

# VIDEO CONFERENCING IN THE MODERN WORKPLACE

13 Ways to Assess a Solution



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## VIDEO CONFERENCING IN THE MODERN WORKPLACE

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The hybrid model of work is here. To build or maintain a collaborative culture and retain talent, organizations need to provide employees with effective video conferencing technology that they can use to communicate and work together with others at the office, from their homes, or while on the road. With so much at stake, it's important for organizations to find the right video conferencing solution partner. To set you and your organization up for success, here are 13 factors to consider when evaluating a video conferencing solution.



# 1 TOTAL COST OF OWNERSHIP

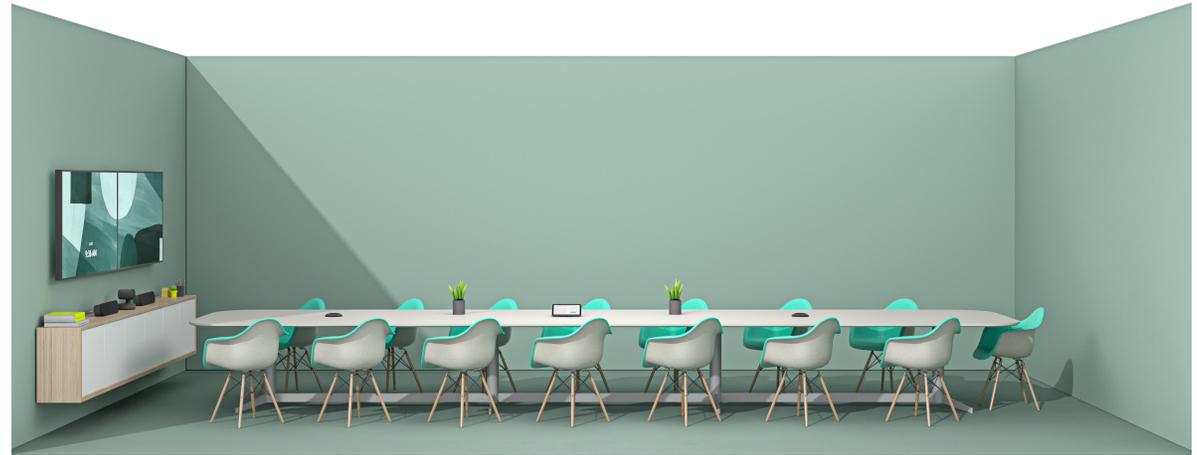
A premium video conferencing experience needn't come with a high-end luxury price tag. **At an affordable price, all users can have innovative, seamless, productive video meetings,** creating equitable experiences for everyone and maximizing the value of the investment.

# 2

## CONSISTENCY OF EXPERIENCE

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The introduction of new technology systems, solutions, and hardware usually requires employee training. So it's critical that the solution you select is **easy to use, has a familiar interface, and provides a consistent experience in every environment.** This will reduce the need for additional training, ensure a more rapid adoption rate, and result in a more productive collaboration experience.

