

8 Reasons Why Your Business Needs Video Conferencing



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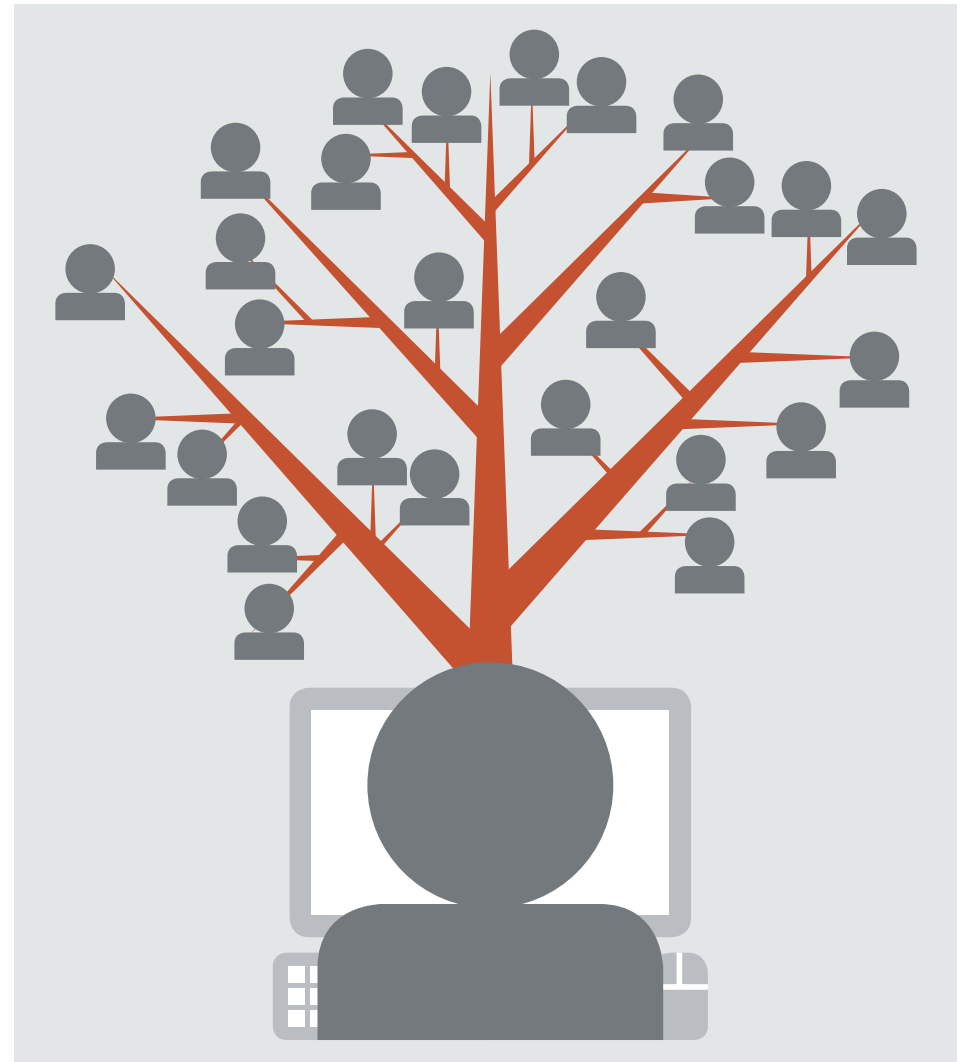
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So Why Video?

In today's globalized business environment, **the need to build strong relationships** with partners, suppliers, internal teams, investors and customers **is more important than ever**. High-quality **video conferencing** solutions enable you to **communicate as effectively as actually being there in person**, helping you to build the engaging relationships needed for success in business.

No longer does travel have to be essential to maintain relationships. No longer do you need to compromise between low-cost and high-quality video. And no longer does sophisticated technology mean a complicated and difficult video experience. Lifesize enables simple, frequent, quality interactions from wherever you are.

If you have questions or want to see for yourself how this technology can help you transform your business, please [contact us](#).



1. Speed

Accelerate the speed of business

The single most compelling reason to install technology is to be more productive. No one ever bought a fax machine to save on postage. Email wasn't designed to save money on paper. **Advances in technology for the office have always been about speeding up business** rather than the cost savings you could derive.

