

LOOK TO VIDEO

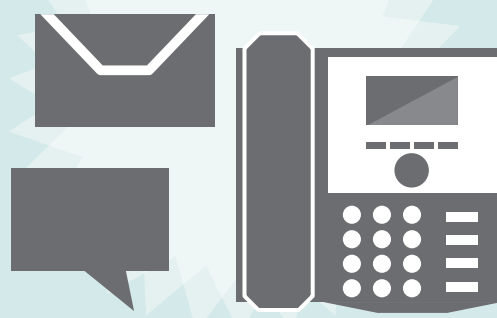
Pervasive Video Users Do UC 30% More



We call it the UC ADOPTION DILEMMA!



What do today's ITDMs want most? They want their end-users to embrace all the UC tools at their disposal. Market trends are creating a range of desktop-oriented technologies.

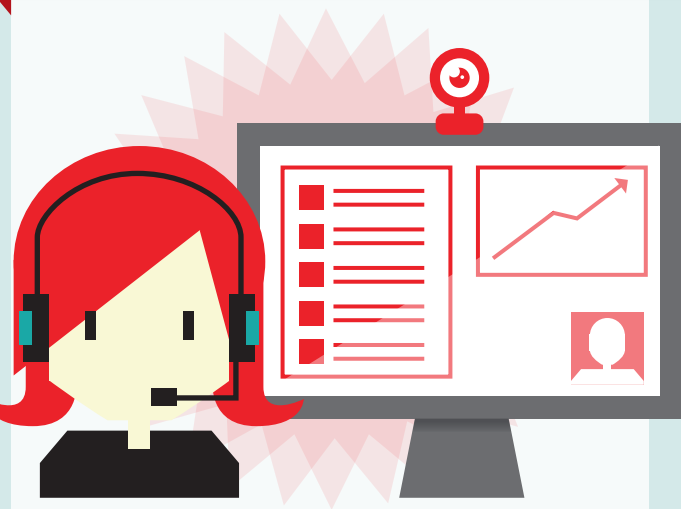


But workers are stuck in an IM and Email rut. The trick is to make them take the next step to resolve the **DILEMMA!**



It's not just about travel savings anymore, UC is about increasing productivity and revenue.

In a showdown between businesses using typical UC tools versus businesses with pervasive Video Conferencing users, the advantage couldn't be clearer...



BUSINESSES WITH PERVASIVE VIDEO USERS

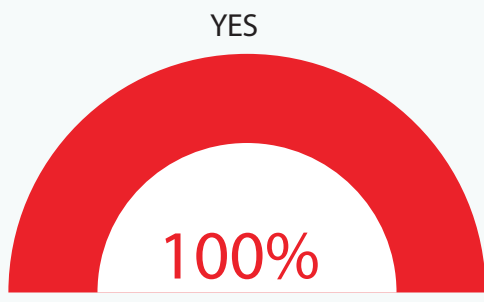
The influence of video and making it pervasive

VS.

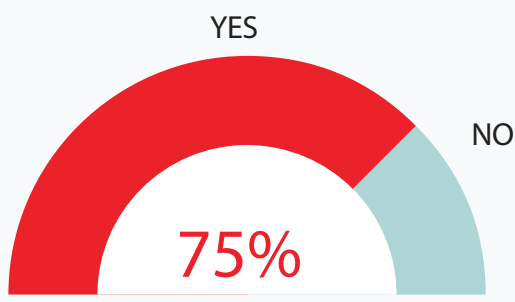
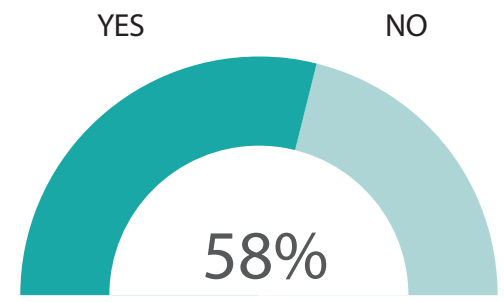


