



## Video Collaboration

It is a known fact that more than half of communication's efficiency is determined by nonverbal cues, (e.g. Tone of voice and body language). How many of these important nonverbal details get lost every day in email exchanges or conference calls? Face-to-face communication is more personal. It builds a higher level of trust, reduces confusion, and makes people more accountable for their actions.

Of course, in today's business environment communicating in person is not always possible. But video provides a means to the next best thing: instant, virtual in-person communication.

### What does that mean for your business?

Many organizations consider video collaboration to be critical cost-reduction tools. However cost reduction is only one element of a video strategy that can also include increased productivity, environmental responsibility, and work-life balance.

Video collaboration affects the way that business is conducted across an entire organization. With video, you can interview job candidates remotely, enhance telework programs, get real-time feedback from suppliers straight to the manufacturing floor, record training sessions and CEO messages, and much more.

Today, organizations use video for more than just meetings from conference room to conference room. Video collaboration can be a very personal experience when people at all levels of an organization can choose the solution appropriate for them and participate in video calls with anyone, anywhere.

### Discover the Benefits

Video collaboration can deliver immediate benefits to your organization. Not only will video save you money and improve productivity, but video can also help you create a competitive advantage by:

- **Simplicity** – it is far easier to setup a call/conference
- **Time savings** on international travel (2 days just to attend a 2 hour meeting)
- **Avoiding jet lag**
- **Cost savings.** Travel and hotel costs, loss of productive time whilst in transit.
- In a local context, **avoid traffic delays**, work from home, increasing work flexibility
- Meetings can be organised **at short notice**
- **Improves effectiveness**, ability to see participants and read body language, compared to audio only conference
- **Improved hiring processes.** Hiring processes can be lengthy and costly, especially when candidates are located in other cities or multiple people are involved in the interview process. Organizations with video conferencing systems can reduce expenses and time by bringing candidates into the nearest facility and allowing interviews to be conducted both in person and over video.
- **Retention of top talent** through improving cooperation by allowing remote employees to closely interact with other team members and by mitigating travel so they can spend more time with their families.
- **Sustained competitive advantage.** Teams communicating over video share knowledge more widely, resulting in faster decisions that reduce the time to market for new products and services.
- **Reducing the company carbon footprint** by allowing organizations to mitigate energy use by dramatically reducing the need to travel.

### Solutions:

The term **Video Telephony** refers to a solution where an audio/video communication is initiated from an IP phone using normal phone operations such a dialling, conferencing, transfer and on-hold. Video is then normally added using a PC based webcam. Normally video telephony serves single individuals at each location and not groups of attendees. However, that distinction is becoming increasingly

blurred with technology improvements such as increased bandwidth and sophisticated software clients that can allow for multiple parties on a call.

**Video Conferencing**, on the other hand, allows two or more locations (board/meeting rooms) to interact via live two-way video and audio transmissions simultaneously. This is generally accomplished by the use of a multipoint control unit (a centralized distribution and call management system aka a video conferencing Bridge) or by a similar non-centralized multipoint capability embedded in each videoconferencing unit. Again, technology improvements have circumvented traditional definitions by allowing multiple party video conferencing via web-based applications. Due to the widespread adoption of industry standards it is becoming common for a mixture of video telephony and conferencing stations to participate in a single meeting.

**Telepresence** is a high-end videoconferencing solution usually employed by enterprise-level corporate offices. Telepresence conference rooms use state-of-the art room designs, video cameras, displays, sound-systems and processors, coupled with high-to-very-high capacity bandwidth transmissions to achieve a very realistic and lifelike experience.

**Web conferencing** refers to a service that allows conferencing events to be shared with remote locations. Most vendors also provide either a recorded copy of an event, or a means for a subscriber to record an event. The service allows information to be shared simultaneously, across geographically dispersed locations in nearly real-time. Applications for web conferencing include meetings, training events, lectures, or short presentations from any computer.

#### **Vendors:**

Video collaboration is transforming the way people work and communicate for business, At KSS we have developed our technical strengths by aligning and complying with standards from world-class vendor programmes.

