



WHITEPAPER

Video Collaboration When You Need It, Where You Want It, and How You Like It

**Video Conferencing &
Collaboration from the Cloud**

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BlueJeans

Introduction

Today's business environment is often about doing more with less, utilizing existing human and capital resources more efficiently, and speeding decision making up and down the enterprise. Many large and small enterprises are now familiar with the challenges of globalization – understanding new markets to penetrate, working with remote design, engineering, and manufacturing teams to bring new products to market, and recognizing disruptive competitors that may not have existed six months earlier. Over the past two decades, the conferencing and collaboration industry has introduced a series of enterprise communications offerings that address these challenges by enabling voice, video, and data collaboration at a distance – saving customers time and money, fostering team collaboration, and improving employee work-life balance. More recently, video conferencing and collaboration solutions have moved to the "cloud," giving customers cost effective, scalable, and more flexible purchasing options to meet their expanding communications needs.

Savvy business managers understand that enterprise communications challenges are coming from two directions:

1) The competitive environment is more demanding and faster changing than ever.

2) The nature of the workforce is evolving as digital- and Internet-savvy millennials become the information workers of tomorrow.

In addition to changes in the business climate, important but subtle transformations are also taking place in the workforce. Newcomers (the millennials) to today's workplace can rightfully be called digital natives – they have grown up with technology and are completely at ease with it. Much of the enterprise establishment, however, consists of digital immigrants – those who have had to adapt to a digital, mobile, Internet-focused, and app-based world. There is a clear divide in the enterprise, and nowhere is this more evident than in the attitudes towards communications.

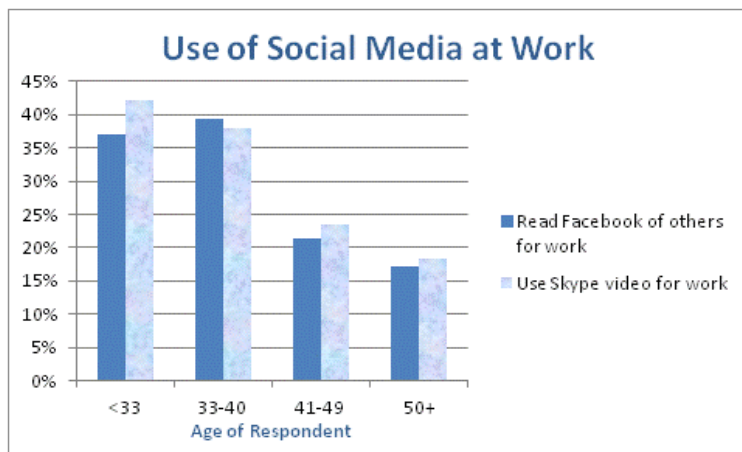


Figure 1 Use of social media at work vs. age of respondent:
Source WR Survey of >1000 enterprise workers

Two results from a recent Wainhouse Research (WR) survey of enterprise workers highlight the changes taking place in the "office." We asked respondents to indicate whether they have read the Facebook page of others or made Skype video calls for business purposes. The differences between age groups highlight the challenges facing business line managers and enterprise communications planners. For example, 37% of workers under the age of 33 have used Facebook for

work purposes vs. just 17% of older employees. The takeaway here is that the expectations and attitudes are different for digital natives.

Recently, much of the interest in video conferencing has shifted from shared, room-based (and relatively expensive) systems to personal systems, many of which are connected over Wi-Fi, and cellular networks. For today's knowledge worker, "always on - always connected" has become a way of life. However, despite mobile communications and collaboration tools becoming more commonplace in the business environment, a generation gap still needs to be crossed. Many business leaders are failing to exploit new collaboration products and services that can enable their employees to work more efficiently, conveniently, and cost effectively.

Why Enterprises Need Visual Collaboration Solutions Today

Savvy line managers and business planners are motivated by one or more of the following drivers to implement a visual collaboration solution.

