conference room systems update automatically so you don't need to make the rounds installing updates.

Unlimited Guest Invitations

Send a meeting or calendar invite to anyone inside or outside of your organization and connect over video right from your browser. Your guests don't even need to download the application; they just click on a link and everything works in the browser.

Full Streaming and Recording Solution

From extending the message to everyone who needs to hear it with **Lifesize® Live Stream** to capturing and archiving the ideas and information being discussed every day with **Lifesize® Record and Share**, Lifesize will change the way your business operates and open you up to new ways of collaboration.

Network Reliability and Security

Lifesize utilizes the 2,000 Gbps private IBM® Cloud network to traverse the globe with industry-leading performance, reliability and scalability. Controls, policies and vendor management are aligned with ISO best practices, and all communication streams support 128-bit AES and TLS encryption for all signaling.



[Download a Free 14-Day Trial](#)

[Take a Tour of the Lifesize App](#)

Sources:

- [1] [Own Your Meetings](#)
- [2] [The Results Are In: Video Conferencing Is a Productivity Powerhouse](#)
- [3] [Nothing Terrible about These Twos](#)
- [4] [The State of the American Vacation](#)
- [5] [The Hidden Costs of Collaboration](#)

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Why Video Conferencing Belongs In Your Tech Stack Guide