

# BroadSoft UC-One My Room

The Virtual Meeting Space That Brings People Together

## VIRTUAL TEAMS ARE STRUGGLING

It's rare to find a team that sits together in the same office - regardless of how big or small your business is. A recent survey of knowledge workers indicates that 79% always or frequently work in dispersed teams. According to the Society for Human Resource Management, 46% of global companies use virtual teams, and 39% claim to do so to improve productivity.

But the reality is that today's teams are still struggling to stay connected from afar. Many feel isolated and a lack of trust, which is the foundation for successful teamwork. Poor communication has been cited as one of the

greatest challenges of virtual teams. 75% of team members say they're distracted during virtual meetings. Couple this with cultural diversity and time zone differences, and you can see how poor communication can impede team output and success.

When teams aren't collaborating at their best, it can have a significant impact on business performance. Recent research indicates that 86% of executives cite lack of collaboration or ineffective communication for workplace failures. And 60% of organizations rate collaboration as a key enabler of various business objectives.

With the abundance of collaboration technology available today, why are teams still struggling?

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### Virtual Meeting Facts:

- Knowledge workers average **over 60 meetings** per month
  - **40%** meetings are virtual
  - **82%** admit to multi-tasking during virtual meetings
  - **95%** meetings start late. **30%** are due to technical difficulties
  - **8%** cost of meetings that start 5 minutes late
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# Technology Brings People Closer Together

For virtual teams to reach their highest potential, everyone must be mentally present and engaged. Yet 82% of people admit to working on unrelated items during team calls. Which is probably why 64% actually prefer to join from a mobile device. This is especially true for millennials who now make up 36% of our workforce.

When meetings are more interactive and team members have choices in how they can engage beyond just a conference call, the issues with multi-tasking and lack of engagement can be eliminated or significantly reduced – which ultimately leads to higher productivity.

- **Video** has been proven to increase intimacy, interaction and understanding amongst distant colleagues. Viewing facial expressions and body language helps teams experience non-verbal cues which often make up 93% of our communications.
- **Sharing content** during meetings is another way to make them more interactive. It helps promote brainstorming and accelerates project completion. Teams can share documents on the fly, which shortens review cycles. Sharing the latest breaking news, can help streamline business and strengthen competitive advantage.
- **Messaging** during meetings provides quick and immediate ways of communicating without interrupting the flow of the call. Not only does this save time, it also helps keep meetings on track. For people who are participating while mobile, and need to stay muted due to background noise, messaging ensures they can actively participate, asking questions and voicing their opinions.

Essentially, team meetings become far more productive, and projects move faster, when teams can get things done while they're on the call.

## What is My Room?

UC-One My Room is an intuitive and secure virtual meeting space where teams collaborate using HD audio, video, messaging and desktop sharing all within a single application. With just one click, teams can join My Room meetings from any one of their UC-One clients to participate in an interactive multi-media collaboration session.

As a UC-One user, you have your own personal My Room, which allows you to host an impromptu or scheduled meeting at any time, without worrying about 3rd party conference bridges. Scheduling meetings is easy. Simply invite participants to your meeting and let them know it's in your Room. No long dial-in numbers or passcodes are needed. All they have to do is join your room from their UC-One client with one click. Guests can also be invited to join via web browser from a secure link.

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### Here's How it Works

#### Joining My Room Meetings

Whether it's scheduled or impromptu, when it's time to meet simply click on your My Room button from your UC-One client and launch the call. Other UC-One users easily join your Room from their contact list. Everyone is instantaneously part of the HD audio/video and multi-party chat session.

#### HD Video and Audio

My Room includes built-in high definition audio and video. Whether you launch the call using audio or video, the video can be enabled or disabled at any time during the call. Up to 145 people can be a part of the My Room call. Up to 15 can be video participants.

#### Moderating Meetings

As the host/moderator of the call, you can see everyone who's joined the meeting. You can also mute participants if necessary or remove participants from the My Room collaboration session.

#### Content Sharing

During the meeting anyone can share content with everyone on the call. Simply click on the Start Sharing button and share your entire desktop, an application or a specific document. Content sharing within My Room eliminates the need to launch a separate web collaboration app, which saves time and improves meeting efficiency.

#### Messaging During Meetings

Everyone in the My Room meeting can participate in multi-party chat. This provides another way for teams to communicate and interact during the call, without interrupting the person who is speaking. Messaging is especially convenient for people participating from noisy environments who need to stay muted during the call.

## Inviting Guests

Research indicates that 48% of teams include external contractors, agencies, outsourcers and other third parties. Which is why you can invite guests to join you in My Room meetings. Simply invite them to the meeting and they can participate from any web browser.

## Joining While Mobile

You can conveniently host or join My Room meetings from your UC-One Connect or Communicator mobile app, without dial-in numbers or passcodes. One touch gets you into the meeting. Joining from UC-One Meet gets you promptly into the audio conference bridge with one touch.

## Joining Via Audio

When it's only possible to participate in the audio portion of the meeting, anyone can join from any phone by dialing the dedicated audio conference bridge number and ID. Alternatively, you can join the audio bridge with one touch using the UC-One Meet mobile app.

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## Solving Business Problems With My Room:

- **It's easy to host/join meetings from anywhere.** Join My Room meetings from your UC-One Communicator, Connect, or Meet client. It's so intuitive, just one click gets you into the meeting.
- **It provides an exceptional HD video and audio experience.** Teams are empowered to collaborate just as effectively while apart, as when they're all in the same room.
- **Participate from a conference/huddle room.** You can join My Room meetings from a conference or huddle room using UC-One Conference room - with just one click.
- **Share content without launching a separate application.** My Room lets you easily share your screen, so everyone can be on the same page while reviewing a document or an application on your desktop.
- **Invite guests to participate.** Anyone outside your company can be invited to a My Room meeting. Simply send them the secure link and they can join from any web browser.
- **Multi-party chat.** During the meeting, anyone can collaborate via My Room's intuitive multi-party chat to further enhance team engagement and conversations.
- **It's mobile-friendly.** Joining meetings from your smartphone or tablet is easy from our UC-One mobile clients.



## How You Benefit From My Room

- It's part of UC-One, so you don't have to buy separate apps for conferencing, messaging and web collaboration.
- It's easy to use. No end-user training to worry about, or endless calls to your help desk.
- HD audio and video brings teams closer together, when travel isn't an option.
- Improves meeting promptness and productivity, which minimizes costly wasted time.
- Empowers virtual teams to collaborate securely in any media form.
- It's mobile. Everyone can join from anywhere, regardless of location or time zone.
- Guests can easily participate, extending collaboration beyond the walls of your company.

# About BroadSoft

Cloud business unified communications, team collaboration and contact center Software-as-a-Service (SaaS)

	<b>COMPANY</b>	<b>NASDAQ: BSFT</b>	<b>\$279M</b> Revenue (2015)	<b>26% CGAR</b> Since '09	<b>1,247+</b> Employees (2015)	<b>80+</b> Country Presence
	<b>CHANNELS</b>	<b>25</b> of the top <b>30</b> service providers by revenue	<b>600+</b> Channel Partners	<b>\$8B</b> Enterprise revenue based on BroadSoft solutions		
	<b>LEADERSHIP</b>	<b>#1</b> Global Market Leader	<b>41%</b> Market Share	<b>15M</b> Business lines installed base (Q4 2016)	<b>85M+</b> Total end users served	

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