- **Help Recruit Millenials:** The workforce is changing, and new workers are expecting tools at work to be as rich as the tools they use at home. People entering the workforce today have grown up with Facebook, Skype, Twitter, IM, texting, and other communications tools that were rare or unheard-of a decade ago. Emails and phone calls are often seen as old-fashioned. Deploying visual communications solutions not only gives new workers tools they can relate to, it also positions the employer as being "cool" and up-to-date. Several WR clients have reported that video conferencing has become an important recruiting tool, not only because it makes recruiting over distances very efficient, but also because the use of video sends the right message to prospects.

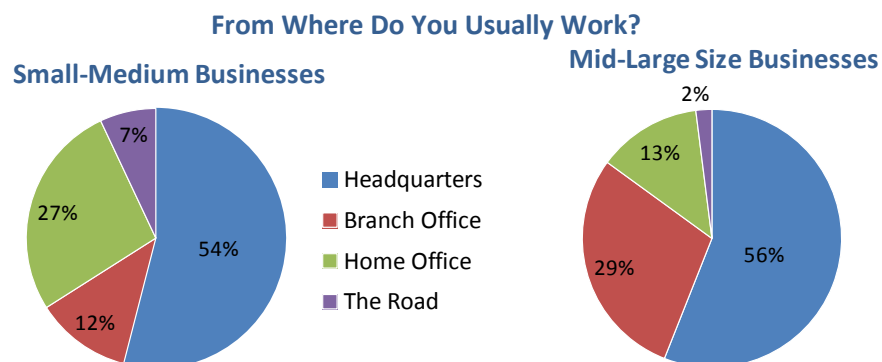


Figure 2 From where do you usually work? Source: Wainhouse Research Survey Report UC-RMM12-2012

- **Service Mobile Workers:** Less and less time is being spent in the office by more and more employees, and work is taking place "on the road" using a variety of devices and services. A recent WR survey indicates that roughly half of enterprise workers usually work from company headquarters, and almost 1/3 of SME respondents work from home or from the road. Embracing a remote-worker strategy gives companies of any size access to a larger talent pool, while at the same time providing employees with options to be "at work" when external

conditions (snow storms, traffic congestion, natural and man-made disasters) or time zone differences make local commuting impractical. Visual collaboration solutions have proven to be excellent tools for creating a productive environment for remote working and work on-the-go.

- **Drive Top Line Revenues:** Providing video to sales and customer support staff can drive top line revenue growth. Face-to-face meetings with customers and prospects bring an intimacy that is simply not possible with telephone calls and emails. And while nothing can quite replace the effect of a physical face-to-face session, video conferencing can be nearly as good, and in some cases better than in-person as it allows people in other locations to be brought into the discussion. Many executives are finding video conferencing to be an effective *supplement* to travel-based meetings (rather than a 100% replacement), keeping the customer close without the hassle and expense of travel. Video is just starting to make headway into customer support and sales. Amazon's "Mayday" button is a prime example of using video to make technical support more friendly, but other companies are also deploying video-enhanced contact centers. These are great examples of visual communications going mainstream and creating a better customer experience.
- **Improve Teamwork and Shorten Decision Making Processes:** Teamwork is increasingly important, and visual collaboration solutions can, a) help foster teaming, b) create relationships of trust, c) help bridge cultural differences, and d) speed decision making overall. In a recent UK study by [Davies Hickman Partners](#), 78% of corporate managers agreed that better communications would make a big difference to their organization's success. In multiple studies for clients, WR has shown that reducing time-to-market and ultimately time-to-cash can be the biggest benefit realized from the use of visual collaboration. Visual collaboration solutions play a role here in making meetings more productive than audio-only conferences and by helping to speed the decision process across multiple team members. The rapid pace of innovation and competition means that organizations of all types and sizes need to act quickly to survive and succeed.

