

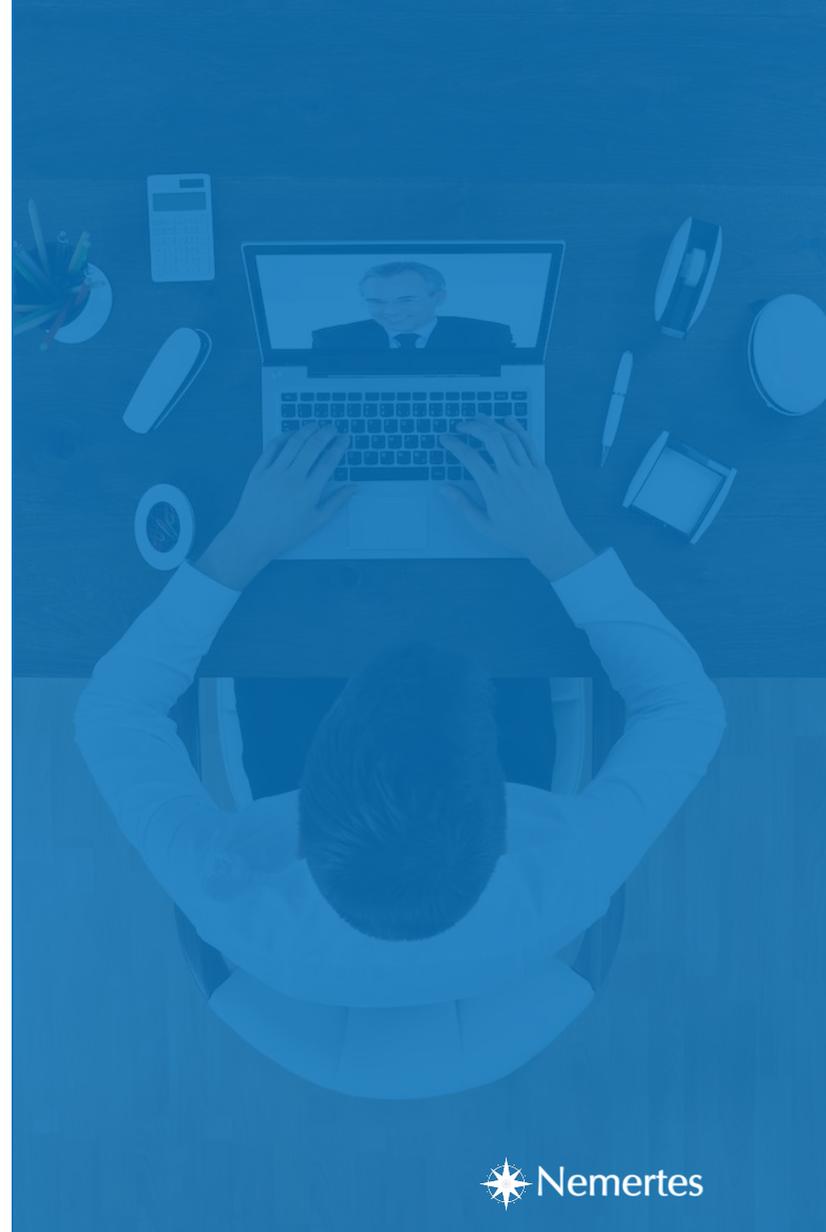


How to ensure Video Conferencing Success

**A consistent user experience
results in 22.7% higher success**

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Overview

Enterprises are quickly expanding videoconferencing into meeting rooms of all sizes across all locations. Unfortunately, in many cases, this means inconsistency of user experience, as users must navigate a variety of meeting interfaces. In this e-book we'll look at the operational, and adoption advantages from ensuring consistency of user experience across all meeting spaces, specifically we'll cover:

- The growth of videoconferencing in huddle spaces as well as small, medium, and large conference rooms
- User requirements for videoconferencing endpoints
- How ensuring consistency of experience correlates with high adoption, gains in productivity, and overall video collaboration success
- Operational cost benefits from delivering the same user interface across all meeting spaces
- How taking advantage of emerging capabilities like voice control and AI requires consistent capabilities

Readers will come away with a solid understanding of the operational, performance, and productivity benefits derived from ensuring a consistency of user experience across all videoconferencing endpoints.

Enterprise Videoconferencing is Rapidly Growing!

