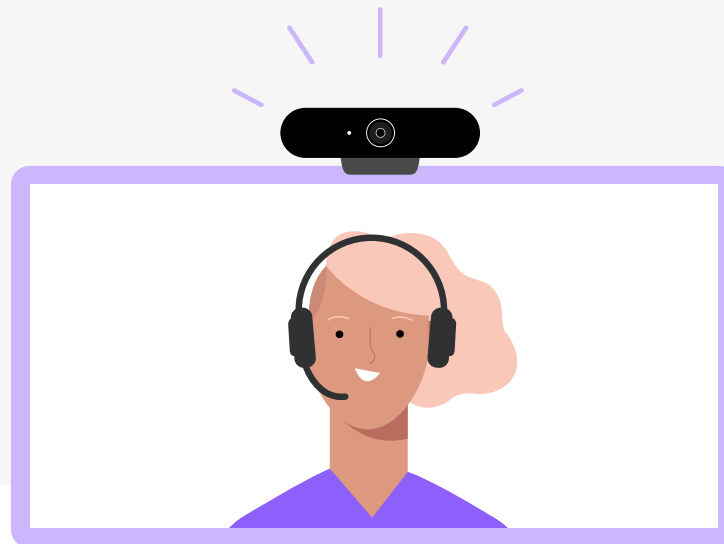# WEBCAMS: ESSENTIAL TOOLS FOR TODAY'S WORKFORCE
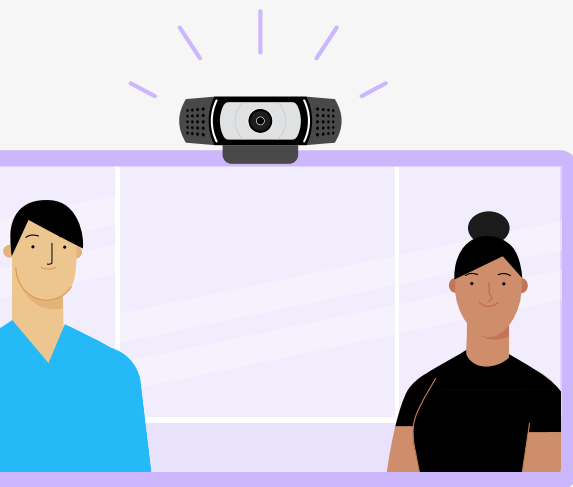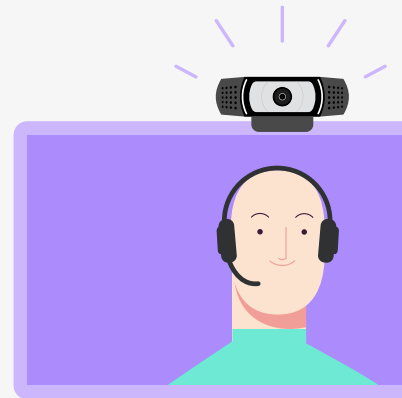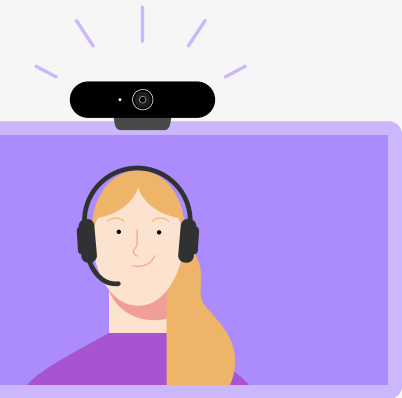
Helping People Connect
Face-to-Face from Anywhere
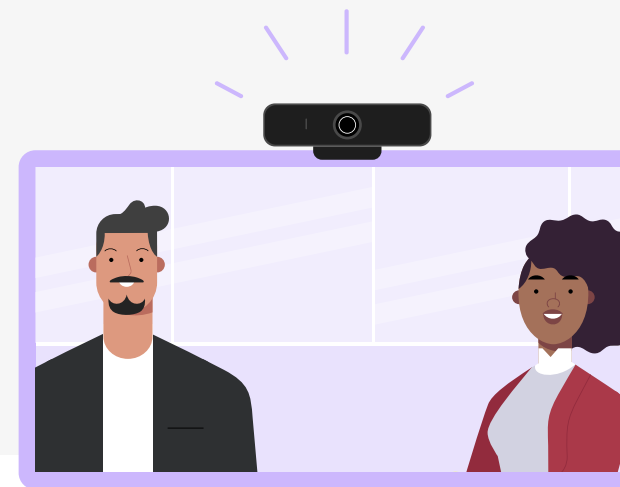
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WHY INVEST IN WEBCAMS

