



lifesize[®]



Calculating the Real ROI of Video Conferencing Technology

**SHOCKING TRUTH –
It's Not Just About Travel Costs!**



Calculating the Real ROI of Video Conferencing Technology

Saving More Than Just the Cost of Travel.....	3
Old School – The Traditional Way of Calculating VC ROI	4
Time = Money.....	5
Viva la Paris (or Milan, or New York, or Sydney).....	6
Reduce Wear and Tear ... On Your Life	7
Does the Meeting Really Matter?	8
The Real ROI Calculation.....	9
Explore Video Conferencing.....	10

Saving More Than Just the Cost of Travel

Don't rely on archaic and cumbersome ROI calculators to crunch numbers on one end and push out a magical sum on the other.

Sure, ROI calculators help distill anecdotal evidence and analyze cost savings associated with travel, but it usually goes something like this: total hours spent traveling + cost of hotel,

rental car, and food divided by the number of meeting hours. Well, at least that's one version.

No matter the final number, the ROI total savings on cost of travel is only part of the story. Calculating the true ROI of video conferencing combines facts with real-life tangibles to help you understand and quantify your investment.

seen enough?
book a demo



4am DMG! :-)

Old School – The Traditional Way of Calculating Video Conferencing ROI

“How much are meetings costing you?”

You could calculate ROI this way ... but you'd be completely missing the point.

	Houston to Austin (Roundtrip) By Car, 2 Days, 1 Night	Houston to Austin (Roundtrip) By Plane, 2 Days, 1 Night
Transportation Cost (326 Miles Roundtrip)	\$179 (at .55 per mile)	\$400 (Southwest Airlines)
Total Hours Spent Traveling	7	3
Cost of Hotel (Hilton Garden Inn: \$189/night)	\$189	\$189
T&E (Approx \$50 Per Day)	\$100	\$100
Rental Car	N/A	\$100 (Enterprise Rent-A-Car)
Total Cost of Business Trip (Twice a Month)	\$936/month \$11232/year	\$1578/month \$18936/year

Prices accurate as of November 2013

BACK TO CONTENTS



seen enough?
book a demo

Ring 1088
Wrap 599
1636
TAX 115
TOTAL 1751
Please Come Again

Time = Money

The single most compelling reason to install video conferencing technology is to be more productive.

you to work more efficiently at a low cost that can be realized in just months—not years.

Working harder isn't the answer; it's increasing efficiency that pays dividends. Video conferencing improves productivity and empowers

Imagine regularly collaborating with globally dispersed teams without driving across state lines or flying to another country.

600,000 people in the U.S. travel 90 minutes and 50 miles to work, and 10.8 million travel an hour each way.

Census Bureau

9am Appointment
10am Meeting at suppliers
12.30pm Lunch with Bob & C
1.30pm Meeting Margare



got the contract!

seen enough?
book a demo

Go me!

BACK TO CONTENTS

Viva la Paris

(or Milan, or New York, or Sydney)

Video conferencing reduces “tedious” business travel, like the intercity commute to the weekly sales meeting, while preserving the human connection among meeting participants.

A company that reduces just half of its domestic meetings—while maintaining the more “desirable” international trips—can realize monumental savings. Businesses just need to think differently, and video is part of this revolution.

Know when to travel to meet face-to-face and when to save time and money by using video conferencing.

Replace team meetings, training sessions and client on-boarding that require frequent domestic short haul flights. Instead, fly to key destinations when it’s important for you to close deals, meet new customers or unveil your new Paris office!

Travel anywhere you want. Use video conferencing for everything else.

seen enough?
book a demo



Eiffel Tower



Notre Dame

Bonjour Guys
Wow... Paris is awesome!
Food is amazing and such a beautiful city to do business in.

See you when I get back.

Pip

1601 S. Motac Expy

Suite 100

Austin, Texas 78746

U.S.A

BACK TO CONTENTS

Reduce Wear and Tear...on Your Life

Working harder just doesn't scale—how much can one person do in a day anyway?

You can attract more talent of a higher caliber when you offer jobs with less travel and more personal time. Today, quality of life is more important than ever. Traveling for work is fine,

but when you barely make it home for your weekend, it's not so great.

Hosting even some of your meetings over video can help reduce your own "wear and tear," meaning you can go around the world—or simply across the country—and be home in time for dinner.

