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Are You Ready for Cloud-Based HD Video Collaboration? 5 Key Indicators



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What's keeping your business from benefiting from today's high-definition video collaboration capabilities?

Even if your business can justify the expensive up-front investment in video infrastructure and expertise, chances are you'll find most videoconferencing offerings way too complicated and clunky. Despite impressive videoconferencing technology and systems, traditional on-premises infrastructure can be so technically complex that spontaneously conducting a videoconference is pretty much impossible. Besides, too many of the people you want to connect with don't have videoconferencing capability.

But all this is changing — and fast.

HD video collaboration for the rest of us

The match-up of cloud, videoconferencing, and hi-def technologies means that HD video collaboration capabilities are no longer reserved for only the largest enterprises with the deepest pockets.

Now, video collaboration is easier to do than ever before. And since the solution is cloud-based, there's no need to spend big to build and then maintain a complex, labor-intensive videoconferencing infrastructure.

At last, HD video collaboration has become inexpensive enough and easy enough for just about any business to use.

Can your business benefit from cloud-based HD video collaboration?

The answer is YES if you check off any of the following boxes:

- My business would like to engage in real-time collaborative communication with customers, partners, or suppliers that don't necessarily have video endpoints.
- My business fields a mobile, distributed workforce involved in high levels of customer interaction (e.g., professional services, management consulting, insurance, financial services, healthcare, IT consulting).

- ☒ My business doesn't want to take on the hassle or expense of acquiring the video expertise and/or the IT resources necessary to deploy, configure, and manage a complex video infrastructure.
- ☒ My business would benefit from a video collaboration solution that's easy to deploy and simple to use across all types of user environments (PCs/Macs, mobile devices, conference rooms) while offering flexibility and scalability.
- ☒ My business requires that a video collaboration solution be affordable and cost-effective, without up-front investment in infrastructure.

What to look for in a HD video collaboration cloud provider

When it comes to cloud-based HD video collaboration services you can count on, you want a provider who is able to:

- Reduce the amount of time and expertise your IT organization must devote to managing a video collaboration capability.
- Provide security features to protect your video, voice and data communications.
- Offer features that enable easy, spontaneous use of video collaboration technology for anyone.
- Ensure that hi-def video communications are widely accessible and scalable.

Taking the burden off your IT people. The right HD video collaboration cloud solution will use industry-standard protocols to provide secure, seamless integration among meeting rooms, PCs or Mac computers, and mobile devices. It will auto-configure endpoints and software clients, including directory services, so your IT people don't need to spend lots of time managing the video collaboration capability.

And the cloud provider will continuously maintain and update both the video infrastructure and your endpoint and client capabilities.



Keeping your environment secure. You want a video collaboration cloud solution that integrates firewall traversal to help ensure call connectivity over any network. The right solution will encrypt all communications, both signaling and media content. And the solution should provide secure web-based administration, including user-specific bandwidth control, reporting, and user management.

Easy, spontaneous use for anyone. Look for simple click-to-call, presence-enabled dialing with seamless call escalation to multi-party collaboration that comes with data sharing and instant messaging capabilities — all doable in just minutes, with no costly, quickly outdated video infrastructure required. And with no need for a complex, three-hour configuration effort.

For users not connecting from an established video endpoint (like that in a conference room), look for a video collaboration cloud solution that provides a soft client able to bring the full benefits of video collaboration to anyone using an ordinary PC or Mac with a webcam, microphone, and Internet connection. And you'll want a solution that includes no-cost guest invitation capabilities, too, so your clients, partners, and suppliers can video-collaborate with you via their webcam/microphone/Internet-enabled PCs or Macs.

Widely accessible and scalable hi-def. The right video collaboration cloud solution will offer up to nine-way multipoint calling at up to 720p with encrypted media and signaling. Because it's a cloud solution, you pay a fee based only on the number of users and video endpoints you require — there are no additional time-based fees. And you can take advantage of the provider's cloud to quickly scale your video collaboration capability as needed.

Plus, the right provider will offer you a free pre-subscription trial.



Cloud-based HD video collaboration from the right provider delivers a state-of-the-art video collaboration infrastructure that's highly secure, reliable, and available — without the risks of a hefty up-front CAPEX outlay. Because it's standards-based and vertically integrated with the best in video appliances, the service is resource-efficient. And the right provider is a stable, viable company with deep experience in video collaboration technologies and services.

The power of HD video collaboration to reduce costs, improve productivity, and boost revenues has never been easier or more affordable.