

EXECUTIVE BRIEF

DEVELOPING A BUSINESS CASE FOR DYNAMIC VIDEO COLLABORATION

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Underwritten by:

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This Executive Brief is a summary of the white paper: Dynamic Video Collaboration- Developing a Business Case

KEY POINTS

- The white paper provides a guide to corporate considerations in expanding video conferencing capabilities and use.
- Step one is to establish the business benefits of adopting or expanding organisational videoconferencing.
- Maximising ROI and reducing risk can be achieved by adopting a flexible open architecture for videoconferencing allowing for long term solutions.
- With a selected video partner, business cases can be developed comparing ownership of video facilities versus a service-based approach.
- Strategic and tactical objectives for enhanced video communications can be developed with a video solutions partner.
- Until they begin to use a video communications system, organisations cannot be certain how it will integrate with business activities. Avoid being prescriptive and strive for maximum flexibility allowing for upgrades and future changes in usage.
- Buying a service rather than acquiring a fixed solution allows for maximum flexibility.
- A specialist solutions advisor will assist in developing a solid business case using measurable communications and productivity efficiencies for current and future video communications.
- Videoconferencing equipment vendors are making video collaboration tools that seamlessly integrate with other collaboration systems. They are easier to use, scalable and affordable.
- With increasing workforce mobility and the ubiquity of mobile technology, team members are more often geographically separated. This will become more common in the future.
- Reduced travel budgets and the growing concern for carbon emission will drive the expansion of telepresence.
- Security for broadcast communications and bandwidth capabilities capable of dealing with video transmission and other business applications will be critical components of a new communications strategy.
- In planning video communication infrastructure consideration must be given to optimisation of videoconferencing facilities, infrastructure services, scalability, integration of video within the overall collaboration platform and ease of use.
- In expanding videoconferencing capabilities infrastructure will require technical advances for multi-point HD conferencing, ability to communicate with external video systems through IP and ISDN, establishing simple systems of dialing and multigating costs with ISDN charges.
- Establishing a fully integrated videoconferencing requires more expertise than that provided by a single-brand vendor. An independent solution provider with a broad technology portfolio and skill set is preferable.

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**IMPORTANT
DATA**

- The acquisition of a suite of equipment is less effective than using a service provider concerned with the ongoing benefits to a business.
- If video services are integrated seamlessly into existing communications systems their use and effect will be increased. For maximum effect on ROI, options must be explored before adopting a system.
- To ensure a high adoption rate for video services among employees, quality of service is essential. Consider in advance, environment, service and value.
- Quality of service depends on ensuring functionality, addressing service access and support to users.
- The advantage of using a single service provider is that such a company will take responsibility for the performance of the entire service.
- Ease of use of videoconferencing and reliability equal to that of a telephone will drive use.
- An ideal video communication system will be one that can be easily used spontaneously. This is necessary for a system to achieve widespread use in an organisation.
- A number of delivery modes are available for video communication. They include cloud-based video-as-service. It is highly flexible and available for use in any location on any platform and with any connectivity.
- A hybrid or private cloud mode is more expensive but it is equally as flexible with the added benefit of in-house control of security.
- An in-house system of delivery demands maintenance. This can be outsourced for additional costs.
- In-house service delivery allows control of infrastructure and security. In certain organizations it can be an economical option as it does not incur additional costs from the supplier.
- The choice of delivery model will be based on extent of internal resources, required flexibility, scalability, geographic extent of use and affordability.
- Formalise a service level agreement with a service provider. For video communication services expect 100% reliability.

NEW INSIGHT

- The use of telepresence is expanding. Beyond video conferencing collaboration through video is being used for cooperative product development, negotiations and interaction with executives.

**SUMMARY
TREND**

- Video is increasingly becoming ubiquitous in communication. Familiarity with video in mobile devices makes employees quite comfortable with its use in business communications.

**IMPORTANT
DATA**

- Market analysts report that videoconferencing is no longer considered a luxury for business.
- A 2012 IDC market forecast indicates a growth of integration of video with unified communications and collaboration. Video communications are increasing among workgroups and users of desktop and mobile devices.
- As mobile devices proliferate and personal devices become the norm in business communications, organisations will of necessity have to adapt communication services, such as telepresence to the new reality.

TAKEAWAYS

- Video communication capabilities must be compatible with other existing collaboration and communication tools.
- Advanced cloud communication services combine video with other information sharing systems allowing video presence that permits time-sensitive decision making between remote participants.
- Integration of video communication tools with programs already familiar to employees will enhance the growth of video communication.
- Video communication has a much broader reach than in house communication and collaboration. It is a powerful communication tool to reach customers, suppliers and stakeholders.
- With organisations seeking to cut costs of travel and reduce time wastage, costs associated by videoconferencing should be seen as an operational as opposed to a capital expense.
- Careful deployment of video services within an organisation will deliver cost efficiencies and significantly improve the environment for decision making and product development.

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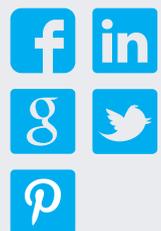
Videocall is a leading service provider and systems integrator of on-premise and cloud based video collaboration.



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