



# How to Get Started Guide

Four Steps to Understanding the Possibilities of Video for Your Organization



# Video Collaboration: Transform Your Business and Increase Your Productivity

More than half of communication efficiency is determined by tone of voice and body language, and many of these important nonverbal details are lost in email exchanges or conference calls. Face-to-face communication is more personal, building a higher level of trust, reducing confusion, and increasing accountability.

Of course in today's business environment communicating in person is not always possible. But telepresence and videoconferencing enable the next best thing: instant, virtual in-person communication, even when people are miles apart.

Through this guide we can help you create the right video collaboration solution, maximize user adoption, and measure post implementation success.

## Discover the Benefits

Many organizations consider telepresence and videoconferencing to be critical cost-reduction tools. Almost 90 percent of video collaboration technology users benefit from reduced travel and cost savings. Not only can video save money and improve productivity, it can also help you:

- **Make decisions faster:** Minimize travel time and trying to explain complex problems over email. Video enables all parties to share ideas, show detailed images, and take action more quickly.

Statoil, one of the world's largest oil and gas companies, uses video collaboration to connect offshore drilling platforms with on-shore specialists. Problems that would take 2 months to solve are now addressed in 2 weeks, significantly reducing downtime and increasing safety.

- **Provide immediate access to experts:** Extend the expertise of a few people to your entire organization without travel. Video streaming and archiving solutions let you record and store expert knowledge for accessibility by anyone at any time.

Global architectural and design firm Woods Bagot uses video collaboration to connect 1000 employees worldwide. The firm tailors teams specifically for each project, bringing in the right expertise as needed. Woods Bagot has reduced travel while improving communication and client service.

- **Bring your organization together:** Global expansion, mergers, or outsourcing resources can put distance between people and project goals. A virtual meeting room helps keep everyone up-to-date and builds company culture.

United Steelworkers used video collaboration to enhance merger alliance talks with another labor union. The organizations developed a close relationship quickly without having to travel, and they accelerated the merger process by at least 6 months.

- **Improve work-life balance:** Travel often means stress and sacrificing family and personal time. Attending meetings by video or working from home allows employees to balance their work and personal life.

Tommy Hilfiger's international design teams in Amsterdam and New York use Cisco TelePresence® to create virtual fitting rooms, where they collaborate with their Hong Kong manufacturing team. Now designers can make critical decisions quickly without spending time away from home. The solution also speeds time to market.

“Research has found that 90 percent of frequent users say video collaboration technologies save them at least 2 hours of valuable work time a week.”



## Video Is the New Green

On average, Cisco customers find that video collaboration reduces their need to travel by 30 percent, reducing CO<sup>2</sup> emissions and improving profitability. Vodafone has eliminated 13,500 flights per year, helping the company reduce its carbon emissions by more than 5500 tons annually.

“By using video technologies we were able to break many of the barriers in each phase of the [Tandberg] acquisitions process. The ‘visual touch’ that video provided helped us tremendously, and use of video will play an integral role in future acquisition integrations.”

Jawahar Sivasankaran  
Senior Manager of IT  
Cisco

“Because we are already set up for mobility, our employees were able to simply connect via video to our customers. Travel plans may have been cancelled, but meetings certainly weren’t.”

Nectarios Lazaris  
Chief Information Officer, Woods  
Bagot, during Icelandic volcano  
eruption in 2010

## Build: A Business Case for Video Collaboration

### See How Video Can Pay for Itself

If you are considering a telepresence or videoconferencing purchase, you have a wide range of options. Improved connectivity, simpler user interfaces, and new form factors, such as business-quality personal video and mobile video solutions, make video collaboration more accessible than ever before. With video collaboration, you can improve almost any process that currently relies on telephone, email, or travel. See how other people successfully use video:

#### Executives

- Hold face-to-face management meetings with anyone, anywhere
- Conduct board meetings without travel costs or burdens
- Reach critical decision makers in person, on demand
- Stream live briefings or record them for later viewing
- Speak at seminars or trade shows without traveling

#### Sales and Marketing

- Build stronger, more personal customer relationships
- Provide customers with access to centralized expertise
- Link remote sales teams to headquarters
- Conduct face-to-face market research

#### Human Resources

- Interview faraway candidates face-to-face
- Bring groups together for face-to-face training
- Smooth integration after a merger
- Enhance telework programs

#### R&D and Product Development

- Share and edit product documents in real time
- Get real-time feedback from suppliers and customers
- Access remote experts in real time
- Accelerate time to market

