



Integrating Video Communications into Workflows

Take the Next Step to Break the Status Quo

A Frost & Sullivan White Paper

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Robert Arnold, Principal Analyst
Connected Work

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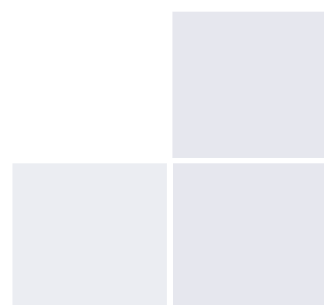
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INTRODUCTION

Several dynamics are driving demand for all forms of video in our personal lives and for work. Mobile device proliferation combined with pervasive high-speed internet connectivity makes video consumption and sharing ubiquitous. Consumer video's immense popularity (Facetime, Facebook, Instagram, YouTube, Skype, SnapChat, Hangouts, and many more) exposes many millions of people daily to information in rich visual formats. These experiences heighten expectations for video in business. This article discusses how businesses can meet those expectations and get more value by integrating video communication into workflows.

VIDEO COMMUNICATIONS MARKET TRENDS

Enterprise video conferencing is experiencing high adoption rates due to employee and customer demands to interact in engaging ways, and overall increased awareness of the technology's benefits.

Frost & Sullivan forecasts the global conferencing services market to reach \$8.9 billion in 2018. It will be boosted by high-growth emerging services and tempered by commoditizing mature technologies. In 2016, the market's segments accounted for an approximate share of total revenue as follows: hosted audio conferencing—54%; hosted web conferencing—32%; hosted and cloud video conferencing—5%; and managed video conferencing—9%. These ratios will be upended by 2020, with visual-oriented web and video conferencing service revenues together exceeding today's largest segment: standalone audio conferencing.

Key drivers for fast-growing enterprise video conferencing services adoption include:

- Millennials are becoming the dominant workforce demographic;
- Broader demand and expectation for visual collaboration capabilities;
- Cloud services decrease operational costs and complexity;
- Vastly improved reliability and quality;
- Rising unified communications adoption (i.e., Skype for Business) with video as an integrated application;
- File and content sharing, chat, recording and other integrated features expand use cases;
- Developers are prioritizing user and admin experience improvements;
- A marked increase in the number of mobile and remote workers; and
- Demand for optimized video conferencing endpoints and declining average selling prices to support high-quality applications and equip more meeting spaces (i.e., huddle rooms).

PERCEPTIONS OF USEFULNESS AND VALUE

Today's enterprise video conferencing is hardly comparable to yesterday's solutions. Great development advancements have vastly improved reliability, quality, feature breadth, and ease of use and management. Cloud services significantly reduce overall cost and complexity, making it attainable for more users, industries and budgets. Yet, video usage in business remains much less innovative, diverse, dynamic, and frequent compared to consumer iterations of the technology. Outdated, self-limiting legacy approaches pervade the business market.

Video conferencing is implemented as a silo that is not integrated with other communications infrastructure and applications.

Organizations restrict video conferencing access to executives, select departments or job functions.



Utilization is limited to fixed scenarios wherein users access video conferencing from a specific location and have meetings at a predetermined time.

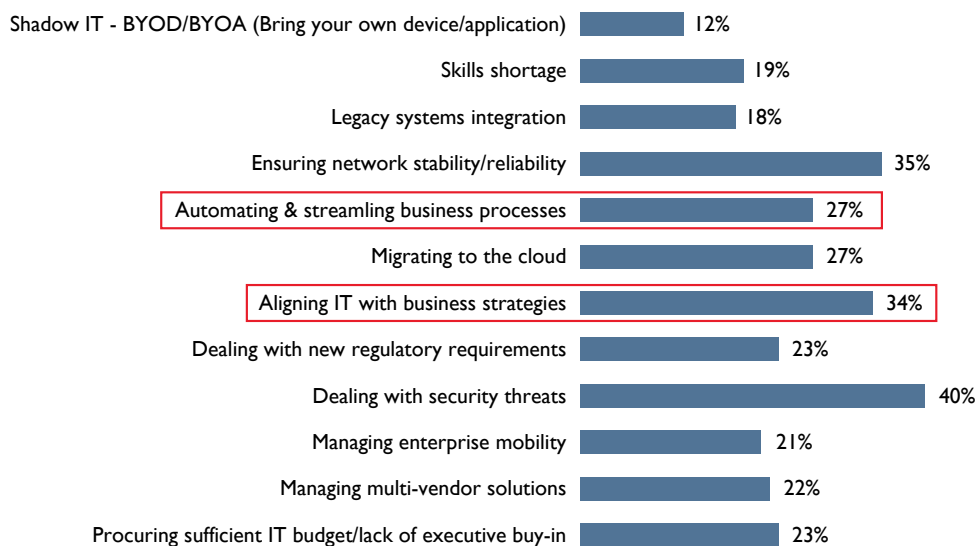
ROI focuses on narrow metrics (i.e., travel avoidance, carbon offsets, bandwidth) without considering the broader impact on business processes.

