

ImmersiV Video as a Service

## The Executives Guide to Business Video

*Achieve Peak Productivity with Video as a Service*

# Achieve Peak Productivity with Video as a Service

Video conferencing has come of age for the busy UK executive

Since the banking crisis of 2007, the working day of the average private and public sector director or senior manager has become more strained. As the world lurches from a banking crisis to a sovereign debt crisis of confidence, the average executive has to keep their organisation on a path to recovery or growth, using every precious hour in the day to maintain momentum in a positive direction.

In a recent IBM CEO survey (IBM Capitalising on Complexity 2011), 79% of respondents felt that complexity in their business would rise significantly over the next 5 years. That's a rise over the levels of complexity they feel today, and as we all know, running any organisation in today's world is already complicated enough.

There are many approaches that executives are turning to in order to manage this growing complexity. Consistently, executives are looking to better maximise the effectiveness of their organisation to make it more agile; more fleet of foot, and better able to take decisions with confidence that will assure the business' future success.

Executives want:

- To improve their interaction with customers.
- More effective management of their supply chains.
- Faster and more efficient product development cycles.
- Better and faster decision making from boardroom to 'factory floor'.
- Reduction of operating costs and reinvestment of resources into growth markets or new products.
- To introduce new ways of working to improve overall organisation efficiency.
- To invent new 'disruptive' business models to sustain future growth.

In that same IBM survey, only the Chinese executive respondent felt in a strong enough position to manage future complexity. If you're the executive of a UK manufacturer you're not simply trying to catch up to an immobile target; you have to move faster and smarter than every other executive in the world, whilst trying every day to keep the lights on and the wheels turning.

Email us at [immersiv@uk.logicalis.com](mailto:immersiv@uk.logicalis.com) to find out how video could positively impact your business.





## Executives need their organisations to become more aerodynamic.

The aerodynamic business is able to achieve peak productivity as it's streamlined, able to cut through the turbulence of economic or market conditions, using every available resource in the correct way, making every minute of every day count.

The aerodynamic business uses every available opportunity to remove the drag factors to customer or supplier interaction, eliminating processes and interactions that are cumbersome or complex.

The aerodynamic business also makes efficiency a dogma, for every individual who works for or with them, turning their business ecosystem into a highly efficient and highly interconnected support system, leveraging the insight of customers and business partners as often as possible.

And, the aerodynamic business makes faster and smarter decisions, using information as a competitive weapon, and putting the right people together as often as is needed to build on existing success or alter direction based on deep insight of changing customer or market demands.

Imagine your organisation in a wind tunnel; how would it fare? Is it already so streamlined that it needs only the most minor of tweaks, or would it disrupt the airflow of today's complex global economy so much that it would struggle to gain real forward momentum?

Used in the right way, technology can make businesses, business processes, and business executives more aerodynamic. When used with real strategic intent, the smart application of technology can make major impacts on the way an organisation works and the way that it thinks about the way it works.

## Video conferencing is one such technology.

The concept and practical application of video in business is not new; the majority of executives have at one time or another sat in front of a video conferencing unit, whether for a demonstration or a real meeting. Many executives have already invested in room based video systems, allowing groups to gather and interact.

But video has now moved beyond most executive's perception of what it can do. Video is now:

- A pervasive and effective business tool that should be on every executive or senior manager's desk – making them more collaborative and better able to interact, making collective and smarter decisions.
- As affordable as deploying mobile phones or smart email devices. Available on the same monthly tariff based contracts, video should be available to the vast majority of key staff, to be used from their desks, their homes or any Internet connected location.
- Open and flexible enough to deploy onto the desks of your key customers or suppliers, changing the nature of the dialogue and interaction you have with them, putting your executives in direct touch with those contacts that have most influence on your business' success.
- A tangible and financially measurable business efficiency measure, with the monthly cost of deploying a high definition desktop or laptop client being less than the average cost of a third of a tank of petrol per month.
- Reliable enough for everyday use, with quality you would feel comfortable using in front of even your most important customer or contact, and secure enough to use to extend your boardroom anywhere in the world.

Video really has come of age, and it can be used to dramatically impact the way your business, processes, and people work, and you can use it to address the key challenges facing every business and executive today.

# How could your business benefit from video?

## Improve interaction with customers

If you want better customer interaction, why not fund a secure desktop video solution to the key executives or contacts within your customer's business? With Video as a Service there is no need for your customer to implement any video infrastructure, and most desktops or laptops can support video with the simple installation of a software client. You can then have regular or ad-hoc video meetings, and if your customer can video your desk or office directly, who are they likely to think of contacting when a new investment spend is planned?