WHAT TO LOOK FOR IN WEBCAMS

WHY LOGITECH

WHY A WEBCAM SHOULD BE IN EVERY EMPLOYEE'S TOOLSET

As organizations contemplate the future of work, they are adapting to a new and possibly permanent hybrid work model – fewer employees working full-time in the office and many more working remotely (at least part-time).

In this environment, video will remain the preferred technology for meetings and team collaboration. Every employee will need tools that allow them to fully and confidently participate in video meetings when they work remotely.

A good webcam must be part of that toolset. For reasons we'll cover in this ebook, IT should guide the discussion around webcams vs. laptop cameras and the recommendations on which webcams to offer employees.

WHY PROVISION WEBCAMS? TWO WORDS: USER ADOPTION

Technology adoption is heavily influenced by the user experience. This is certainly true with video. People care about how they appear on camera, and webcams allow people to look their very best in a video meeting.

Employees who are confident about their appearance are more likely to turn the camera on and fully participate in video meetings. In short, that means they're also more likely to use the video technology IT has invested in.

⊘ Webcams offer a generally outstanding experience, compared to the inferior video quality of most laptop cameras.

⊘ A consistent, high-quality experience allows employees to look their best, whether at home or in the office, and helps them feel comfortable about appearing on video

⊘ With high-quality image and sound, a purpose-built webcam better conveys the benefits of video conferencing for employee productivity and social connection.

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BETWEEN WEBCAMS AND LAPTOP CAMERAS, THERE'S NO COMPARISON

The quality and functionality of embedded laptop cameras are both limited and highly variable. But even the best laptop cameras can't compare with a good webcam. Webcams include many features employees care about that are missing in laptops.

REQUIREMENTS*

Requirement	Webcam	Laptop
Can you select from a range of cameras to suit your quality requirements?	✓	?
Is the camera purpose-built for video conferencing?	✓	?
Is the camera certified for use with video software applications?	✓	?
Does the camera include features that enhance image and sound?	✓	?
Can you adjust settings for poor lighting?	✓	?
Can you adjust the camera angle to get the best perspective?	✓	?
Can the camera be used when the laptop is closed or docked?	✓	?
Is it easy for IT to manage and troubleshoot the camera?	✓	?
Does the camera include a privacy shutter to convey confidence to users?	✓	?
Does the camera include a warranty or support if there's a problem?	✓	?

* Based on performance of a typical external webcam vs. performance of a typical embedded laptop camera.