Many organizations do not take advantage of capabilities readily available to them. Failure to evolve from traditional tendencies leaves legacy challenges unaddressed and value untapped. It needs to change.

Disconnects between departmental and line-of-business stakeholders, users and IT about the usefulness and business value of video are also apparent.

| | |
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| <p>A global Frost & Sullivan survey of 1,980 IT decision makers across industries and company sizes showed only 19% believe their users are very or somewhat dissatisfied with the company's cloud solutions, including video conferencing.</p> | <p>The same survey found 34% of IT decision makers have difficulty aligning technology with business processes, and 27% struggle with automating and streamlining business processes. These concerns rank among their top five challenges. See Exhibit I below.</p> |
|--|--|

Future of Digital Transformation Top IT Challenges, World, 2016



Q: What are the top 3 challenges your IT department faces in the next three years? (Multiple responses allowed.)

N=1980 respondents

Source: Frost & Sullivan

Stakeholder groups, IT and users must make their current needs and future expectations more clearly known. As the nature of work and the workplace itself undergo disruptive transformation, a coordinated plan is imperative. Organizations need a foundation to leverage as they proactively tackle these changes.

WORKPLACE AND WORKSTYLE EVOLUTION

Most professionals recognize the rapid evolution of the workplace. Globalization of business, real estate and office consolidation, far-reaching employee recruitment and retention efforts, emphasis on work-life balance, and other factors are causing businesses and employees to be more distributed and mobile. As a result, agile workstyles are required for employees to effectively work anywhere at any time.

Millennials (people born from 1980 to 2000) underpin the workforce evolution:

- By 2020, Millennials will comprise half the global workforce (PwC).
- Millennials recognize the business and technology landscape constantly changes, and that ways of working should change with them (Mind Tickle).
- In contrast to the attitudes of earlier generations, Millennials believe teams can accomplish more and better things (PwC).
- They rank training and development, and flexible working hours as top benefits from their employers (PwC).
- 89% prefer to choose when and where they work because they measure productivity by work completed, not by time spent in the office (Mind Tickle).

Bring your own device (BYOD) is disrupting the way business information is accessed and shared.

- 67% of companies worldwide enforce a BYOD policy and 61% expect BYOD to dramatically or somewhat increase in the near term (Frost & Sullivan).

- BYOD in 70% of organizations is driven by the need to increase productivity (Bitglass).
- Today, most IT departments report they would be at a competitive disadvantage if they did not embrace BYOD (Frost & Sullivan).

The workforce is younger, more connected and more dispersed than it has ever been. Communicating and collaborating via video is ideal to engage the modern and future workforce. At the same time, video communications satisfy business-to-business (B2B) and business-to-consumer (B2C) customer demands for more contextual interactions, faster responses and overall better service.



WORKFLOW INTEGRATIONS

Users should not feel that video communications introduce layers of complexity to their jobs. Communications integration with business processes aims to connect people and information over the appropriate modality (voice, video, IM/chat, content sharing, recording, etc.) that makes information accessible, manageable and actionable to users within the context of workflows. Such applications may be employed in ad-hoc, unstructured ways or as defined steps within business processes.

Popular and productive integrations that enhance workflows include:

- Click-to-call or conference from within office productivity applications (email, word processing, worksheets, etc.), databases (CRM, ERP, inventory, patient records, etc.) and websites;
- View user presence availability from within business software to efficiently launch collaboration sessions and meet at the right time;
- Calendar and email integration to simplify the tasks of coordinating and joining meetings as well as sharing content; and
- Escalation of any call from voice to multi-media with video and content.

While standard integrations with popular business software are becoming more widely available, opportunities for integration and customization are vastly expanded through leading cloud collaboration service providers. These providers have a more extensive set of application programming interfaces (APIs), software development kits, and optional professional services to customize capabilities for each end-user organization.

Organizations of all types can benefit, whether applied to different lines of business, locations and workgroups, or distinct industries. End-user organizations report an increasingly strong and diverse collection of benefits recognized through these integrations, including:

- * Making faster, more informed decisions
- * Reducing human latency in task completion and follow-up
- * Identifying process bottlenecks and inefficiencies
- * Orchestrating workflows across distributed sites
- * Increasing employee productivity and accountability
- * Improving visibility into work processes
- * Ensuring everyone is in sync with the right information at the same time
- * Enabling process best practices across the organization
- * Meeting regulations for compliance
- * Enhancing customer satisfaction through faster, more personal and accurate service

CASE STUDIES: VIDEO COMMUNICATIONS INTEGRATED INTO WORKFLOWS

Interpretation Services for the Deaf

Industry: Professional Services

Type: Business to Consumer

Background: Sign Solutions, a language and learning company, specializes in British Sign Language (BSL) interpreting, including both telephone and video interpreting.

In addition to its broad range of interpretation and training services, Sign Solutions offers mainstream consumer-facing businesses an on-demand, live interpretation service to provide deaf people with instant access to services, such as support.

