



Why Video Conferencing

TOP 10 REASONS TO USE VIDEO CONFERRING

1. Allows for real-time face-to-face communication
2. Reduces travel costs, time out of the office, and security concerns
3. Presents quick return on investment
4. Ensures ease of use and management
5. Speeds up sales and product development cycle times
6. Boosts efficiency and productivity
7. Allows meetings to be scheduled anytime, any place
8. Provides a low-cost, high impact way to extend distance learning (seminars, workshops, training, etc.) through live streaming and recording for Tivo-like playback
9. Unifies corporate structure by allowing more people to be included in the decision making process
10. Provides upper management with better visibility of employees, allowing them to connect

THE GREEN FACTS OF VIDEO CONFERRING:

Business travel is responsible for 18% of an Enterprise's carbon emissions. Video conferencing, however:

- Lowers an organization's carbon footprint by reducing the need for travel and travel related CO2 emissions
- Enables dispersed workgroups in today's global enterprises to meet and collaborate "virtually"

Until recently, business professionals were forced to travel to business meetings where they would incur significant travel expenses and time out of the office. And organizations were divided due to the multi-room approach to achieve different objectives: there would have been a conference room, a training room, a presentation room, and so on. Although advancements in technology brought about impressive products, they did not necessarily work together – perpetuating the division of rooms to meet different objectives.

TOMORROW'S TECHNOLOGY TODAY

New video conferencing, however, allows us to combine all of these objectives into one fully integrated multi-media room, where every piece of equipment works in seamless collaboration to create an end-to-end solution - and all without the hassles and stress of traffic jams, airport delays, or jet lag.

TIME SAVINGS AT A GLANCE

Task	Business Trip	Video Conference
Book flight, hotel, etc.	1 hour	0 hours
Book the meeting room	1 hour	1 hour
Prepare for the meeting	1 hour	1 hour
Drive to the airport	1 hour	0 hours
Check in and waiting	2 hours	0 hours
Flight time to meeting	3 hours	0 hours
Drive from the airport	1 hour	0 hours
Wait time before the meeting	1 hour	0 hours
Meeting duration	4 hours	4 hours
Drive from to the airport	1 hour	0 hours
Check in and waiting	2 hours	0 hours
Flight time from meeting	3 hours	0 hours
Drive from the airport	1 hour	0 hours
Recover from trip and jet lag	2 hours	0 hours
Follow-up from meeting	2 hours	2 hours
Total	26 hours	8 hours

