

## Why High-Growth and Innovative Companies Are Using Video Collaboration

Global survey illustrates the value of face-to-face collaboration using video\*



Are you putting your business at risk by not using video?



High adopters of video grew nearly **2X faster** than other companies

### The Strategic Approach of High-Growth Innovators

75%

use video collaboration – that's **1.3 times** the number of slower-growth companies

And they report even more benefits from using video than slower growing businesses:

**+41%** Faster decision making | **+71%** Improved employee productivity | **+28%** More personal interaction | **+104%** Seamless exchange of ideas | **+27%** Better teamwork



Haven't Embraced Video Collaboration? You're Missing an Opportunity.

### Video Enhances Business Interactions



100%

Support new ideas and new ways to innovate

67%

Build trust and positive relationships

94%

Support an agile work style and contributes to business growth

### Achieve Better Outcomes for Stakeholders



**Workplace Resources**

Support remote workers and branch offices

**Human Resources**

Motivate employees to engage, collaborate, and innovate within the organization

**Sales**

Provide access to experts in real time through rich, in-person interaction



**Marketing**

Transform the customer experience and manage buyers' journey



**Customer Service**

Provide better customer support, resulting in greater retention

Connecting people with video is imperative to growing business and accelerating innovation.



### Accelerate Your Success with Video Collaboration



High-growth businesses use video regularly, alongside a broad range of other collaboration tools

**47%** Use multiple video-enabled collaboration tools

**75%** Report broad adoption of video collaboration

**94%** Are exploring virtual workspaces with message, meeting, and call tools

### Benefit from a Dedicated System

Dedicated desktop and room systems deliver more than software-only approaches.



40% Greater time-to-lead

47% Seamless exchange of ideas

62% Improved employee productivity

### Key Considerations for a Winning Solution

High-growth organizations prioritize video-enabled collaboration features

Easy to make and schedule calls



Support multi-party calling



Consistent experience across devices



Business-quality high-definition



Secure, encrypted video



To learn more, visit <http://demand.cisco.com/TechAtble>