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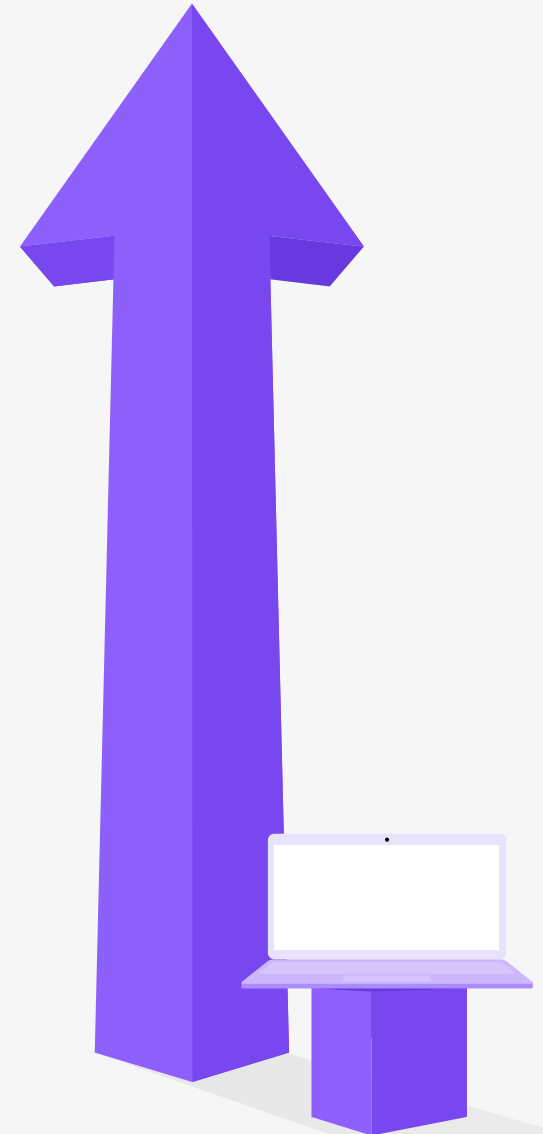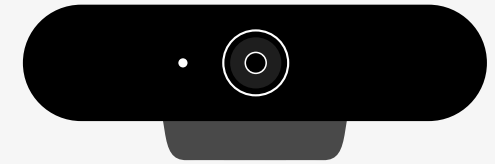
WHY IT PAYS TO FOCUS ON USER EXPERIENCE

You've concluded your employees need purpose-built webcams, but how do you decide between brands? Start with the user experience. A great experience depends on how users look and sound, so audio and video quality should be the highest priority.

- ⊘ A high-quality webcam can cope with a variety of lighting conditions – from low light to backlight – and present the subject clearly and visibly.

- ⊘ Noise-canceling mics capture audio clearly without amplifying background noise so conversations sound natural and clear.

- ⊘ A high-resolution lens, preferably 4K or 1080p, creates the feeling of being there in person.

- ⊘ Adjusting the field of view is useful for framing oneself and minimizing the background or, conversely, capturing the entire scene when needed.

- ⊘ A software app like Logi Tune allows users to customize their webcam settings to control framing, adjust focus, and choose a color preset.

Poor audio and video are distracting and lessen the user experience for everyone. A webcam is an investment in productivity.

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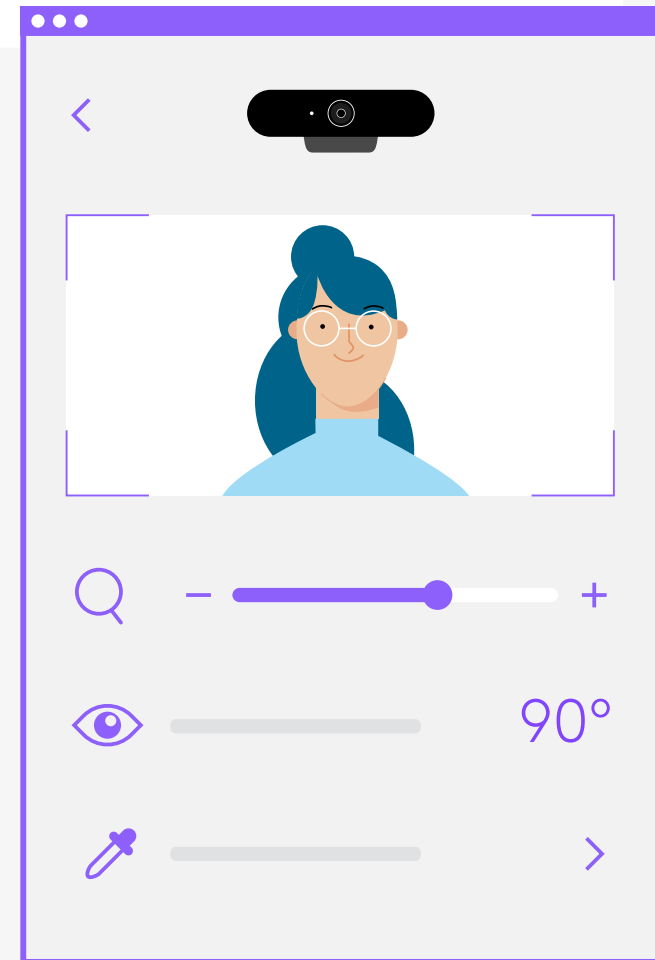
CERTIFICATION – AN ASSURANCE OF QUALITY

