The bring-your-own-device trend (BYOD) is here to stay, and the world of video conferencing is quickly going mobile, too. This is no surprise considering the growth in use of laptops, tablets, and smartphones – as well as upgraded business networks capable of supporting real-time video collaboration.

Mobile video conferencing comes with subtle but important differences from conference room video. According to a recent study by Wainhouse Research, these are the top 5 requirements to consider when incorporating personal video solutions into your BYOD strategy.

**Top 5 Elements to Consider When Deploying Mobile Video Solutions in the Enterprise**

1. **Ease of Use and Reliability**
   Video conferencing solutions that are easy to use eliminate the need for special knowledge and training. A video solution simply has to work, and work every time.

2. **Availability on All Devices**
   To accommodate the growing BYOD trend, video solutions need to be freely distributed and available, at a minimum, on devices with Windows, MacOS, iOS, and Android operating systems.

3. **Anywhere, Anytime Conferencing**
   Video conferencing capabilities need to be available to mobile workers anytime, anywhere. Features such as always-on virtual rooms and click-to-connect conferencing can support this.

4. **Interoperability with Room-Based Systems**
   Since the most popular video conferencing systems are still standard room-based ones, personal systems must be able to communicate with these.

5. **High Definition Video Quality**
   As HD video becomes increasingly commonplace in homes, consumers expect the same kind of video quality in the enterprise. Standard video conferencing pales in comparison to the lifelike experiences possible with higher resolutions.

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**Potential Benefits of Employee-Driven Video Conferencing**

- Speeds decision-making
- Enhances collaboration
- Increases sales
- Drives revenue

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*Network Instruments, 5th Annual State of the Network Global Study, March 2012
* Network Instruments
* Nielsen, “High Definition is the New Normal,” October 2012
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