Over the last 50 years, technology has enabled business to move from a local shop to a global entity. However amazing these technologies have been, there has been a cost - the human connection. **Video conferencing enables you to make and maintain that human connection, irrespective of distance.**

// Why send an e-mail when you can share a presentation and talk over the report face to face with Lifesize, everyone knows where you stand. //

Paul Panton, Telecommunications Manager, Barnardos



\$95 Today's equivalent of a \$5 Pony Express package in **1860**.

<http://www.bigsiteofamazingfacts.com>



1300% Growth in fax usage between **1983** and **1989**.

<http://library.thinkquest.org>



56% Feel email is used too often over telephone or face-to-face conversation. International Journal of Internet and Enterprise Management, 2011 Vol.7



93% Of communication is non-verbal in nature.

Study by UCLA professor Dr. Albert Mehrabian

2. Competitive Advantage

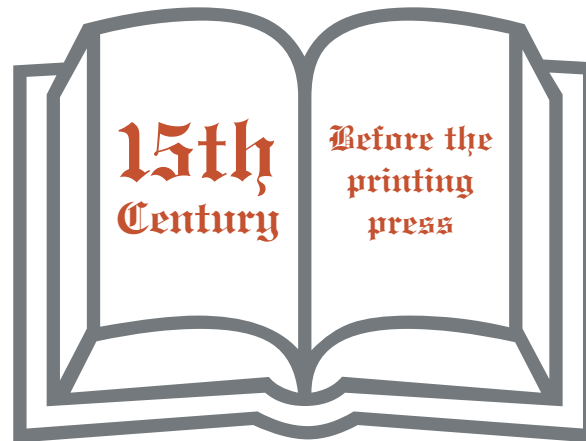
Who doesn't want a leg up on the competition?

// One day, picking up a video call will be as ubiquitous as picking up a telephone, and we are excited to be moving in that direction. //

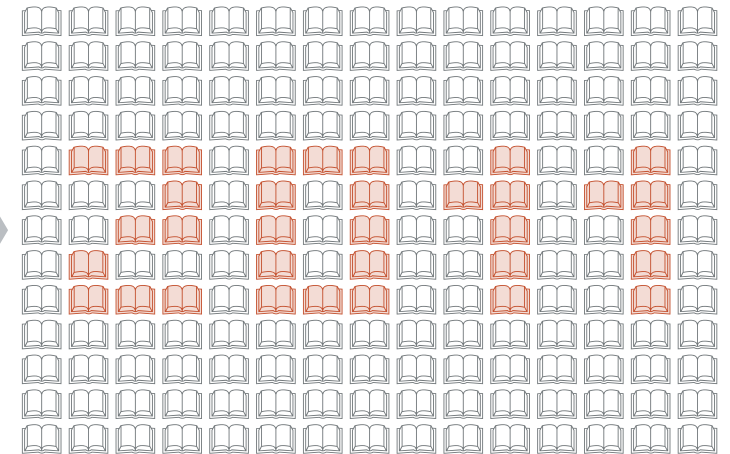
Larry Eisenberg, Executive Director of Facilities Planning & Development, Los Angeles Community College District

Video conferencing has long been thought of as the technology for the other half, something to be used by the bigger guys, the ones handling mergers and acquisitions and the **like—not something that the average business could afford** or make use of. It isn't like that anymore. Thousands of small to medium sized businesses with limited resources are benefiting from the reach that video conferencing allows them to have.

Meet more people, access a global supply-chain and collaborate with customers and partners in real-time. **Businesses that utilize technology leverage their competitive advantage.** This has been true since the introduction of technology as diverse as steam engines, the printing press, and email. **Video conferencing is simply the next logical step.**