Employees aren't typically concerned with certifications, but IT should be. Webcams that are certified for video conferencing software like Google Meet, Microsoft Teams, and Zoom help ensure problem-free meetings. Providing remote users with certified equipment is especially important when IT can't troubleshoot problems in person.

- ⊘ Embedded laptop cameras are not typically certified for video conferencing platforms, adding to the uncertainty of how well they work together.

- ⊘ Certifications help ensure that cameras offer performance, quality, and enhanced features available with video conferencing software.

- ⊘ Vendor endorsements ensure interoperability and mean less likelihood of problems and trouble tickets.

Are the video conferencing products you purchase future-
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WHAT HAPPENS WHEN USERS NEED SUPPORT?

With so many employees working remotely, others on-site, and many more moving between home and work offices, supporting employees in these different environments is a significant challenge. You can minimize that burden by providing employees with a standardized set of work-from-home tools like webcams and headsets.

- ⊘ Standardizing on a small set of webcams – rather than letting employees choose their own – makes IT's job much easier when those users need support.

- ⊘ A vendor with a global footprint and multiple partners enables IT to better support remote employees, wherever they're located.

- ⊘ For global organizations: If something goes wrong for an employee in a remote location, how confident are you that you can get support from the vendor anywhere in the world?

- ⊘ Other considerations: How is the vendor's track record for support? What is its reputation for consistency and quality? How long does the vendor warranty its products?

Some organizations prefer to let employees purchase their own webcams and other collaboration tools online. This can create headaches for support teams, unless you specify which products qualify.
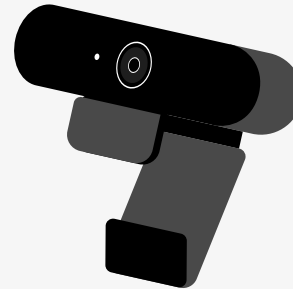
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IT'S ABOUT MORE THAN THE WEBCAM

When evaluating webcams from different vendors, keep your eye on the big picture. Webcams should be part of your larger strategy for employee collaboration, including high-quality work-from-home tools and video conferencing systems for meeting rooms.

- ⊘ A webcam is one component in an employee's collaboration toolset, which can also include a keyboard, mouse, headset, and accessories.

- ⊘ Deploying a portfolio of video conferencing products provides a consistent experience for employees.

- ⊘ Consider working with a trusted vendor that offers solutions for every workspace – from the desktop to the boardroom – and designs them to work seamlessly together.