40% of workers don't like their current work/life balance

careerbuilder.com



family time :-)

seen enough?
book a demo



BACK TO CONTENTS

Does the Meeting Really Matter?

For video conferencing to be successful within your business, the quality needs to be so high that you forget you are using it; the technology simply becomes invisible – like looking through a window to another place.

When using any type of conferencing technology, ask yourself, “Do I feel like I met with the person or just spoke to them?” A true video experience gives you the feeling of being there without having to physically get there.

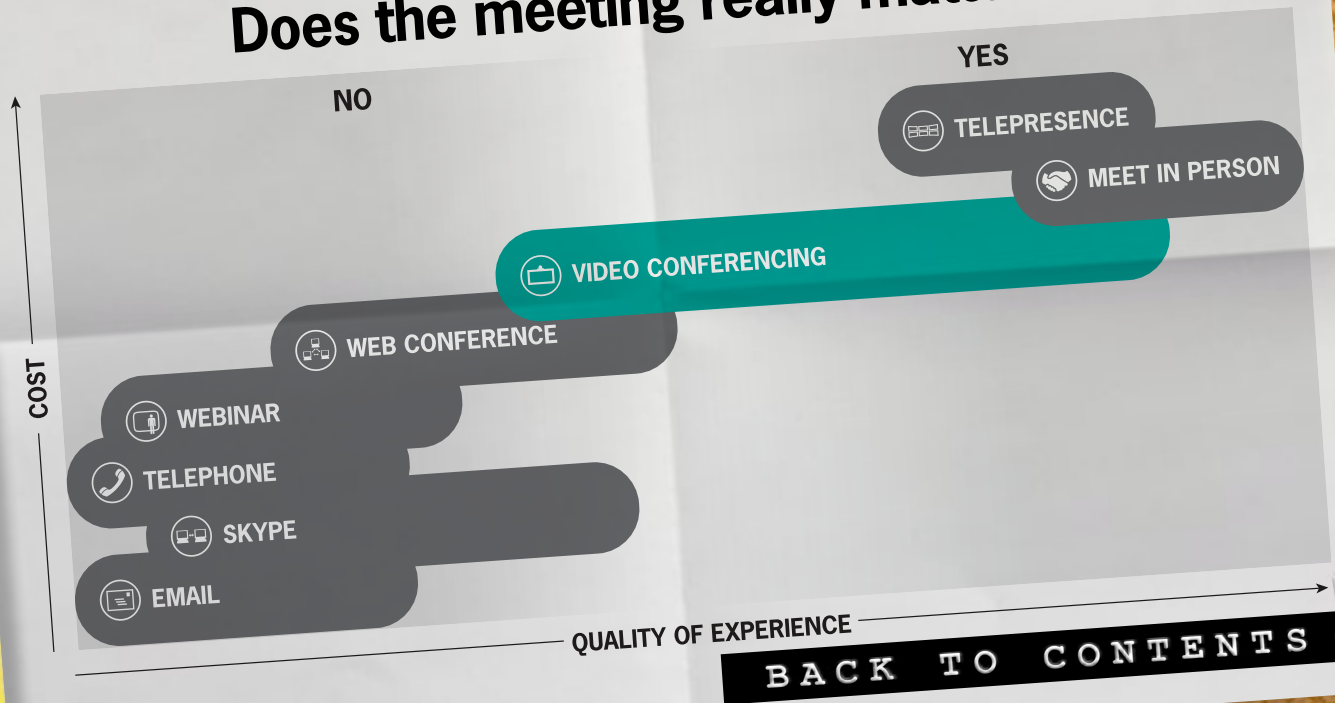


just like being there!