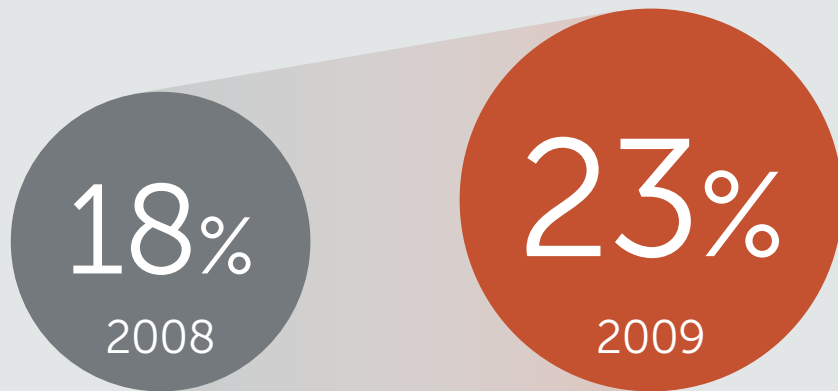
1 book : Hundreds of days



263 million books were sold in the US

Publishers Weekly, January 2, 2012

Percentage of workers who say they are dissatisfied with their work/life balance



Harris Interactive for CareerBuilder, 11/2009

Average time spent in rush-hour traffic jams (per year)



Urban Mobility Report, Texas Transportation Institute, 2009

3. Wear and Tear

Achieving a better work/life balance just got easier

Finding the perfect work/life balance can be tough. With the expectation of being available 24/7, the daily commute, the weekly meeting at HQ, frequent customer meetings, it can seem that you live on the road. **Traveling for work is fine, but when you barely make it home for your weekends, 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, homework, bath-time, tee ball practice... or even just get in some more time at the driving range! **Frequent flyer miles are good, but a healthy, well-rounded lifestyle is even better.**

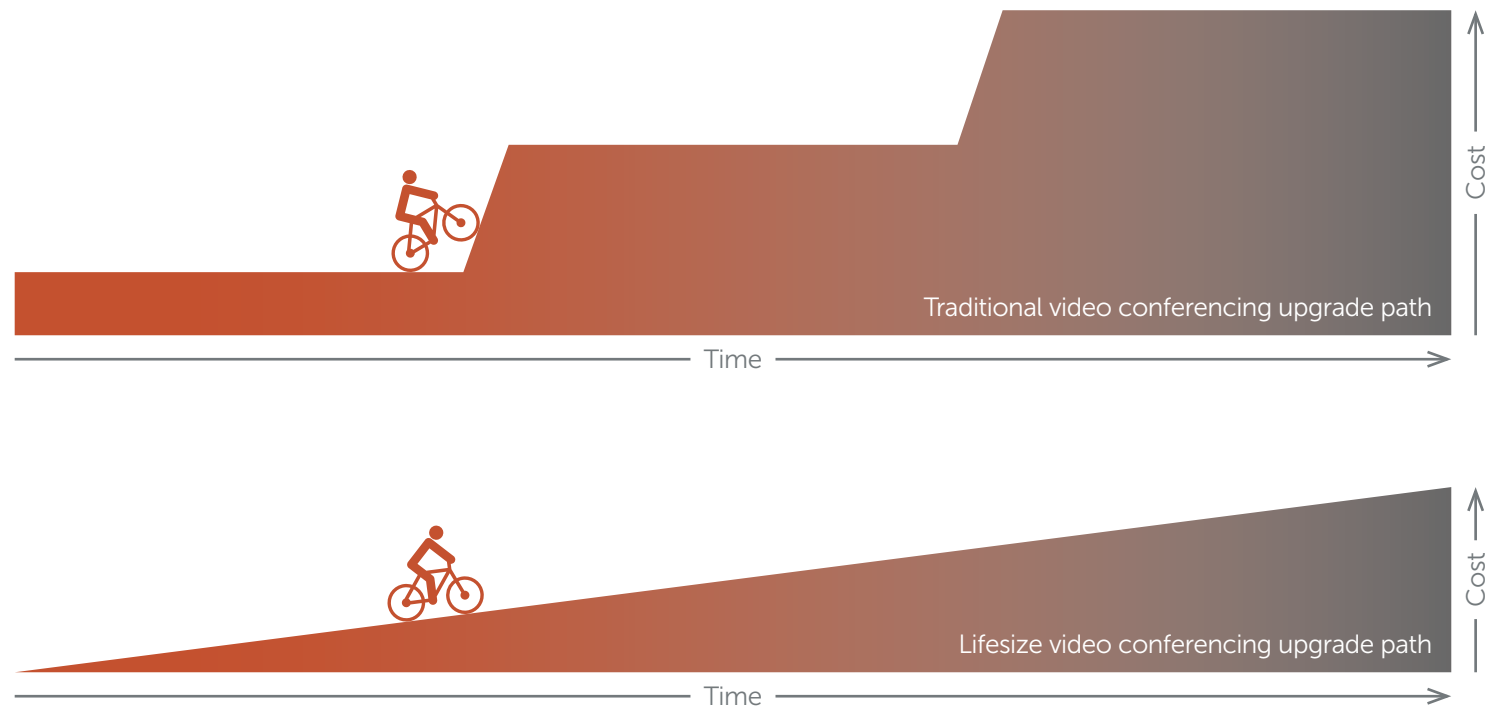
// Our technicians used to repeat the trainings over and over again at every office. Now, we train in five countries at the same time. Not only does it save on travel, but it saves an enormous amount of precious time. **//**

