



5 ways video collaboration is making the world smaller.

With increasing globalisation and flexible working environments, we rely more on collaboration technology. Here are five ways you can work smarter by using video to make the world smaller.

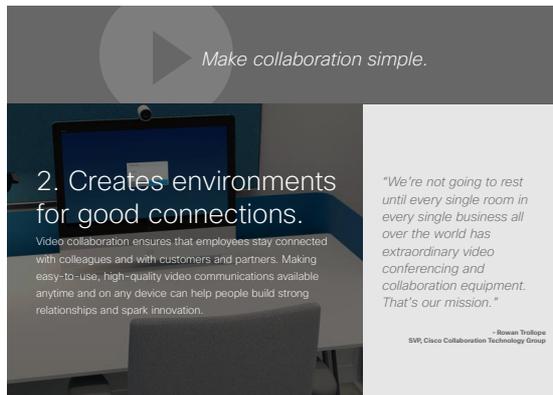


1. Connects offices.

Video conferencing can connect teams in different time zones and on different continents. Instead of waiting for a quarterly get-together, you and your team can make decisions in real time via conference. You can talk, display materials, demo new products or services and get immediate feedback in a video conference.

"It enables us to act quicker, get to know people better, as if they were actually on the other side of the desk, and we can transmit business documents faster ... This new work tool has allowed us to open a little window on to the world."

- Mike De Dominicis, Telecommunication and Security Manager, Penny Market, Italy



3. Gets you to more places in a day.

With video conferencing, a San Francisco-based manager can have face-to-face meetings in London in the morning, spend time with the East Coast team in the afternoon, and close out the day with the manufacturing team in China - an eight-hour feat even the most seasoned traveller couldn't achieve by plane alone.



In a global survey, 94% of young executives said they felt video conferencing would help break down language barriers between employees, customers and suppliers.

- "Video Usage & Young Executives: A Survey of Tomorrow's Leaders," Cisco, 2 Aug. 2013.