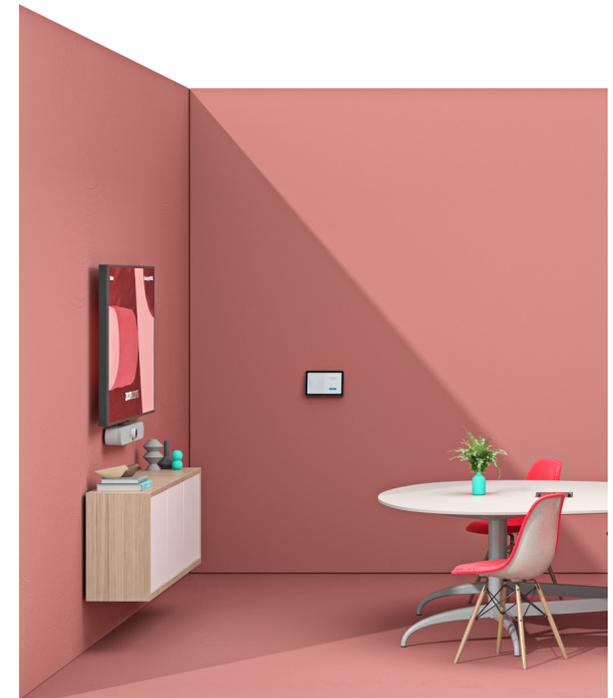


# 3

## FULL SOLUTION OFFERING

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The demands on video conferencing have evolved. IT departments need a video conferencing solution partner that provides far more than just video. Today's **best video conferencing partners present holistic solutions,** simplifying the IT buying decision and enabling IT to build a more consistent experience for employees across the organization. It's a win-win. Adoption by users increases while demands on IT decrease.





## 4 FLEXIBILITY

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Video conferencing advancements move fast. Ensure the solution you choose offers hardware and software options that are current and flexible. A solution that is flexible will allow you to expand your investment easily, even change your software platform or operating system, as your needs evolve. Focus on solutions that **can work seamlessly with multiple leading video conferencing platforms and can support multiple operating systems** and deployment modes.



## 5 SHARED EXPERTISE

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Established technology partners create long-standing relationships within the industry—including shared product certifications. Is the solution you're considering a specialist device built by a niche player? Is the solution recognized and supported by multiple video conferencing platforms? Ensure your video conferencing solution partner has the **requisite depth of industry expertise** to ensure the solution works for your organization and you can get help if you need it.

## 6 GLOBAL FOOTPRINT

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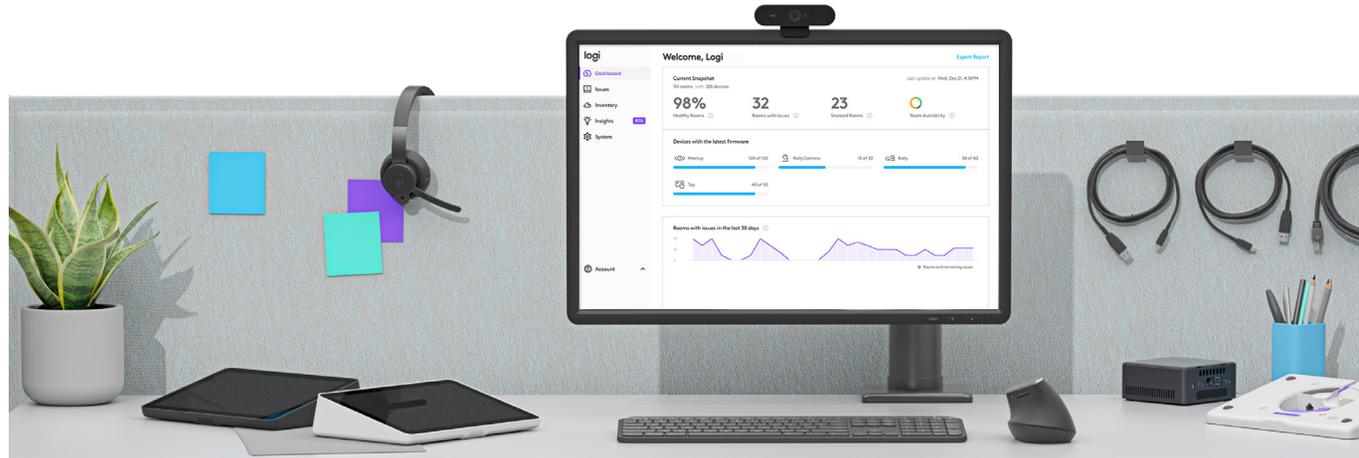
A video conferencing solution partner with a large network—global or national—reduces cost and eases IT stress. It's best to **select a solution partner whose operational presence matches yours**. Your entire office network then has more direct access to products and services, as required, and IT teams can establish relationships with local offices for support.