Dirk Robberechts, Information Systems and Infrastructure Manager, Toshiba TEC

4. Scale

What you need, when you need it

In the past, companies were required to purchase a fixed capacity of “technology boxes” if they wanted to deploy video conferencing infrastructure throughout their organization. Those days are over. **The enormous financial step previously required to move from low quality ‘free’ or web conferencing services to HD business video has dramatically reduced.** Virtualization and more sophisticated software means you can now start small with your video strategy and build up as you need it, easily and more cost-effectively than ever before.



// (On UVC) This is a big step toward making video deployments easier to justify, deploy and support. [T]his type of infrastructure ‘rightsizing’ with a gradual expansion path will become the industry norm in the next few years. //

Ira M. Weinstein, Senior Analyst and Partner, Wainhouse Research

5. Travel

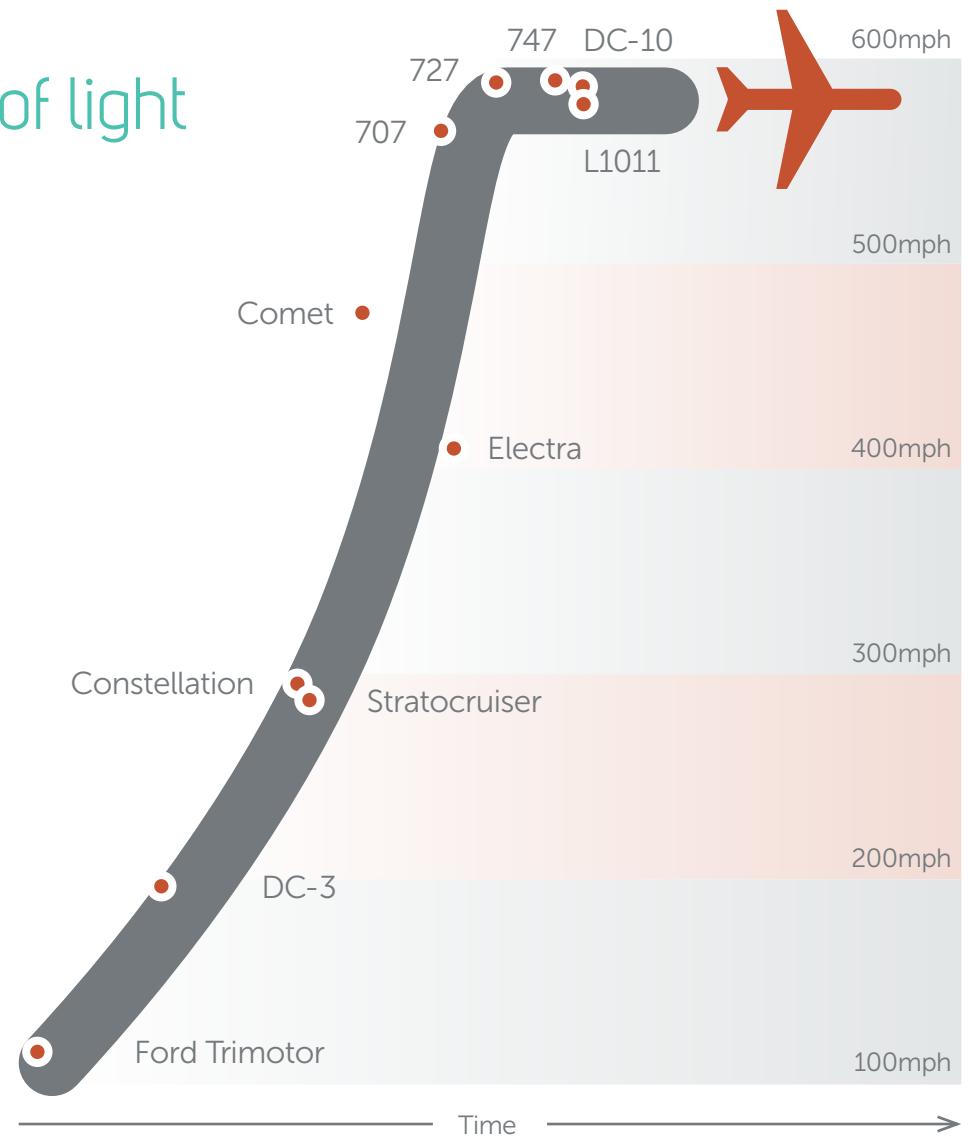
Business that moves at the speed of light