Eight Things to Look for in a Visual Communications Solution

Ease of joining a meeting

Research results from WR and others consistently show that ease-of-use is a key barrier for information workers and other professionals when it comes to using video conferencing. While many vendors have focused on making their products easy to use *during* a meeting, only recently has attention turned to making it easy to join for guests. Audio conferencing has made "meet me conferencing" familiar and well accepted. Now the "meet me" approach is being extended with great success to the video conferencing world.

Ease of scheduling

Video conferencing has a history of being limited to shared conference rooms. With any shared resource, scheduling (people, rooms, equipment) is a firm requirement. But in recent years, more people are using video conferencing and collaboration from their personal devices – desktop computers, mobile tablets, and smartphones. With these devices, meetings and conference calls are often last

minute or ad-hoc events. Hence, enterprise collaboration services need to address both scheduled and non-scheduled meeting needs.

Support for wide variety of mobile and personal endpoints, including browser-based

More and more conferencing and collaboration is taking place today outside the conference room, and not just in offices. The convenience factor behind mobile devices such as laptops, smartphones, and tablets is winning out. Nowadays, workers have the tools to attend meetings from wherever they need or want to be. Enterprises need to deploy collaboration solutions that embrace today's mobile worker.

Interoperability with legacy room video conferencing systems

A common use case for many team meetings is to have several members in a video-enabled conference room collaborating with other members and remote experts who are using desktop and/or mobile devices. Any video conferencing deployment should be able to support mixed meetings involving room and personal endpoints.

Support for content sharing

Video conferencing isn't always about video only. Many times the real intent of the meeting is to collaborate on product plans, budgets, marketing campaigns, etc. Hence, collaboration sessions typically involve more than video. Smart enterprise solutions need to support two-way content sharing between as many types of devices as possible.

Broad reach

Reach is the answer to "who can I call." Many on-premise hardware deployments of video conferencing sit behind the enterprise firewall, and while firewall traversal technologies do exist, successfully traversing the firewall, especially when firewalls are on both sides of the call, can be a tricky proposition. A cloud service, on the other hand, supports Internet connections by design. A recent Wainhouse Research survey of video conferencing end users shows that 25-30% of video calls today are to sites that are off-network, reached via the Internet, and this number is growing steadily. Furthermore, 20% of participants claim that more than 50% of their calls involve off-network sites, and more than 50% of their meetings involve video.¹ Hence the ability to reach users and systems outside the enterprise network is more and more important.

Simple licensing policy that can expand and contract as needed

Things are changing very rapidly in this area. Traditionally, enterprises purchased expensive infrastructure appliances with fixed capacity (e.g. 32 simultaneous connections). Downsizing was not possible, while capacity increases were costly and available only in "chunks." Buy too much and you end up with an expensive resource that is underutilized. Buy too little and users will be frustrated by a lack of service. Recently, however, several vendors have introduced new business models made possible by the migration to software-based and virtual server-based infrastructure. In this new world, it is possible to buy infrastructure licenses in small quantities and to scale up and down as needed.

¹ Wainhouse Research Worldwide Video Conferencing End User Survey, GVC-RMM13-EU

Integration with enterprise applications

Integrating the conferencing environment to scheduling and calendaring applications like Outlook and Google Calendar is an obvious convenience factor. But other communications-enabled business processes are on the horizon and will streamline enterprise workflows by making video conferencing and collaboration sessions a simple extension of common business tasks. Savvy customers should consider the ease with which their intended video solution can be integrated with other business applications, such as Salesforce.com.

Solution Spotlight

Blue Jeans Network, the sponsor of this whitepaper, has taken a "millennial's" view of the video-as-a-service business with an Internet-based offering that brings four key benefits to video conferencing and visual collaboration users.