The age of videoconferencing has arrived! According to Nemertes recent Visual Communications and Collaboration study of approximately 500 organizations, 59.6% are already using videoconferencing within their organizations, while another 16.3% planned to deploy it in 2019. Among those currently using videoconferencing:

- 25% are planning to expand room system deployments (by an average of 32%)
- Of those expanding, 25.9% are expanding small room videoconferencing deployments (defined as 5 participants or fewer), 29.4% are expanding mid-size rooms (defined as supporting 6-10 participants) and 35.8% are increasing large rooms (defined as supporting more than 10 participants) (See Figure 1)

What's driving this growth? Employee demand! A recognition of the benefits of video in capturing non-verbal communications and improving meeting experiences for distributed workers, coupled with the increasing use of consumer video services is driving employees to ask for videoconferencing capabilities at work (see Figure 2).

Successfully meeting enterprise appetite for videoconferencing requires delivering a solution that is easy to use, minimizes cost of operation, and provides a high quality user experience, including a pathway for adopting emerging meeting room features like AI.

Successful companies have a number of common approaches including using the same provider for all room systems, using dedicated room systems in small rooms and huddle spaces, and providing solutions that deliver great voice and video quality, are easy to use, and are enable simple screen sharing.

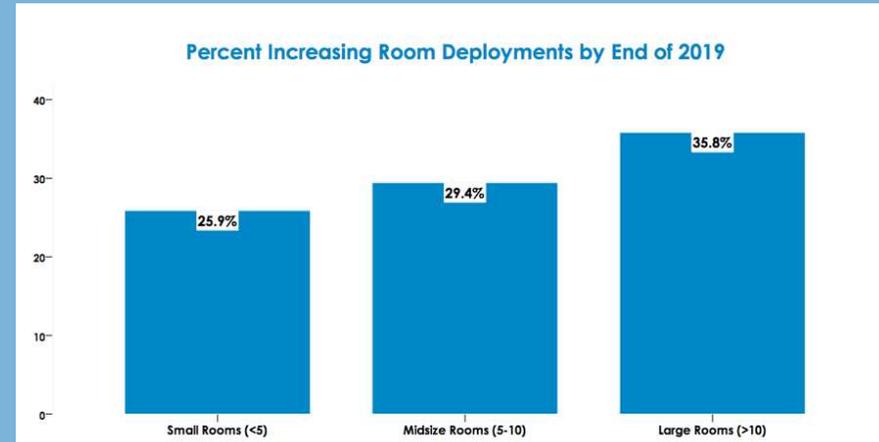


Figure 1: Percent of organizations increasing videoconferencing deployments

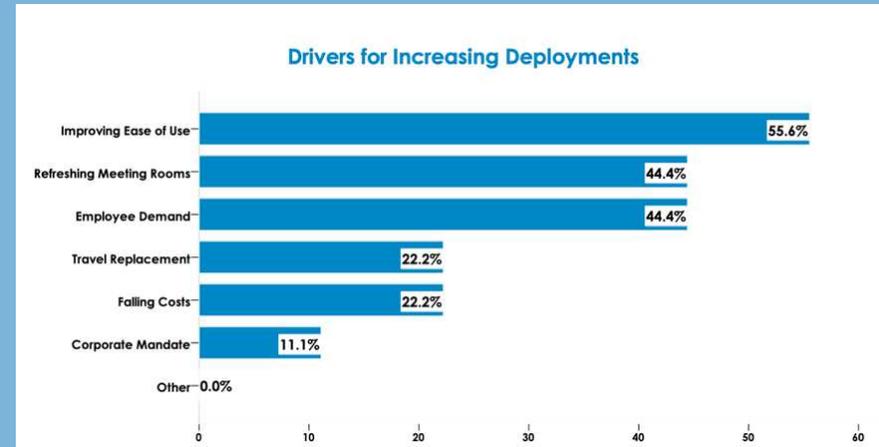


Figure 2: Drivers for Increasing Videoconferencing Deployments

Same Provider for All Rooms?