The golden age of travel is very much over. **Airlines are not getting faster, and travel is not getting better.** Flying today is about volume of passengers not enhancing the travel experience for customers. You want your travel to be low cost but more importantly, **you want convenience.** Today even a flight of a few hours can seem like a hassle.

The Concorde was scrapped not because it was too fast; it failed because it was too slow. Even though it was the fastest airplane in the world, the point to point time was still too long. **Technology allows instant communication.** The long term trend of air travel provides more efficient transportation to ever larger numbers of people. But that doesn't help businesses save time. **Businesses need to think differently and video is part of this revolution.**

// Our conference rooms at headquarters are just booked solid. We have definitely reduced development time and travel using these systems. //

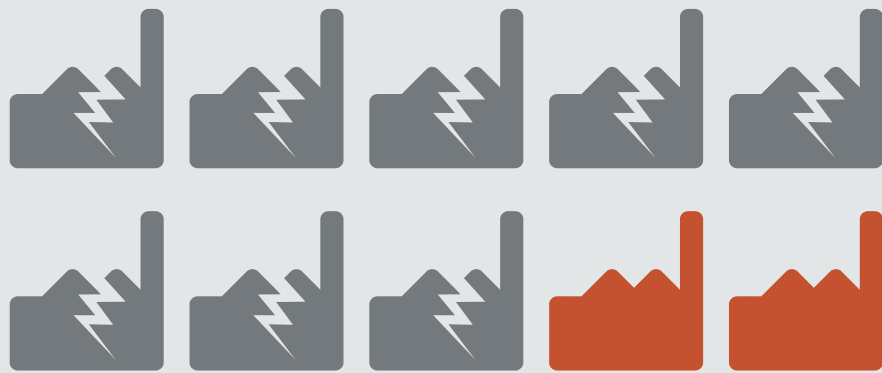
Thomas Fenady, Director of IT, Activision



<http://www.foresight.org>

6. Business Continuity

Don't let Acts of God interfere with closing the deal



80% of businesses affected by a major incident either never re-open or close within **18 months**.

<http://www.computerweekly.com>

The weather, fire, natural disasters, epidemics... the list of factors that can affect business, which are often totally out of our control, can be scary. The 2010 ash cloud over Europe **grounded over 100,000 flights and left over 10 million people stranded**. The economic cost of norovirus (NoV)-associated food-borne outbreaks alone is **\$5.8 billion annually** in the United States.