Workflow Integration: This new and innovative live service places a video click-to-call link directly on the website of the vendor. The same links are also available on the Sign Solutions' website. The Sign Solutions service uniquely places all video calls into hunt groups, ensuring calls are answered in the fastest time possible and routed to the first available interpreter. This allows a deaf person to instantly communicate with their provider. Upon clicking the link, a three-way ad-hoc video call is initiated, allowing the deaf person and the service provider/vendor to discuss the matter at hand, via a qualified and registered sign language interpreter.

Results: By integrating video into the business workflow of its clients, Sign Solutions offers B2C providers a seamless way to support deaf people at their point of need. Also, key to success for B2C organizations is the ability to offer multiple touch points, which allow them to offer both scheduled and instant video support. The scheduled and instant video calls are accessed via Sign Solutions' and/or third-party client websites or a portal. Introduction of this service across industries (i.e., banking, government, mobile and broadband operators, healthcare, insurance and professional services) enables Sign Solutions' clients to broaden their customer support, making it accessible to all and helping to improve customer satisfaction and gain a competitive advantage. Through the video hunt group, Sign Solutions offers increased out-of-hours coverage by allowing its employed and contracted personnel to work from home using a video software client. Sign Solutions also offers clients the capability to pre-book its interpretation services using scheduled video conferencing.

24x7 Triage Services

Industry: Healthcare

Type: Business to Consumer

Background: In the absence of locally available, immediate medical care, this telemedicine triage service provides injured people with virtual expert nursing assistance. Nurses use video to examine the severity of injuries and qualify whether injuries can be safely treated on-site with first aid, or if urgent medical assistance needs to be sought or deployed. This essential service is provided to people living in remote locations, who otherwise would need to travel long distances to seek the help and guidance they require.

Workflow Integration: Expert nursing staff is available 24x7 over video to provide support, advice, and/or to dispatch any urgent medical care needed following an injury. Video is necessary to appropriately triage wounds, assess severity, provide first-aid instruction and, if needed, deploy services to the scene. Click-to-call links are integrated in the patient's insurance provider website, which relays to the triage service, where the video calls are placed into hunt groups. The video hunt groups ensure patients and their injuries are seen and appraised anytime, day or night. Offering video-based assessment means people living in remote areas are not at such a disadvantage and that despite distance and time to medical care, they can obtain remedial help in the fastest possible time; this may save lives in the most extreme circumstances.

Results: The innovative use of video calling at the point of injury is an invaluable service for patients and it mitigates costs for insurance providers. The video hunt group capability gives the triage service and its nurses the flexibility to cost-effectively operate 24x7 by allowing staff to be on call during unsociable hours, rather than on premise.

Video Sales and Support

Industry: High Tech

Type: Business to Business

Background: Dekom, one of Europe's leading system integrators for audio visual communication, offers businesses of all sizes a range of products and professional services.

Workflow Integration: Dekom uses video to address sales and support inquiries. Video links are embedded into the Dekom website and, like live chat, clicking the links places calls that are put into hunt groups to reach a live person on video.

Results: Dekom experienced a few teething problems, mainly because people using the click-to-call video link for the first time seemed surprised to find themselves faced with a real person and quickly hung up. Not fazed by this, Dekom soon found serious customers and prospects chose to use the link as a shortcut to their expertise. The click-to-call video link is increasingly used by visitors to the Dekom website, where sales staffs engage in more meaningful conversations and qualify leads immediately. In addition, Dekom uses the video link to demonstrate the power of video versus a telephone call. Therefore, sales personnel regularly ask prospects to use the link to show how instant video calling works and demonstrate Dekom's innovation when it comes to video communication.

CONCLUSION: CHALLENGE THE STATUS QUO

Video communication is powerful and when integrated into business workflows, it becomes more so. Don't get left behind. It's time to proactively prepare your organization for imminent shifts in how business is conducted and how people prefer to communicate.

Now is the time to make your organization more agile. In doing so you'll be in a prime position to attract and retain the right people, remain competitive in a fast evolving landscape, as well as address and improve both productivity and customer service.

Smart businesses are adapting to this new way of working and getting ahead of the competition. Taking advantage of today's collaboration technology does not require disruptive change to existing business processes. Organizations can move at their own pace when implementing flexible cloud video communications services to obtain predictable monthly invoicing, enhanced mobility, customization for each user group's unique needs, as well as improve workflow speed and accuracy through video integration.

“ Many organizations are not taking advantage of capabilities readily available to them. It needs to change.”

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SILICON VALLEY

3211 Scott Blvd
Santa Clara, CA 95054
Tel 650.475.4500

Fax 650.475.1571

SAN ANTONIO

7550 West Interstate 10
Suite 400
San Antonio, TX 78229
Tel 210.348.1000

Fax 210.348.1003

LONDON

Floor 3 - Building 5,
Chiswick Business Park
566 Chiswick High Road
London W4 5YF
Tel +44 (0)20 8996 8500
Fax +44 (0)20 8994 1389

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Santa Clara CA, 95054