Different workers have different needs. You may not provide the same webcam to the summer intern that you offer the CEO. Does the webcam vendor offer a portfolio to serve a range of use cases?
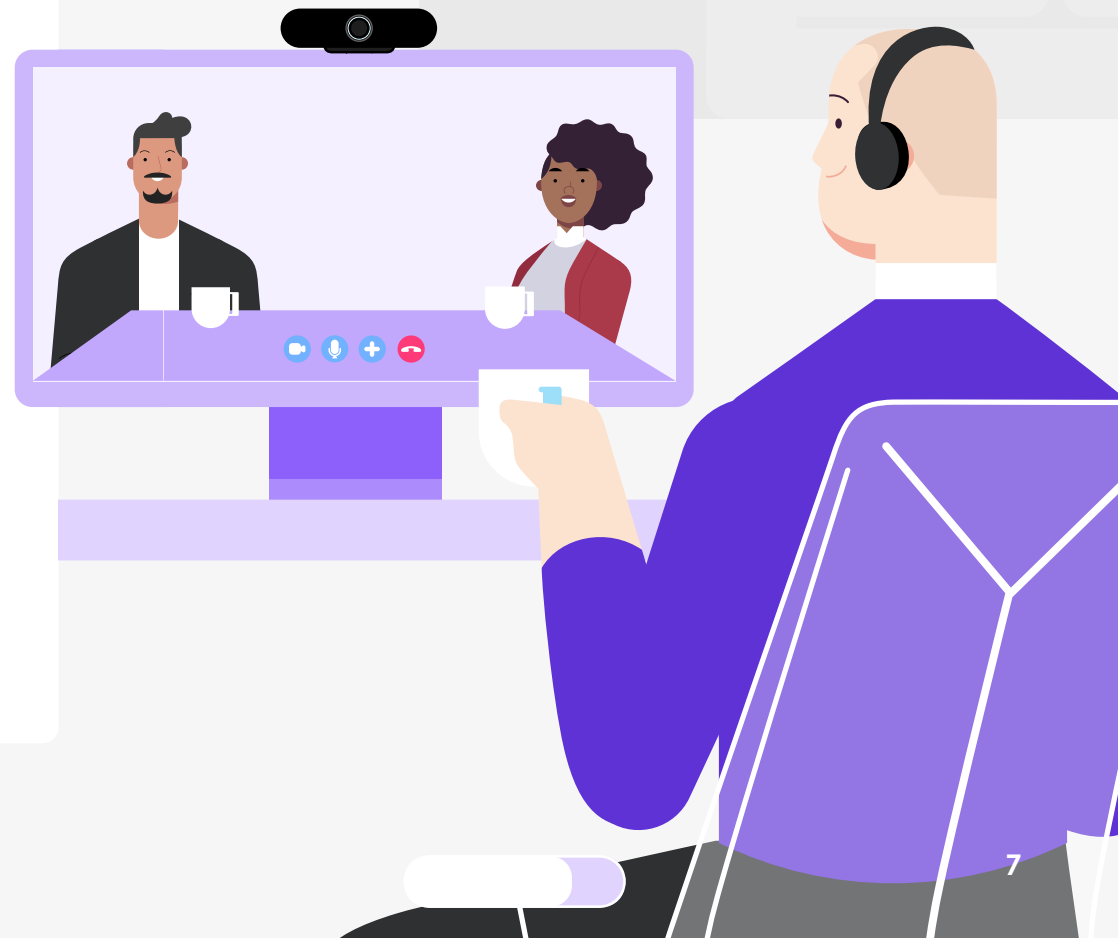
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4 DECADES OF WEBCAM INNOVATION

As an early pioneer of webcam technology and creator of the world's first USB conferencecam, Logitech has continuously reinvented video conferencing. Our best-selling webcams let people be more productive, more efficient, and more collaborative. With solutions for both personal workspaces and meeting rooms, we support a lasting shift to working from anywhere by helping people across organizations connect face-to-face, wherever they are.

- ⊘ Logitech enterprise webcams are certified to work seamlessly with the major video conferencing software providers, with a range of options to fit every user.

- ⊘ Logitech's reputation for high-quality webcams is the result of uncompromised precision in the design and manufacturing of our lenses, mics, and other components.

- ⊘ With our expertise in video conferencing room solutions, we can ensure a seamless experience for users as they move between video meetings at home and the office.

- ⊘ Over the years, Logitech webcams have won prestigious design awards, including GOOD Design and International Design Awards.

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Logitech® solutions allow companies to adapt to the future of workplace collaboration. We help teams collaborate from anywhere, without compromising on productivity. Learn more at **www.zones.com/logitech or www.logitech.com/vc**

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