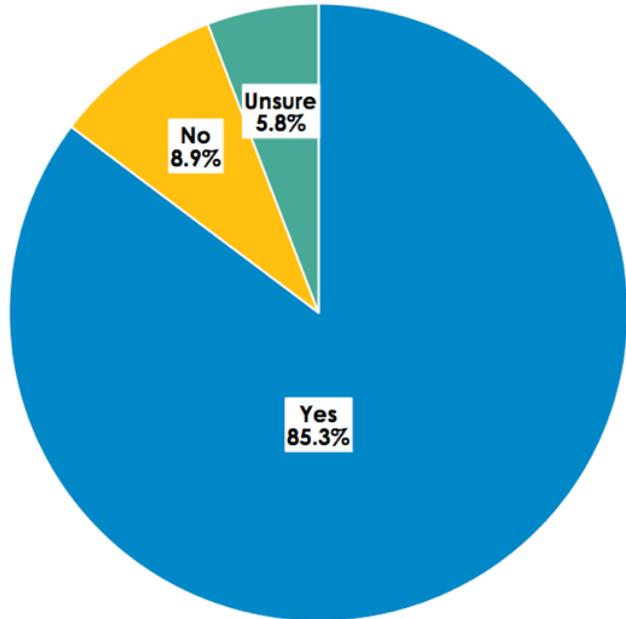


Figure 3: Same Provider for All Rooms?

Ensuring Consistency of Experience

Consistency of experience equals success: Those using the interface in small, midsize, and large rooms are 22.7% more successful in their videoconferencing deployments than those who use a mix of providers*

Those using the same provider across all rooms use videoconferencing 8% more often than those who do not use the same endpoint provider in all rooms. Consistency of room devices enables easier support, including use of a single platform for system provisioning and management.

Approximately 58% say they use multiple providers because of feature limitations among providers – that is, some providers aren't able to support the needs of all of their meeting spaces

*success measured as utilization, identified gains in productivity, and self-rated success in terms of meeting business objectives

Achieving Success by Meeting User Demand

Videoconferencing success is achieved when systems are highly utilized, improve productivity, and meet the overall collaboration needs of the organization. Nemertes research participants cite the following as the most important factors in achieving these goals:

- High quality video experiences
- Easy to use systems / ability to share screens
- High quality audio
- Low procurement and operating costs
- Quick meeting start or join
- Ability to schedule and start video calls using the corporate calendar

Among those using the same provider for all room systems, 62.1% see room system utilization rates of at least 50%, versus 45.5% of those who use multiple room system providers (see Figure 4) with room utilization defined as the percentage of meeting times in which videoconferencing is enabled.

Videoconferencing Room Utilization Rates

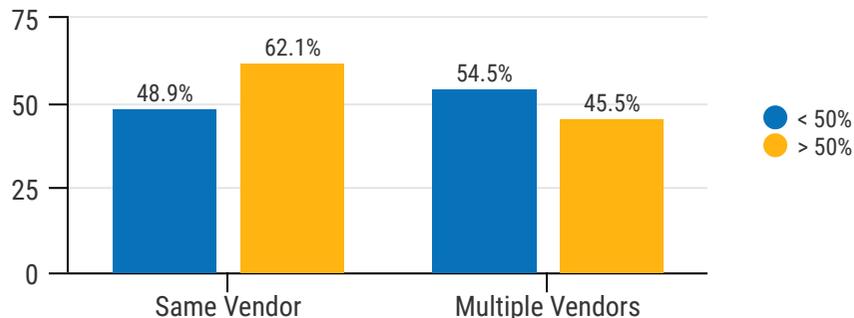


Figure 4: Percent of meetings in which videoconferencing is used
Utilization translates into gains in productivity. Of those who measured gains in productivity, 72.7% have room utilization of at least 50% (see Figure 5).

Productivity Gains by Utilization

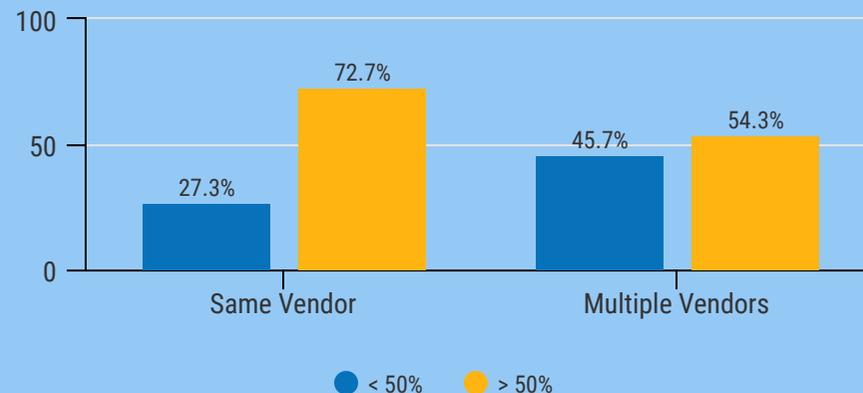


Figure 5: Productivity Gains By Utilization

Productivity Gain Areas

Better Customer Engagement	49.6%
Shorter Meetings	43.4%
Shortened Project Times	42.5%
Faster On-boarding of New Hires	28.3%
Faster Close of Sales Opportunities	23.0%
Other	1.8%

Figure 6: Productivity Gain Areas



Reducing Operational Costs

Implementing a consistent experience across all room sizes provides verifiable savings in terms of operational costs. Nemertes data shows that the average room opex costs, in terms of labor to support the room*, is approximately \$3,288 per year when using multiple room vendors, versus \$2,869 per year when using the same room room vendor across all sizes of meeting rooms.

