Video Conferencing:
gimmick or essential business tool?

The way we work is evolving – we no longer have all key stakeholders in one office, organisation or even one country. Many organisations successfully use Video Conferencing (VC) as a key tool to connect with colleagues and clients around the world. Yet, there are still businesses who have yet to embrace the benefits of VC - some who have tried it but felt it didn't work and some who have avoided the technology altogether.

Why are organisations having such different experiences and views when it comes to VC? It's very simple. Many organisations start with free VC tools on their computers with no training for staff.

Staff then complain of issues including technical difficulties of logging in, poor picture and sound quality, time lags, inability to see everyone in the meeting, among others. Disappointment quickly sets in and people revert to phone calls and expensive travel for face to face meetings.

Like so many things in life, there's a right way and a wrong way – and you get what you pay for. You're not just paying for the technology, but the right expertise and care that will see you through to the success you are looking for.

'Making communication as efficient as possible and facilitating collaboration is hard enough in a stable work environment. Add in mobile and home workers, a steady stream of acquisitions and global expansion, and the challenge can quickly become overwhelming.'

That's what the **Equiom Group** is up against according to Stephen Roberts, Global IT Director, as the professional services provider continues to grow rapidly, expanding into new jurisdictions and opening new offices.

Video conferencing was once reserved for top executives and large organizations. The founders of Pexip believe that everyone should be able to join a video meeting regardless of their job title, device or location.

Good Video Conferencing Is About Much More Than Cost

On top of the technical challenges of making sure everyone is connected in the best and most secure way possible, Equiom is keen to maintain a consistent company culture in an enterprise consisting of employees from the four corners of the world.

Equiom realised effective VC was essential to achieving this. After considering a range of systems, Equiom chose Lifesize, an award-winning VC system offering HD picture quality.

Equiom uses the Lifesize Icon systems in conference rooms and meeting points throughout its global operations, plus employees use the web and mobile applications to access all features of the system as well.

This is especially important for the mobile element of Equiom's employee base, which uses Lifesize on their mobile phones, tablets and laptops as frequently, if not more, than in the company's meetings rooms.

Adding new users is straightforward with the cloud-based system, and the Lifesize intuitive interface, features a user-friendly model, resulting in 'zero resistance' to adopting it', according to Stephen. The Lifesize system is built from the ground up to address the things that keep IT managers awake at night.

So from a technical standpoint, he said it was a 'no brainer as it ticked all his boxes for cost, ease of use, reliability and security'.

But perhaps most reassuring to Stephen is the customer service and support he sees from Lifesize and MBS, the company that delivers the solution: 'It's a very mature product, which is important, and the company really demonstrates that it listens.

We've seen that in new features that have been added, for example, and that makes you feel good about your decision to go with a supplier like Lifesize'. MBS provide business automation solutions to over 300 clients in 39 countries. Simon Webb is Head of Print and Audio Visual Solutions at MBS. Simon said:

'At MBS we don't believe in a one-size-fits-all approach. As every organisation is different, we use our technical knowledge to find the best solution to your business problem. Our experience shows that the right video conferencing solution can save businesses a significant amount of time and money typically with a ROI well within the first year.'

MBS will combine innovative technology from leading vendors with award-winning expertise to help build solutions to future-proof your business.

How do you get the right support, from the right organisation?

The organization will listen to your needs first, then combine market-leading products with an agile and collaborative methodology to deliver fast, effective change.

Their Software, Audio Visual, print and scan solutions are designed to deliver on your ambitions, driving real results through digital transformation, providing responsive and intuitive solutions that make sense in your world.

Not only are you saving a great deal of time and money by not having to travel but you will also be helping reduce your carbon footprint.

Manx Business Solutions is a local organisation with connections worldwide. As the largest Laserfiche partner in Europe, a long-standing DocuSign implementation partner, and a trusted provider of many other software, Audio Visual, printing and scanning solutions. You have the convenience of getting leading technology solutions from one experienced source near you.

5 Things You Need To Know About Videoconferencing

1. Your office is now optional.

To accommodate the need for instant connectivity and information sharing at the office, CIOs need to coordinate IT investments with physical space.

2. One window shows all your applications.

These platforms consolidate all the windows workers have on their computer screens at any time, including videoconferences

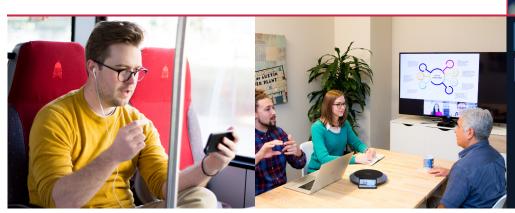### 3. You can access video on the go.

No matter where you are, Lifesize can be integrated on all smart devices including laptops, mobile phones and tablets.

4. Free options offer limited quality.

Free solutions like Skype and Google are not always suitable for the enterprise—you don't want to be fussing with the connection at an important board meeting.

5. Live feeds are the next frontier.

Live streaming can be a helpful tool for sharing events with people who can't attend or who want to watch them later.

MBS