#### Manufacturing

- Hold quality control inspections across different locations
- Provide experts for remote machinery repair
- Coordinate shipments with suppliers
- Prepare business continuity plans

#### Finance

- Review strategies, share news, and make decisions
- Extend expert financial services to customers in remote branch offices
- Interview potential job candidates remotely in person
- Offer face-to-face training and consulting opportunities

#### Public Sector

- Coordinate action with national, state, and local agencies
- Provide cost-efficient training
- Promote telecommuting and telework initiatives
- Prepare business continuity plans

#### Healthcare

- Provide remote diagnostics from rural to urban centers
- Connect medical professionals for face-to-face mentoring and consultation
- Offer translation services
- Participate in continuing medical education programs

#### Education

- Collaborate with other campuses or educational institutions in real time
- Extend classes to students in rural or remote areas
- Offer expert presentations and virtual field trips
- Offer continuing education and training for staff



### ROI: The Three Most Important Letters in the Alphabet

After you identify your uses for video collaboration, calculate your current expenditures for activities that you would like to replace with video. Consider:

- How many people travel to meetings? What are travel costs?
- How could staff use their time more effectively?
- How long does it take to bring a product to market? Complete a consulting engagement? Hire a new employee? Repair a problem?
- How could training sessions be consolidated?
- How can employees, partners, and customers make decisions faster or find a subject-matter expert?

Each time you replace a practice with video collaboration, you gain the opportunity to measure your return on investment (ROI).

“In today’s economy, training is not an option, but necessary for staff to keep current on important information. Using remote locations means that training dollars go further. Working with innovative partners like Cisco can help agencies fulfill their educational missions while making their training dollars go further.”

Tom Kenney  
GTSI’s Vice President and General  
Manager  
Federal Civilian Agencies



## Select: The Right Equipment, Vendor, and Deployment Model

### See How Video Collaboration Fits Your Needs

A video collaboration solution can include a camera, microphone, monitor, speaker, codec, a reliable network, optimized infrastructure, and the right deployment model. A video call can use two endpoints or many, with a wide range of features. There is a system or platform for every workspace, from boardrooms to desktops, and from field locations to manufacturing floors. Your end-to-end solution may include some or all of the following products:

- Immersive telepresence: Creates the most realistic in-person meeting experience and provides an ideal platform for interaction.
- Multipurpose systems: These systems are designed to be used in meeting rooms, boardrooms, auditoriums, and shared environments.
- Desk, personal, or mobile solutions: These solutions are designed for personal or single-person use in the office, workstation, or home office.
- Industry applications: Telehealth, distance education, defense, and other industries have special video collaboration systems.
- Peripherals and accessories: A wide range of peripheral equipment can enhance visual communication, such as high-definition (HD) and wide-angle cameras, document cameras, DVDs, whiteboards, and applications.

End-to-end solutions may also include infrastructure products that make it easy for users on different networks to connect with each other and help ensure that video does not affect other application traffic and sessions are secure.

### Vendor, System, and Deployment Model Selection

#### One Size Does Not Fit All

No single video collaboration solution is right for all organizations. It is important that you select a vendor, deployment model, and video solution that best fit your needs.

#### Selecting a Vendor

The ideal vendor acts as a partner in your business. When drawing up a short list of vendors, evaluate whether the vendor has:

- A sound financial profile and business model
- A strong company history, ethical business practices, and professional reputation
- Proven, responsive customer service and satisfied customers
- Cost-effective maintenance, support, and training programs
- Progressive research and development
- A global presence for one-stop-shop implementation wherever you may use video
- Knowledgeable staff that can provide best practices
- An end-to-end solution, with infrastructure, management, and a variety of endpoints

#### Selecting a Deployment Model

The right deployment model enables you to easily achieve your goals for video collaboration. Organizations can manage costs and maintain flexibility through a choice of deployment options, ranging from on-premises to hosted, that meet the specific business needs and budget of the organization while preserving a consistent end-user experience. Consider these factors in your decision:

- Geographic coverage: Do you plan to expand to new geographies or across multiple networks? Choose a deployment model that simplifies global or regional deployments, service, and support.
- Ecosystem reach: Do you want to extend video collaboration to customers, partners, and suppliers? Select an option that makes it easier to support secure collaboration with anyone, anywhere.
- Conferencing capacity: How many users do you expect? Approaches often provide overflow capacity, as well as unique conferencing solutions for high-touch meetings.
- Video expertise: Choose services that provide operations, management, upgrades, security, end-user support, and reporting features, freeing your IT team.
- Time to service: How fast do you need video collaboration? Depending on your organizational needs, you may require implementation, testing, and optimization or a deployment model that can deploy quickly.
- Budget: Whether you choose on-premises or cloud-based deployments, there are options that do not require capital investment, giving you greater budget flexibility and affordability.