# 7

## LOW MEAN TIME BETWEEN INCIDENTS (MTBI)

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Modern electronics are generally reliable. Mean Time Between Failure (MTBF) is a common method to measure reliability. But it only reveals part of the story. MTBI—Mean Time Between Incidents—is a more valuable measure. By their nature, video conferencing systems live at the edge of the network, out in the field. So seemingly small incidents can have big ripple effects. **A capable video conferencing solution partner with reliable products can ease the pressure on IT leaders** with increased responsibilities to support a mix of office and remote workers.



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## REMOTE MANAGEMENT

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Video support expectations are growing much more quickly than IT can manually scale. The proliferation of “video everywhere” means lots of devices. Anytime you’ve got a lot of something, you need a way to manage it all. **Empower your IT team with remote management solutions** that allow you to efficiently monitor, manage, and measure video devices and meeting rooms on any scale.





## 9 INSIGHTS

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Proving return-on-investment is a fact of business life, particularly for new technology. The best way to measure ROI is with accurate reporting. How many people meet over video? How long and when did the video meetings take place? What happens in meeting rooms where video isn't used? Were four people present in a meeting room built for 20? Or, were 20 people in a room built for 15? Ensuring that your video conferencing solution can provide **accurate, detailed reports that are easy to access** will ensure that you can provide accurate and detailed reports to those who matter.



# 10

## BRAND STRENGTH

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As any successful marketer will tell you, there are countless components to creating a successful brand—the most important of which is a **proven track record of providing a high quality product or service**. So ask yourself: Does your solution provider have a reputation for innovation and reliability? Are they known to have a business that can scale? Positive answers to questions like these provide peace of mind. Equally important is product focus. A solution partner that specializes in video conferencing technology will likely provide better solutions than a provider who only dabbles in the business as a side offering.

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## ETHICS & SUSTAINABILITY

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Business ethics are the morals and beliefs that guide business behavior. When management leads in an ethical manner, employees follow. Choosing an **ethical video conferencing solution partner ensures better decisions** in less time with strong business ethics as the guiding principle. Sustainability, both globally and locally, takes on added significance each and every day. Look for a video conferencing partner with a commitment to the world through climate pledges, carbon neutral manufacturing, and other sustainable initiatives.

# 12

## BUSINESS REFERENCES

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When considering a video conferencing solution partner, **customer reviews, success stories, and endorsements should be taken into consideration**. Are their previous customers happy and endorsing the brand? Are they satisfied with the level of support they received? Was each step of the process delivered as expected? Reviews can provide detailed information about a product or solution far beyond what you will often find in a product description or specification.



# 13 DESIGN FORWARD

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Product design, in essence, is linking customer needs to product attributes. The end goal? Deliver user-centric value. Design impacts the first impression a customer has about a particular product, and therefore, organically determines adoption. **Intuitively-designed, beautiful, and inviting products are embraced more willingly and more rapidly.** The best video conferencing systems feature high-quality, well-designed devices.



## PARTNERING WITH LOGITECH

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Founded in 1981, Logitech designs products and experiences that connect people and help customers interact in the digital world. Innovative, user-centric product design is at the forefront of everything Logitech creates, ensuring truly unique and meaningful experiences. Exceptional and affordable video conferencing solutions help teams meet face-to-face, inspiring more thoughtful collaboration and ensuring more clarity of communication. Logitech works closely with technology alliance partners to offer greater flexibility and a superior user experience.

Google Workspace

Microsoft

zoom

RingCentral®

GoTo

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**Logitech is the video conferencing solution partner for the modern hybrid workplace.**



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Video conferencing has fully matured to become the mainstream productivity driver it always promised to be. Logitech solutions go well beyond set-ups for small, medium, and large conference rooms to address hybrid workplaces that continue to evolve as employees return – or do not return – to the office.

Logitech solutions help teams collaborate from anywhere, without compromising on productivity and experience.

Learn more at [www.logitech.com/vc](http://www.logitech.com/vc)

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