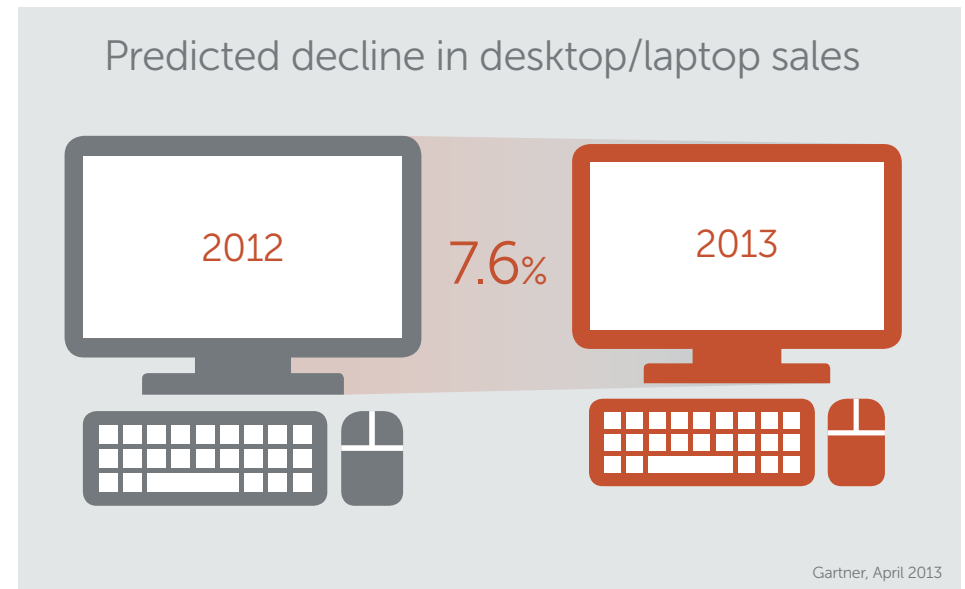
It's said that 80% of businesses affected by a major incident either never re-open or close within 18 months. But it's not all doom and gloom! **Video conferencing can keep you connected**, and help ensure your business stays up and running – from a different location, even if disaster strikes.

// HD video provides another dimension of interaction that no other form of communication can. It is nice to see someone's face when we are making such important decisions in a time of crisis. //

Francisco Sanchez, Jr. Public Information Officer, Houston TranStar

7. Mobility

Mobile...taking over the world



Mobile workers have always had to tolerate missed opportunities for communication and collaboration. But with the exponential growth of mobile devices, **nearly everyone in the world has a yet unrealized video conference device** with them wherever they go.

With the increasing BYOD (Bring Your Own Device) trend, including mobile in your video conferencing strategy is paramount. It allows **collaboration over video** in the same way, with the same functionality, as you would have in your office. Additionally, it's just as easy and cost-effective.

// Whether the device of choice is a laptop, tablet, smartphone or new software application, companies no longer have to scramble to provide needed infrastructure and support. //

Staff, InAVate

Growth of world internet usage



1995

0.4%
16 million



2013

38.8%
2,749 million

<http://www.internetworldstats.com>

8. Supply Chain

1,000 miles away, 6 feet apart

// For us, face-to-face communication is key. In order to build trust and rapport with partners, vendors and customers, you have to interact with them on the most personal level possible. Lifesize does that for us. It's hard to imagine doing business without it. //

Rahul Subramaniam, Managing Director, DevFactory

252 million
domain names
registered
globally as of
December 2012

Publishers Weekly, January 2, 2012

38 million
home-based
businesses in
the US

<http://www.businessforhome.org>

There was a time when customers and suppliers were all within the same town; today it's more likely they are spread across the country, or the world. **As business that was local becomes more global, how do you establish and maintain relationships from afar?** You need to be able to build human connections irrespective of distance, and connect with more people in less time.

Consider how websites enable businesses to connect with clients they could never previously reach. **Video bridges the gap between distance and the personal touch** by giving you the ability to connect, as if you were there, **more efficiently, effectively and affordably than ever before.**

Explore Video Conferencing

Seeing is believing

Video conferencing has moved beyond the Fortune 500 boardroom into businesses of all sizes. Increasingly, it is becoming part of the supply chain, allowing businesses to have closer, more human, connected relationships with clients, suppliers, partners and employees. No longer a technology for the "other guys," **video conferencing is expanding our reach and helping us build a more connected world.**

We hope that you found our eight reasons why your business needs video conferencing 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.** For more information or to request your personal demonstration, visit us at: www.apicom.com.co.

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



Video Collaboration: Why Your Company Needs It Today >

Seen enough? Book a demo >

// Lifesize is pushing video closer to ubiquitous adoption by making it easily accessible to anyone, anywhere. //

Roopam Jain, Industry Director for Unified Communications and Collaboration, Frost & Sullivan