HELLO
my name is

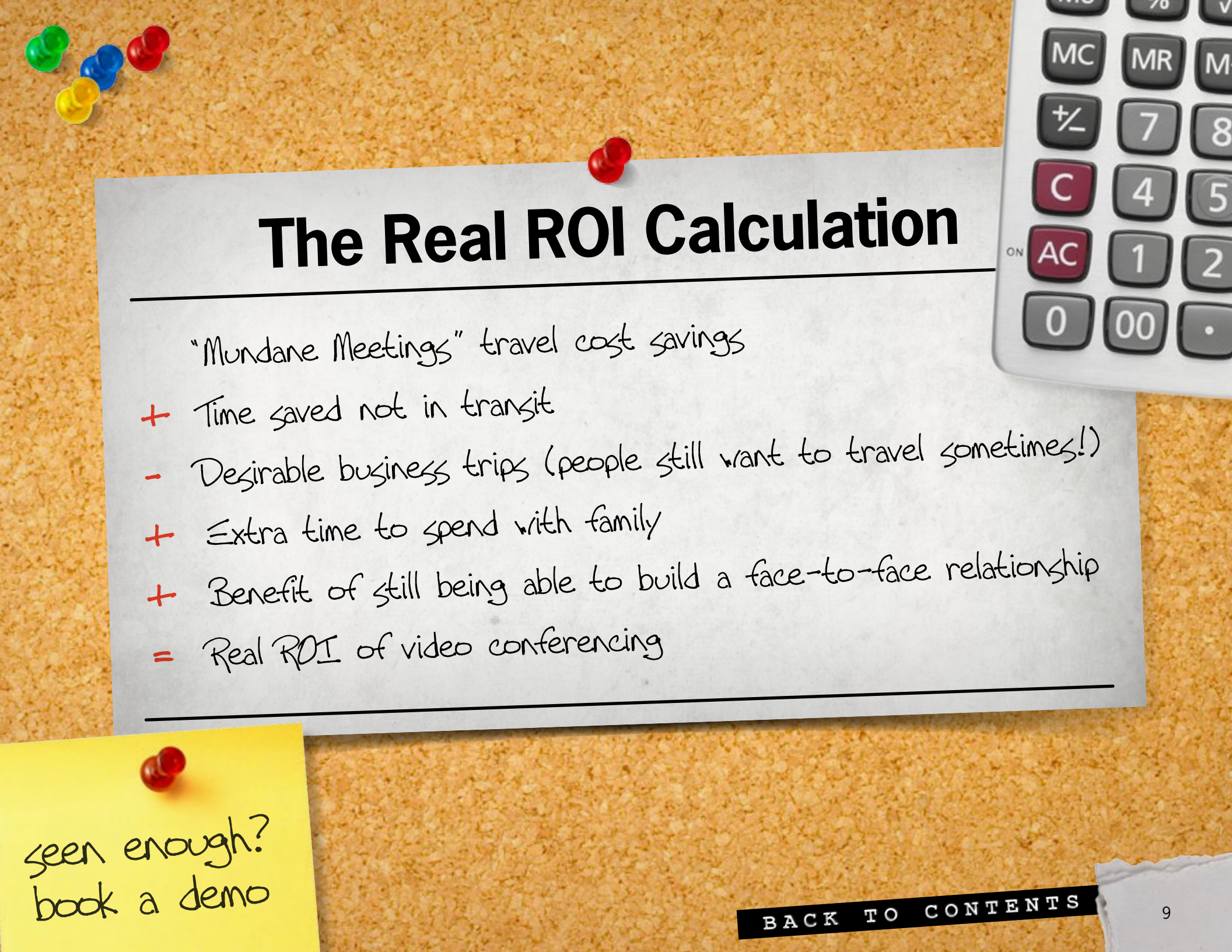
Bob

There is still a place for business trips. Does the meeting really matter?



seen enough?
book a demo

BACK TO CONTENTS



The Real ROI Calculation

- "Mundane Meetings" travel cost savings
 - + Time saved not in transit
 - Desirable business trips (people still want to travel sometimes!)
 - + Extra time to spend with family
 - + Benefit of still being able to build a face-to-face relationship
 - = Real ROI of video conferencing
-

seen enough?
book a demo

Explore Video Conferencing

Making decisions now, not when a flight lands or after an employee commutes an hour to the office, is the number one reason to invest in video conferencing. Video builds human connections irrespective of distance. True video collaboration replicates in-person meetings, so you can extend the technology to anyone—customers, partners and suppliers. Flying because you want to is fine, but for everything else, there's video conferencing.

Seeing is believing

We hope that you found our 'Calculating the Real ROI of Video Conferencing Technology' guide helpful and, because we know that seeing is believing, we would be delighted to arrange an opportunity for you to [experience the power of video for yourself](#).

info@apicom.com.co
+571-744 1550
www.apicom.com.co

lifesize®



Top 21 Video Conferencing Questions : Watch Now

seen enough?
book a demo

8 Reasons Why Your Business Needs Video Conferencing

Read Now

Ten things to consider before you invest in video conferencing

Read Now