## Matching Solutions to Your Goals

Answering the following questions will make it easier to decide the features and capabilities that your new video collaboration solution should provide:

### Usage

- How do you envision that your company will use video collaboration?
- What kind of information do you exchange: product details, spreadsheets, multimedia, or high-security information?
- Will you need to record meetings or stream video calls to make them available later?
- Will employees want to stay visually connected while they are traveling?
- Will people make on-demand calls or will they schedule calls in advance?

### Reach

- Would it be helpful to see and speak to colleagues at their desks or at their home offices?
- Will you communicate visually with suppliers, customers, or partners?
- How many sites do you want to be able to connect in one meeting?

### Infrastructure

- Do you plan to use a cloud-based solution or operate the system on your own network?
- If operating on your own network, what type of network is it?
- Do you want to set bandwidth options for different types of users?
- Do you want to integrate video with your other unified communications tools?
- Will people use their video units as their primary phones?
- Will your IT organization manage your video network from a central location or multiple locations?

## Try Before You Buy

The vendors you consider should allow you to test their equipment for a period of time. Do it; use it in a real-life scenario and bring in potential users to get their impressions. Test the solution in terms of:

### Call Reliability and Quality

- How clear is the image at the bandwidth you will use? Image quality is defined by a codec that supports superior motion handling and can handle a monitor refresh rate of 30 frames per second.
- If you want high-definition quality, are all elements of the end-to-end solution high-definition? If not, the quality could be negatively affected.
- How well can you hear? Is audio synchronized with images? The microphone, echo canceller, speakers, and your bandwidth all define the audio experience.
- How often are calls dropped? The mean-time-between-failure (MTBF) rate should be high.

### State-of-the-Art Technology

- Is there an innovative engineering design that provides the latest in video clarity and functions?
- Is it manufactured under the ISO 9002 certification?
- Is it manufactured with energy efficiency and environmental sustainability in mind?
- Is the design of the form factor innovative and appealing?

### Ease of Use

- Are the menu prompts, phone books, and user interface clear and intuitive enough for anyone in your organization to follow?
- Is it easy to install, maintain, and service?
- Does it offer a flexible managed service program that lets you choose your network?

### Integration

- Is there one-click integration with other communication tools, unified communications dial plans, and web conferencing to seamlessly include other remote users?
- Is it standards-based for interoperability with third-party video units?
- Can it be smoothly integrated with other workplace tools?
- Do all video systems, from immersive telepresence and desktop solutions to mobile devices, tables, and infrastructure work together transparently?

### Value

- Are systems optimized for both high and low bandwidth to help you balance cost with functions?
- Can you upgrade software to add features as technology develops and your adoption grows?
- Do the features and functions meet your needs at a competitive price?

### Standards and Compatibility

- Be sure to choose a standards-based solution that is interoperable with video equipment from any manufacturer to simplify expansion later.



# Selecting Your Network

## Make the Right Call

If you already have an IP network in place for voice, a natural next step may be to deploy video over IP. Many companies run video systems in a mixed environment. When selecting your network, ask yourself:

- Whom do you plan to call? Internal sites only, or others not owned by your company?
- How widely available is the desired network? Not all networks are available worldwide. Be sure to check which networks are available in the geographic areas where your company operates.
- What are the costs associated with the network?
- How reliable is the network? The public Internet is not as reliable as private IP networks.
- How much bandwidth will you require? You may wish to restrict the bandwidth for certain users or applications, but allow higher bandwidth for more critical video meetings. Choose a solution that allows you to adjust the bandwidth or automatically balances the bandwidth based on the application.
- Will the solution work with your network partner? High-end video meetings, such as those over immersive telepresence, can benefit from dedicated, managed networks. Make sure that the solution you choose works with your network partner.
- Are you operating in a unified communications environment? If so, make sure that there is adequate bandwidth capacity, processing power, and suitable network design.

## A Final Word

### Let's get started.

We believe people working together can achieve extraordinary things. At Cisco, we are creating the environments and experiences that make this possible. Video is making our customers more productive, and we offer a complete range of solutions designed to help you meet your business objectives, including immersive telepresence, high-definition multipurpose systems, and personal and mobile video.

**To learn more about how Cisco can help you implement the right video collaboration solution for your organization, please visit [www.cisco.com/go/telepresence](http://www.cisco.com/go/telepresence).**



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