

Video Conferencing

Can your business survive without it?

The current economic climate is putting increased pressure on organisations to find ways in which they can enhance employee productivity, drive down costs and provide superior customer service. Video conferencing solutions can help organisations overcome many business challenges and help deliver a sustained competitive advantage.

The following checklist can help determine if your business would benefit from a video conferencing solution.

Do you want to reduce travel costs?

Businesses with big travel budgets can often justify the purchase of video conferencing solutions based on travel cost savings alone. While lost productivity has the greatest impact on business, eliminating 'below the line' costs attributable to airfare and hotel expenses will have an immediate and direct impact on cost savings.

Would it enhance productivity if workers at separate locations could meet as workgroups?

Enhanced productivity and reduced time-to-market are key reasons organisations give for deploying video conferencing. The ability to meet spontaneously 'face-to-face' not only allows people at different locations to be more productive, it also improves morale and communication.



Would your business benefit from faster decision making?

Face-to-face communication is more natural with expressions and body language providing a complete experience enabling faster decision making. Polycom video conferencing solutions offer such excellent high definition, picture and sound quality as well as data-sharing capabilities that people actually feel like they are in the same room as one another - helping to speed up decision making.



Would you like to communicate with the whole business more often?

Remote branch offices often feel disconnected from the central office due to lack of communications. Polycom video conferencing enables whole companies to 'come together' to solve problems, share information improve morale and improve performance.

Do your customers or suppliers have video conferencing?

Polycom video conferencing is standards based, allowing easy integration with other audio visual systems. Integrating video conferencing with customers and suppliers can not only improve communications but also help build relationships that can breed loyalty.

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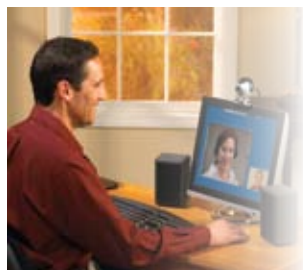
Does your business rely on the skill and contribution of individual experts at disparate locations?

Rather than employing experts at every location, video conferencing allows them to become a shared, company wide resource. Video conferencing enables scheduled and ad-hoc 'face-to-face' meetings where experts can be included to share knowledge, support customers and colleagues as well as help speed up decision making. Having access to key staff, regardless of their location can also save organisations a considerable amount of money.

Could your recruitment process be improved?

If your business recruits people from multiple locations, video conferencing can simplify the interview process as well as widen the pool of candidates. Video conferencing can significantly reduce the cost of the recruitment process and enable top candidates to be selected and recruited more effectively.

Could you attract and retain key employees with flexible working options?



While reducing travel costs is a significant factor driving the deployment of video conference solutions, the real cost of travel is better measured in lost productivity and employee stress due to time away from home. Stress caused by frequent business travel can result in higher staff turnover and challenges in attracting top candidates for key roles. Polycom has a range of video conferencing solutions that enable employees to work effectively away from the office and conduct meetings with disparate locations. The benefits from reduced employee stress and travel time can significantly improve productivity and reduce costs.

Do you have compliance or training issues?

If you operate in an industry with stringent compliance requirements, then video conferencing can help encode data necessary to conform to regulations. Additionally, video conferencing can provide a great training tool where disparately located experts can share information.



Do you want to reduce your carbon footprint?

Research indicates that approximately one third of meetings are unnecessary and counter productive. Not only does this hamper productivity and increase costs, it also generates an increasing amount of unnecessary carbon emissions. CO2 emissions can be greatly reduced utilising video conferencing solutions to conduct 'face-to-face' meetings. Not only does this help lower your corporate carbon footprint, it enhances productivity and reduces cost.

For further information on how video conferencing can transform your business, please contact:

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