5 steps to succeeding with video collaboration.

The move toward video collaboration is only going to get bigger. The up-and-coming generation learns how to use video long before they've made their first phone call, and voice-only calls will feel more and more restrictive when compared to easy-to-use, high-definition video. Be ahead of the trend and set yourself up for success now.

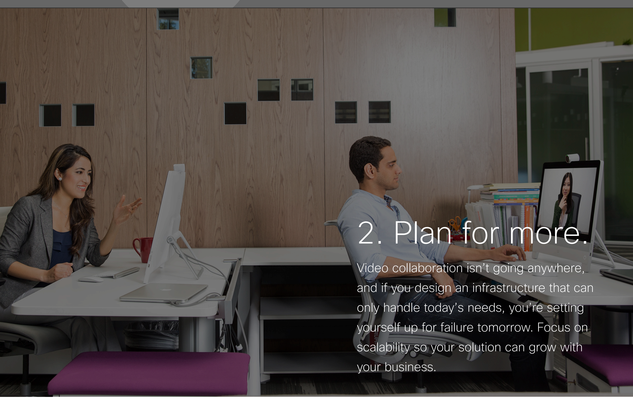
1. Make sure it works together.

When it comes to deploying video collaboration, the goal is to get all of the pieces to work together: voice, video, web conferencing. That way, everyone can participate fully even with the tools they already have.

Basic interoperability standards:

- **Call initiation**
- **Content sharing**
- **Call quality**
- **Call security**

Making a video call should be just as easy as making a phone call.



2. Plan for more.

Video collaboration isn't going anywhere, and if you design an infrastructure that can only handle today's needs, you're setting yourself up for failure tomorrow. Focus on scalability so your solution can grow with your business.

3. Pick the right endpoints.

Video deployment isn't one size fits all. It's about how people work and about understanding the right endpoint for the situation so people can be their most effective. Look at your needs, growth strategy, and user profiles for the best solution to transform your workplace.

- **Software based for mobile employees**
- **Room based for meeting-intensive groups**
- **Shared or multiuse endpoints for deskless workers**
- **Multipurpose solutions for video, file sharing, and presenting**

"This is not a game between one endpoint OR the other; it is about knowing when to use one endpoint AND when it is better to use another." **– "Deploying Business Video: 5 Steps to Success," Roberto De La Mora, Cisco Blogs, 2013.**

4. Maximize collaboration.

It's more than meetings. An intelligent video solution lets you record and stream key discussions or announcements and create live events in virtual town halls. Even training gets better and less expensive with video. The end result is more productivity and better talent development at a lower cost.

- **Flatten hierarchies.**
- **Train with more efficiency.**
- **Share recorded insights.**
- **Transform content to share ideas.**

5. Provide solutions your people can trust.

Users are more likely to see benefits from video collaboration when everything works. Understand internal and external support services and only work with vendors who have experience delivering end-to-end video collaboration solutions.

75%

of global business leaders are deploying video collaboration tools.

– "Unlocking the Full Potential of Collaboration," Cisco, 2014.

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