Feature	Benefit
Meet Me Conferencing	Ease of use. Meeting participants simply click on a link or dial a number to enter the meeting. Blue Jeans meetings can be scheduled through Outlook, Google Calendar, and Salesforce.com.
Broad Reach	Users can join a Blue Jeans meeting from room video systems, laptops, smartphones, iOS and Android tablets, Lync clients, Google Chat, any third party solution that is H.323 or SIP-compliant, or even from their browser.
Collaboration Features	Blue Jeans can meet a subscriber's need for both conferencing and collaboration. Blue Jeans supports not only point-to-point and multipoint video calls, but also in-meeting text chat, meeting recording, two-way screen sharing, and the ability to show a pre-recorded video clip as content alongside the video conferencing / camera images.
Multiple subscription plans	Blue Jeans offers a range of subscription plans designed to meet the needs of different customers. For example, customers can pay per-user per month or for a specific capacity of concurrent connections.

Summary

As enterprises adjust their communications strategies to meet the needs of large numbers of mobile workers and their expectations for collaboration tools at work, attention is shifting to cloud based video conferencing services or VCaaS. While the benefits of video conferencing itself are significant, the

current generation of VCaaS offerings adds important accessibility, interoperability, collaboration technology, and reach capabilities. VCaaS also provides savvy managers cost control and the flexibility to handle unknown or unproven future needs.

The sponsor of this white paper, Blue Jeans Network, offers a next-generation, cloud-based collaboration service that brings ease-of-use and broad reach to knowledge workers, sales professionals, and line-of-business managers eager to do business in a more efficient, more modern way.

	Video Conferencing	Video Conferencing as a Service
	Primary Benefits	Additional Benefits
Cost Benefits	<ul style="list-style-type: none"> ➤ Reduced travel expenses ➤ Reduced down time from travel 	<ul style="list-style-type: none"> ➤ Reduced CapEx ➤ Flexibility to scale up and down ➤ Stay up-to-date with technology
Business Benefits	<ul style="list-style-type: none"> ➤ Better teamwork ➤ Faster decision making ➤ Enable at-home workers ➤ Improved recruiting 	<ul style="list-style-type: none"> ➤ Financial flexibility ➤ Simple B2B and B2C conferencing ➤ Eliminate capacity-planning challenges
Strategic Benefits	<ul style="list-style-type: none"> ➤ Position as leading edge employer ➤ Enable innovative customer support ➤ Strengthen supply chain management ➤ Disseminate corporate culture 	<ul style="list-style-type: none"> ➤ Easy access from personal or room systems enables video conferencing to be pervasive ➤ Focus internal resources on core competency

About Blue Jeans

(copy provided by Blue Jeans)

Blue Jeans Network was founded in November 2009 with a passion to make video communications easy. Starting from the ground up, Blue Jeans was built as a cloud-based video collaboration service that enables people to connect with each other at any time, from any place and from any device. Blue Jeans Network extends high quality video communications beyond the traditional boundaries of specialized conference rooms and into the mainstream, allowing individuals and employees throughout an enterprise to interact more effectively with each other, and with their customers, partners, suppliers, family, and friends. Blue Jeans Network is a private company headquartered in Mountain View, California. For more information go to: bluejeans.com or follow the company @BlueJeansNet

About Wainhouse Research

Wainhouse Research, www.wainhouse.com, is an independent market research firm that focuses on critical issues in unified communications, visual collaboration, and rich media conferencing technologies and applications. The company conducts multi-client and custom research studies, consults with end users on key implementation issues, publishes white papers and market statistics, and delivers public and private seminars as well as presentations at industry conferences. Wainhouse Research also publishes a free newsletter, *The Wainhouse Research Bulletin* that covers all aspects of rich media enterprise communications.

About the Authors

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Ira M. Weinstein is a Senior Analyst and Partner at Wainhouse Research and a 20+ year veteran of the conferencing, collaboration, and audio-visual industries. Ira's time is divided between core research, content creation, and providing strategic advisory / consulting services to manufacturers, service providers, channel partners, end-users, and members of the financial community. Mr. Weinstein holds a B.S. in Electrical Engineering from Lehigh University. More about [Ira](#).