Product development is a naturally collaborative process, with multi-discipline and multi-skilled teams working together to create that new breakthrough product. Today, for even medium sized firms, the chances are the design team will be distributed in different locations, even different countries. Video on desktops, room systems and high-end immersive Telepresence puts everybody together in a collaborative environment, able to see each other, to work on product prototypes, and define and refine visually in real-time.

## Faster and more efficient product development cycles

## Reduction of operating costs and reinvestment of resources into growth markets or new products

A managed desktop video environment now starts from as little as £30 a month. So, if you can mitigate one journey per user per month, video becomes an immediate and measurable ROI. If you can start to reduce international travel then expense bills can be cut by potentially thousands of pounds per employee per month; savings that go straight to the bottom line. And don't think you have to enforce its use – who wants to sit in airports, on crowded trains or in traffic jams? Ask your executive and management teams to list the travel costs they could mitigate personally or in their teams through the use of desktop video – the ROI will be calculated in days.

## Better and faster decision making from boardroom to factory floor

Video has always helped people make smarter and faster decisions; it is human nature to interact visually. Taking video to more locations, putting video on more desks, and making video more mobile makes collective decision making a reality, especially when executives are engaged in other activity sometimes thousands of miles apart. And, if you combine the use of video with advanced decision making tools such as business analytics, executives can see each other and real-time business data, all from their desktop or room environment.

## More effective management of supply chains

Insist that supplier's video-enable the key individuals or locations that manage your product supply chain, making them accessible and accountable via video. You can conduct more regular face-to-face reviews and when problems occur, video can make resolving them faster because everybody can see each other or see the product in question.

Do you have a home working programme? Are you trying to encourage greener or more flexible ways of working? Are you trying to encourage new employees into your business who don't necessarily want to be tied to the office? Are you committed to a gender diversity programme, or need to encourage new parents back into the workplace more quickly after childbirth? Are you a busy executive who's simply exasperated at the amount of time you spend on the road and the lack of time you spend with your family? Video isn't just about where we work, it's about how we work, and enabling your business with video will give people the flexibility to work in different ways that suit them and give your business a happier and more committed workforce. The more video permeates your business the more it will transform the processes that sometimes hold your business back or reduce the talent pool you have available to you. Why not make video a perk of the job, and give people the flexibility to change the way they work? Try giving them video for a month and see the different ways it positively impacts their productivity.

Introduce new ways of working to improve organisation efficiency

## Invent new disruptive business models to sustain future growth

Video isn't simply about saving money or making people more productive; video can and should be about changing the way your organisation does business. Are you a retailer with a large store network but only a few product specialists able to provide in-store advice? Are you a pharmaceutical company that wants to connect to patients whether in the GP's surgery or in the pharmacy? Are you an insurance company that wants to enable your assessors to be more effective in the field while linked to experts back at base? Video can now enable real change in business processes, and fundamentally create new business models or improve on existing ones. Why not set your business unit leaders the challenge of seeing where video could enable them to open up new revenue streams, engage with new customers, or launch an entirely new product or service?

