5 steps to succeeding with video collaboration.

The move toward video collaboration is only going to get bigger. The up-and-coming generation learns to use video long before they make 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.

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.

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.

5. Provide solutions your people can trust.
   Use the right tools to ensure that video collaboration is always available when everyone needs it. Choosing a solution that is not only reliable but also easy to use and work with brings more efficient meetings, lower expenses, and higher productivity.

By 2018, 55% of all Internet traffic will be video.


Basic interoperability standards:

- Video conferencing
- Content sharing
- Call quality
- Call security

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

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- 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

 Flatten hierarchies.
  • Make your video library.
  • Share recorded insights.
  • Transform content to share ideas.

“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.”


75% of global business leaders are deploying video collaboration tools.


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 in delivering video collaboration solutions.

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