

Better Collaboration Delivers Better Growth

You're looking to grow.

You have a lot of decisions to make.
Budgets are tight. Results are critical.

Techaisle surveyed business and technical decision makers at small and midmarket businesses, comparing results and strategies of high-growth vs. low-growth organizations.



The verdict:
If you want to grow, bring on video.

High-growth businesses use more video

75% of high-growth businesses use video-enabled collaboration

High-growth businesses use video at a rate 1.3x higher than low-growth ones do

High video adopters grow 2x faster than low or non-adopters



The goals and technology match

The benefits of collaboration technology align closely to how high-growth organizations prioritize business attributes:



100% support new ideas and ways to innovate



88% encourage cross functional teamwork



77% invest in multiple collaboration solutions



71% prefer to meet face-to-face whenever possible

“There is a direct connection between high growth and high levels of innovation with use of advanced collaboration technologies, especially face-to-face video.” -Techaisle

What's in it for me?

Most studies represent benefits of video to business overall. But what if you're focused on a particular department?



HR
44% say video helps motivate employees



Sales
38% say it builds trust by providing rich in-person interaction



Facilities
61% say video provides better support for remote and branch office workers



Customer Service
57% say video helps them provide better customer support



Marketing
50% say it helps transform customer experiences

Make the connections

Business is about connections: Connect employees with each other, to customers, and to partners, from anywhere, using any device. Help them do their best work with an affordable, easy-to-manage collaboration solution.



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