

VIDEO CONFERENCING IN THE MODERN WORKPLACE

13 Ways to Assess a Solution



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VIDEO CONFERENCING IN THE MODERN WORKPLACE

The hybrid model of work is upon us. Providing employees with effective video conferencing technology that they can use at the office, from their home workspace, or while on the road is a must to build a collaboration culture and retain talent. With so much at stake, it's imperative for organizations to source the right partner. A partner who can provide smart, simple solutions that prevent end-user stress and frustration while trying to adapt to this world of hybrid work. To set you and your organization up for success, here are 13 factors to consider when evaluating a video conferencing solution.



1 VALUE

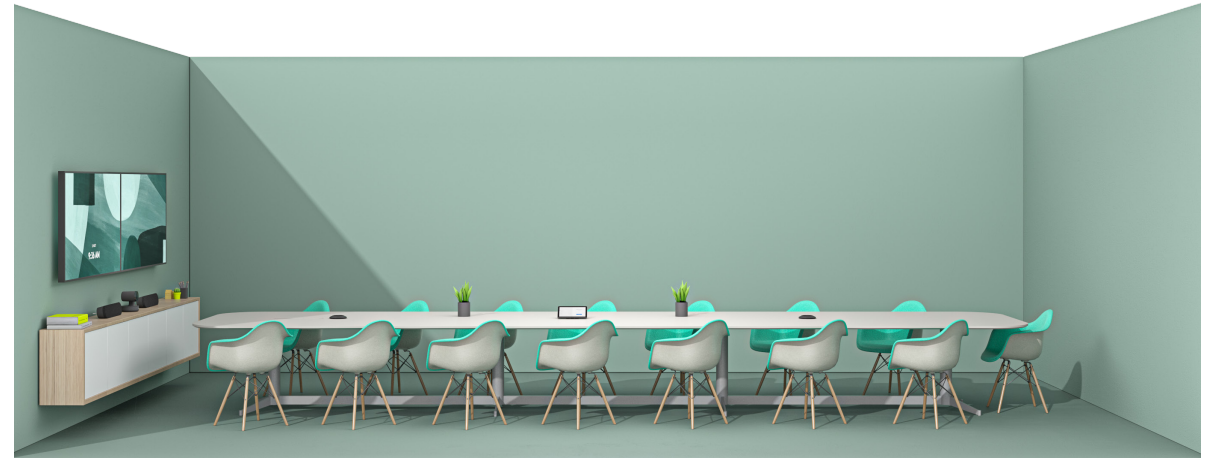
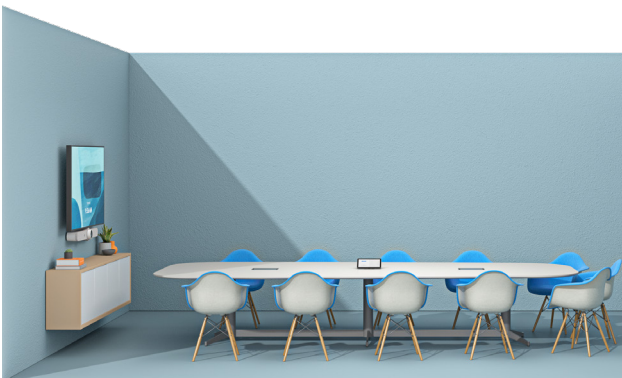
There's an old saying: "You get what you pay for". Sadly, too many buyers discover this truth post-purchase. That being said, a premium video conferencing experience needn't come with a high-end luxury price tag. Users can have **a seamless, productive video conferencing experience at an affordable price.** In addition, video solutions involve, at least, two devices—one at each end of the conversation. To have an equitable experience, both users need to be using equitable devices. There is no point investing in a high-priced luxury system if the people you regularly communicate with do not use one too.