*Calculated as ((number of FTEs supporting room systems * average weekly hours supporting room systems * average hourly salary) / number of rooms)

Positioning for the Future

Emerging features, often powered by AI and machine learning, require consistency of experience and of endpoints. Organizations cannot take advantage of features like voice activation and control, facial recognition, and active noise cancellation if all endpoints in a conference lack support for these features, or if they are using different interfaces in different meeting rooms (see Figure 7). Most consider features like mobile control, real-time translation, facial recognition, and active speaker framing important features in evaluating videoconferencing endpoints (see Figure 8).



Figure 7

Emerging Feature Importance

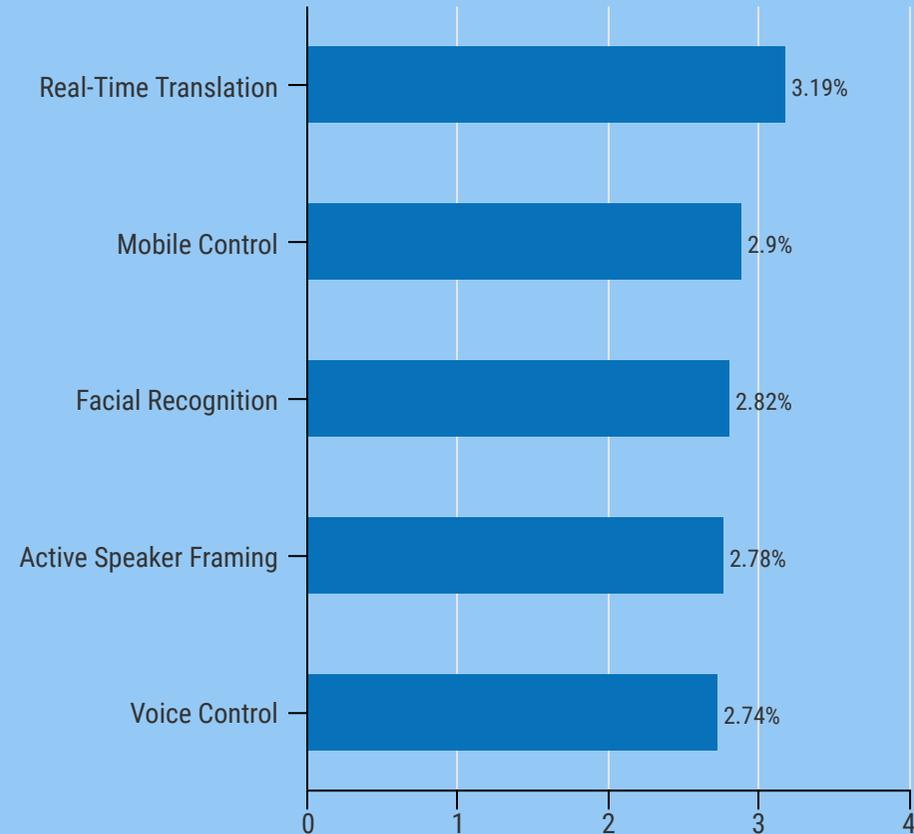


Figure 8: Emerging Feature Importance



Conclusions

Videoconferencing adoption is growing, but success requires aligning strategy with user need. Those that are successful focus on ensuring consistency of experience across all meeting room sizes and types. Following this approach leads to the highest utilization, lowest operating cost, highest productivity gains, and sets the stage for adoption of emerging technologies powered by AI that improve productivity.

IT leaders should:

- Ensure a consistent user experience across small, midsize, and large meeting rooms as well as huddle spaces
- Deploy solutions that are easy to use and that provide high quality audio and video experiences
- Plan for future deployments of AI capabilities that enhance meeting room experiences

About Nemertes

Nemertes is a global research-based advisory and consulting firm that analyzes the business value of emerging technologies. Since 2002, we have provided strategic recommendations based on data-driven operational and business metrics to help organizations deliver successful technology transformation to employees and customers. Simply put: Nemertes' better data helps clients make better decisions.

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