# Video conferencing has now come of age

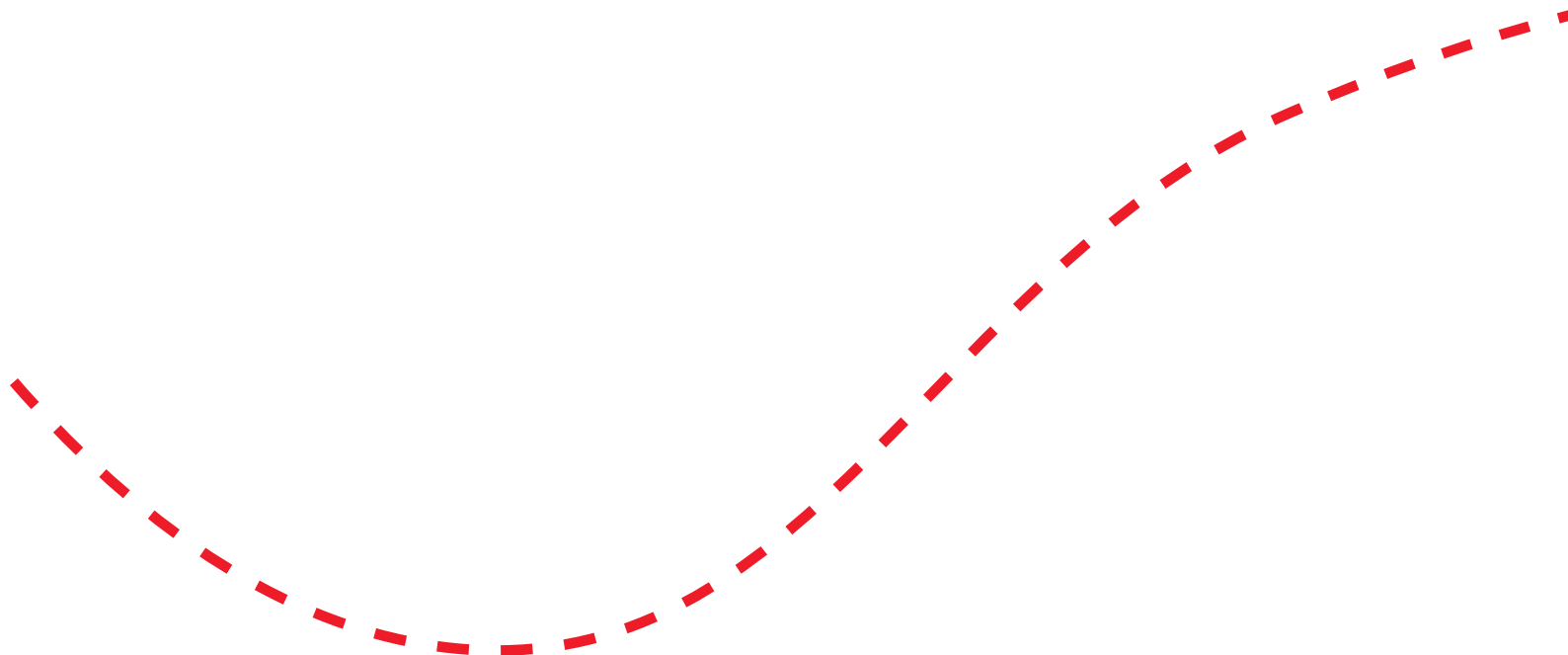
It is the right technology at the right time for UK executives and their businesses

**You can deploy video immediately** – Video as a Service doesn't require you to deploy any of your own video equipment or make major changes to the IT infrastructure that's already in place. That means minimal impact on your IT department and virtually no on-going support overhead.

**You can deploy video with no capital expenditure** – Video as a Service is an operational expenditure, and you pay monthly for the number of desktop enabled endpoints and room systems. Advanced services such as video session recording, gateways to other video users, and VideoPA services are also available on a pay as you use basis. So, having no capital budget doesn't mean you can't start reaping the benefits of video.

**You can use high quality video from anywhere** – high quality video is no longer limited to expensive room systems; you can deploy on desktop and laptop computers, and if you have access to the Internet you are immediately video enabled. You can use the camera now fitted as standard in most laptops, or use an external high definition camera for the same level of experience you would receive from a more expensive room system.

**You can justify the cost of deployment in days** – with desktop video from only £30 per month per user, you can now fund 6 months worth of video for an executive for less than the price of a peak return rail fare from Manchester to London. The business case doesn't just add up, it is compelling.



**You will use video to be more productive, guaranteed** – the productivity benefits of widespread video deployment makes video the communication tool every executive must now have access to. Video won't become a replacement to meetings; it will become a normal part of the way you communicate with colleagues, customers and suppliers. Within days of deployment you will be assessing whether you need to travel into a remote office for that hour long internal meeting with a colleague, or work smarter and more intelligently from your desk.

**You can deploy video to your customers and suppliers and become a smarter part of their supply chain** – why wouldn't a customer or supplier want to be connected to you and your fellow executives? If you demonstrate that you want to be better connected why wouldn't they want to reciprocate by becoming part of your executive video contact list? Problems will be resolved more quickly. Opportunities will more likely go to those suppliers who are available to have that face to face meeting more quickly.

If you're a busy executive or running an organisation that needs to be more aerodynamic, operating and engaging with customers and suppliers more efficiently, you owe it to yourself and your business to see how wide-scale deployment of Video as a Service could positively impact every aspect of your business, your processes, and your people.

Email us at [immersiv@uk.logicalis.com](mailto:immersiv@uk.logicalis.com) to find out how video could positively impact your business.



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your organisation?

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[www.uk.logicalis.com](http://www.uk.logicalis.com)

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