2

CONSISTENCY OF EXPERIENCE

The introduction of new technology systems, solutions, and hardware usually requires employee training. In reality, your workforce doesn't want to have to learn how to use another type of webcam or headset. This process can be tiring and frustrating for some. So it's critical that the solution you select is **easy to install, easy to use 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

SINGLE PARTNER SOLUTION

The demands on video conferencing have evolved. This rapid transformation allows IT departments to better define what they truly need—a partner that provides far more than just video. Today's best partners present more holistic solutions to create an **"experience ecosystem"** that's consistent as employees work fluidly from offices, homes, and remote locations. It's a win-win. Adoption by users increases while demands on IT





4 FLEXIBILITY

Video conferencing advancements move fast. Not all of today's providers have a consistent track record of product innovation and excellence. It's wise to ensure the vendor you choose offers hardware and software that is current, yet flexible. Avoid a so-called solution that locks you into a restricted situation. The new way of working will continue to demand full interoperability, make sure your vendor allows you to expand your investment easily as your needs evolve. **Focus on solutions that are compatible and can work seamlessly with multiple vendors,** including multiple video conferencing providers, and are manufactured by organizations with a commitment to open and sustainable practices.



5 SHARED EXPERTISE

Established technology partners create long-standing relationships within the industry—including shared product certifications. They have the mutual desire and expertise to make competing solutions work together. Is the solution you're considering a specialist device, built by a niche player? Is the solution recognized and supported by multiple video conferencing-as-a-service (VCaaS) providers? Ensure your vendor has the **requisite depth of industry expertise** to ensure the solution works and you can get help if you need it.

6 GLOBAL FOOTPRINT

Partnering with a video conferencing company with a large network—global or national—reduces cost and eases IT stress. It's best to **select a supplier whose operational presence matches yours**. Your entire office network then has more direct access to products and services, as required. IT teams can establish relationships with local supplier offices. There's little point in having a complex, technically advanced system at an office location if your partner can only provide support from satellite locations.

7

LOW MEAN TIME BETWEEN INCIDENTS (MTBI)

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 partner with reliable products** can ease the pressure on IT leaders with increased responsibilities to support a mix of office and remote workers.



8

REMOTE MANAGEMENT

Remote management that empowers IT departments makes a big difference. It's important for your IT team to be able to provision and manage devices, solve device set-up and configuration issues and handle support tickets for all team members wherever they are located and in a timely and efficient manner. **Empower your IT team** by using a video conferencing partner that has ready-to-go, out-of-the-box solutions and offers remote monitoring and device management through a simple browser-based interface.





9 REPORTING

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, perhaps worse in the age of pandemics, 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

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 good 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.

11

ETHICS & SUSTAINABILITY

Business ethics are the morals and beliefs that guide business behavior. When management leads in an ethical manner, employees follow. Choosing an **ethical technology 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. A technology partner with a meaningful plan demonstrates a commitment to the world beyond the bottom line, in the form of Climate Pledges, Carbon Neutral manufacturing or other sustainability initiatives.

12

BUSINESS REFERENCES

When considering a technology partner, a proven track record is essential. Do they have **a history of successful product innovation and customer service**, with an installed base and a host of happy clients? Equally important is product focus. A vendor that specializes in video conferencing technology will likely provide better solutions than a company who only dabbles in the business as a side offering.



13 DESIGN FORWARD

Product design, in essence, is linking customer needs to product attributes. The end goal? Deliver value. Design impacts the first impression a customer has about a particular product, and therefore, organically determines adoption. **Well-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

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

logitech®

Google Workspace

Microsoft

zoom

RingCentral®

GoTo

] pexip[

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



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Questions? Contact your Zones Account Manager.

Video conferencing has fully matured and has 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 future hybrid workspaces that continue to evolve as employees return – or do not return – to the office.

Logitech solutions allow companies to adapt to the future of workplace collaboration. We help teams collaborate from anywhere, without compromising on productivity and experience.

Learn more at www.logitech.com/vc

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