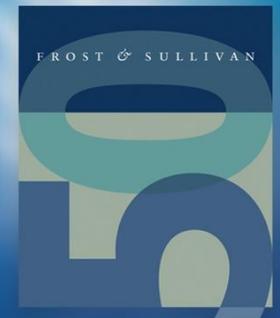


Growth Opportunities for Video Conferencing in Huddle Rooms, Global

Looking Beyond the Hype

An Executive Summary

February 2018



State of the Market

- Businesses are embracing technologies that enhance team collaboration including next-generation meeting-room technologies. Demand for collaboration tools, such as video conferencing and web-based content sharing, is on the rise creating a dynamic growth market.
- Modern workplaces focus on agility and innovation. To support the modern workers, businesses are striving to create optimal physical meeting spaces that foster creativity and innovation.
- How and where people meet is evolving. Meetings are becoming:
 - More frequent, ad-hoc, less structured, and shorter in duration
 - Smarter and more intuitive—the focus is on the User Experience (UX)
 - Converged—siloes meeting technologies are converging into single-source collaboration solutions
- These tectonic shifts in meetings have led to an exponential growth in huddle rooms and small meeting spaces. Huddle rooms are all about providing a productive and efficient environment for workers to come together for instant interactive collaboration with a clear purpose.
- The trend toward open floorplans and open workspaces has created a strong demand for small meeting rooms where workers can meet in a disruption-free setting.
- A strong rise in the number of remote workers has led to more meetings with remote participants making it unnecessary for businesses to continue investing in large conference rooms.
- Frost & Sullivan estimates that globally there are 32.4 Million huddle rooms. Currently standing at 8.1 percent of all video conferences, huddle-room meetings will grow exponentially to represent 69.8 percent of all video conferencing room meetings by 2022.

Source: Frost & Sullivan

State of the Market (continued)

- Huddle rooms are increasingly relying on software-based all-in-one conference room solutions that are paired with a cloud audio, video and web conferencing service.
- Key aspects of huddle room collaboration are centered on – robust audio, intuitive wireless content sharing, engaging video conferencing, and flexible white boards; all while accommodating BYOD so users can bring their choice of devices and cloud services into the room.
- Key selection criteria for huddle-room video conferencing include simplicity, ease of use, and affordability.
- A growing focus on improving the user experience is leading to significant technology improvements such as intelligent view or intelligent framing in a video call, background noise suppression, rich in-room analytics for better meeting diagnostics, voice interactive commands for key functions such as starting and ending meetings and recording.
- Given the buzz around huddle rooms, major device and cloud vendors have entered the market with a wide range of solutions. Conference cam vendors like Logitech are capitalizing on the demand and have been growing gangbusters. Market leaders in the endpoints market Cisco, Polycom and Lifesize have gone down-market by introducing low-priced devices for huddle rooms. Cloud vendors like Zoom and Blue Jeans are partnering with a host of device vendors to pair their cloud services which in some cases is leading to co-opetition. The market is getting increasingly crowded. We expect to see a shakeout and the emergence of a few strong players.

Source: Frost & Sullivan

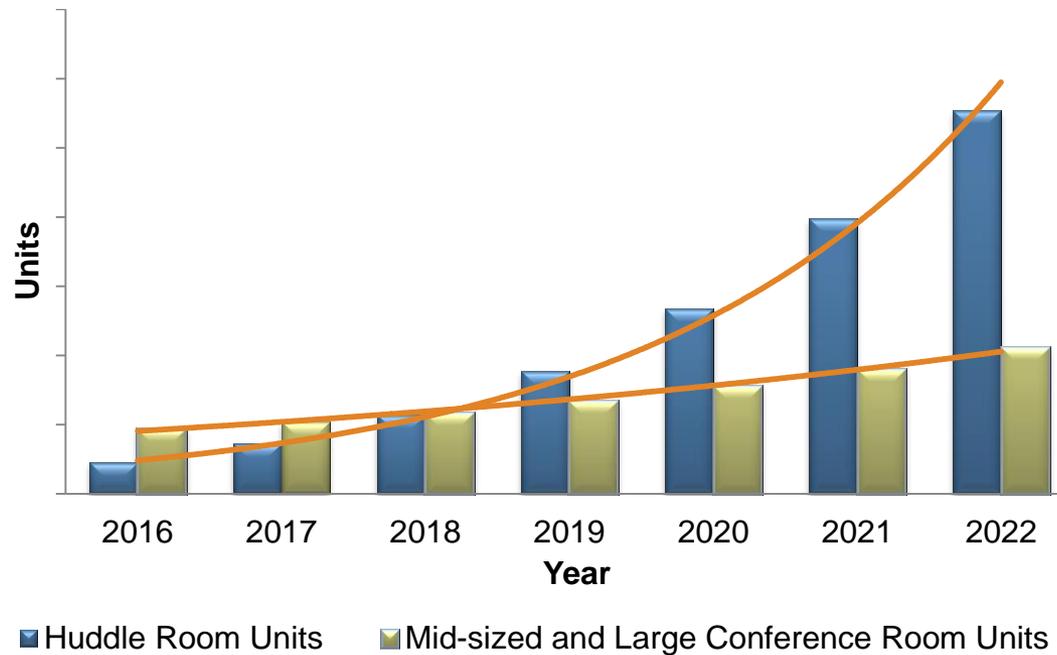
Unit Shipments Forecast

Key Takeaway: A confluence of technology and market trends are driving rapid adoption of video conferencing in huddle rooms

Video Conferencing in Huddle Rooms: Unit Shipment Forecasts*, Global, 2016–2022

Huddle Room Shipment CAGR, 2017–2022 = 49.8%

Mid-sized and Large Conference Room Shipment CAGR, 2017–2022 = 15.2%



*Endpoints and Conference Room USB Cams for Huddle Rooms

Note: All figures are rounded. The base year is 2017. Source: Frost & Sullivan

This is an executive summary of the report. For the full report please visit www.frost.com

Disruptors in the Huddle-Room Video Conferencing Market



Huddle Room Devices			Huddle Room Cloud Services		
Market Disruptors	Market Leaders	Other Major Vendors	Market Disruptors	Market Leaders	Other Major Vendors
<ul style="list-style-type: none"> logitech Highfive StarLeaf Google OWL Labs revolabs HU DDLY PANACAST 	<ul style="list-style-type: none"> CISCO Polycom lifesize HUAWEI ZTE KEDACOM 	<ul style="list-style-type: none"> AVAYA Vidyo ClearOne AVer HARMAN AMX 	<ul style="list-style-type: none"> zoom BlueJeans StarLeaf join me amazon Chime Google videxio 	<ul style="list-style-type: none"> CISCO LogMeIn Microsoft lifesize PGi west 	<ul style="list-style-type: none"> pexip CAFÉ yorktel AVI SPL RingCentral fuze 8x8 ClearOne

Note: Non-exhaustive list. Vendors are listed in no particular order. CSP resellers are not included.

Source: Frost & Sullivan

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