TYPICAL UC BUSINESSES

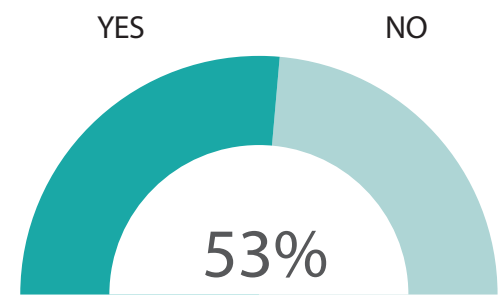
BETTER BUSINESS ENABLEMENT DRIVES REVENUES



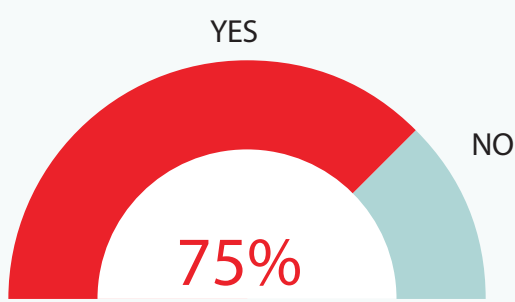
Experience accelerated decision making



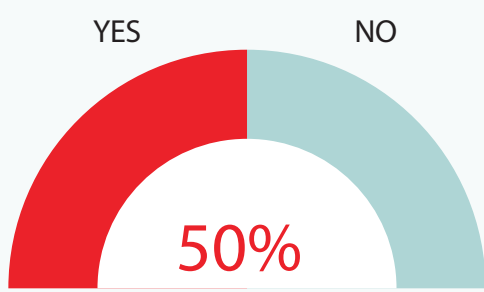
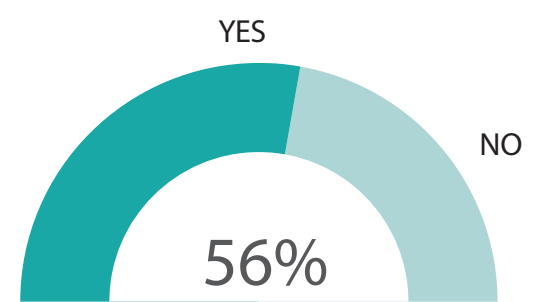
Improves customer service



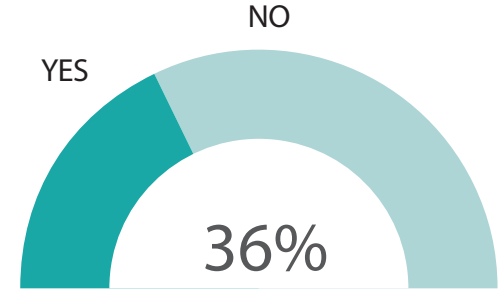
EFFECTIVE WORK MAXIMIZES EFFICIENCY



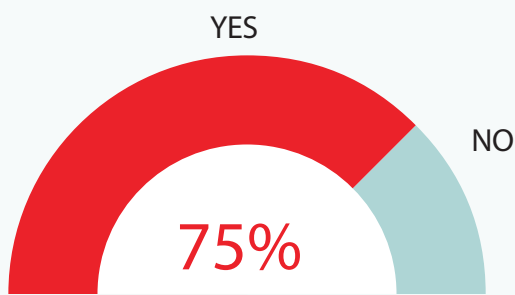
Improves collaboration and productivity across dispersed teams



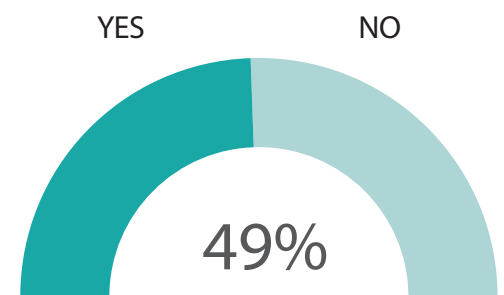
Improves business competitiveness



VIDEO CONFERENCING SUPPORTS THE NEW WORKPLACE



Enhances employee's mobility



Check out Logitech's video conferencing playbook for tips on how to resolve specific video conferencing situations info.logitech.com/LooktoVideo.html

Source:
1. 2013 Frost and Sullivan IT Decision Makers' Views on the Evolution of Enterprise Communications, N=880, IT decision makers, North America
2. 2012 Frost and Sullivan CXO Investment Plans for Communications and Collaboration Applications, N=263, C-level executives, North America