

lifefesize[®]

Eight Challenges Solved by
Cloud Video Conferencing

IDEOCENTRIC
The Video Integration Experts

Why Cloud Video Conferencing?

Your company is growing. Offices are popping up across the state, country—the world even. Employees are now asking for “flexible work schedules,” “online meetings” and “telecommuting privileges,” and your IT team is maxed out.



While you know video conferencing can help solve these requests and create better collaboration across dispersed sites, the idea of implementing it seems a bit overwhelming.

Perhaps you're considering an upgrade from Skype® or Google Hangouts™ to something more capable for your entire organization, but how do you figure out how much capacity you need or who would manage such a complicated technology investment? Or maybe you know exactly who it would be because you are that person and you know there is no way you would be able to take it on.

This guide is all about outlining the different ways that cloud video conferencing can solve your business problems without creating any headaches or breaking the bank. So go ahead—browse around and learn more about video conferencing in the cloud.

Top Eight Challenges Solved by Cloud Video Conferencing:

1. Managing a Distributed Workforce
2. Deploying Video without Creating Additional Work for IT
3. Maintaining Security and Minimizing Complexities
4. Sparking Excitement and Driving Adoption
5. Embracing BYOD and Interoperability
6. Connecting the Entire Company, Including Meeting Rooms
7. Scaling to Keep Up with a Company that Is Growing ... FAST
8. Keeping Current with the Latest Products and Features

1. Managing a Distributed Workforce

Planes, trains and automobiles will never be as fast or as convenient as video conferencing. You need to be able to connect with your team, improve productivity and expedite decision making without relying on travel.

As your company grows, so does the need for offices in different cities, states or even countries. Finding the best talent can mean looking outside of the hub of corporate HQ, and having teams that span time zones is more common than ever. Video conferencing helps you maintain those relationships by replicating face-to-face meetings and providing a more personal connection.

VIDEO INTERVIEW

Use video conferencing to interview candidates for open positions. Schedule meeting times with multiple stakeholders or have everyone meet together in a virtual meeting room. Sending a guest invite to a potential candidate is as easy as sharing a link.

NEW-HIRE TRAINING SESSION

Your new hire works remotely and is settling in to her new position. Once she gets her computer up and running and makes her benefits selections, encourage everyone to reach out over video to welcome her to the team and help show her the ropes.

WEEKLY 1:1

The spoken word is just a small part of daily communication. Make the most of your one-on-ones by picking up on the nonverbal cues. Solid eye contact and a head nod can show that employees really understand how important that new deadline is for the company.

MONTHLY STATUS MEETING

Video calls give everyone on the team a seat and a face at the meeting. If everyone won't fit in the boardroom, or if you need to join multiple offices and remote employees together, just meet over video in a virtual meeting room.

QUARTERLY ALL-HANDS

Everyone is together in the big room to rally around the new direction and find out how bonuses will be distributed this year. Use video conferencing to share the latest presentation and to broadcast the meeting to all of the global offices.

HEY!

Video conferencing isn't just for formal meetings. The most common use is for connecting one to one to catch up, ask a quick question or collaborate in real time to keep a project moving. Skip the email; video is faster and more efficient.



2. Deploy Video without Creating Additional Work for IT

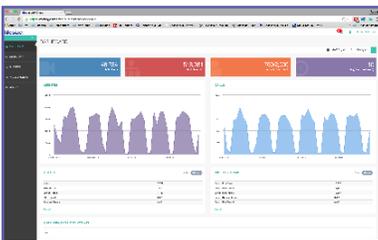
Once you say the words, “I think we should invest in a video collaboration solution,” your IT team might look at you like you’re crazy—and that’s if you even have IT support in your business to begin with. Avoid that look altogether by letting video environment experts manage your video environment in the cloud. They actually love doing it.

Traditionally, deploying video conferencing has meant a ton of work for the IT department, and in many cases, a dedicated resource to support the environment 24/7. Hardware or virtual machine software servers needed to be deployed, configured and managed within your existing infrastructure environment.

With cloud video conferencing, all of that goes away. Because experts are managing your video environment in the cloud, very little is needed from your on-site support team. You can still have high quality video calls without all of the effort of managing a server-side video environment.

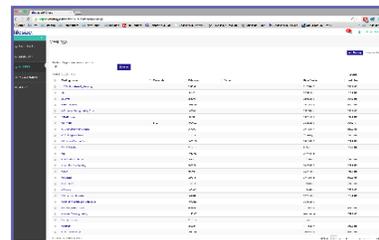


Managing Your Account



DASHBOARD

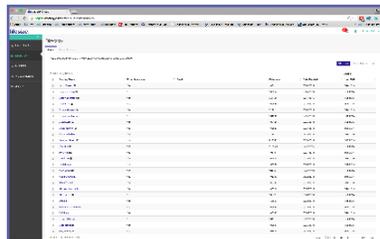
View data and pull in-depth reports on statistics like user and room participation as well as call and device usage.



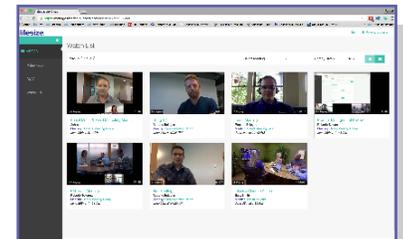
MEETINGS

Add and manage virtual meeting rooms where you can meet for scheduled and recurring meetings.

DIRECTORY
Invite and manage users that will appear in your directory.



RECORDINGS
Access and share recorded meetings, subscribe to channels and bookmark videos to watch later.



3. Maintaining Security and Minimizing Complexities

Security concerns are a big reason that companies dismiss using cloud-based services for business applications—and video conferencing is no exception. Cloud services let users connect with anyone on any device over the public Internet, and that can raise concerns on how data is protected. We value security and want to be upfront about what we do store.

Key Aspects of Cloud Security

DATA STORAGE

We store the following basic information

- **ACCOUNT MANAGER:** Email address (which is also your username) • Password • First name • Last name • Telephone • Address • Company
- **USERS:** Display name • Email address (which is also your username) • Password
- **BILLINGS:** No user billing information is stored in our systems
- **OTHER DATA:** We never record, capture or store any unencrypted video/media stream or chat conversations. Period.

ACCOUNT SECURITY

- We send an authentication email before activating an account. Each account (admin and users) is secured with a password.
- We never send passwords via email. If you forget your password, you will be able to reset it.
- Passwords are not shown in the licensing database.

MEETING SECURITY

- **Passcode:** You can add a passcode to secure your meetings.
- **Remove participant:** During a meeting, any participant can be easily removed from the call.

AUTHENTICATION

The connection between the Lifesize® Cloud apps, Lifesize® Icon™ and the Lifesize Cloud service is authenticated through https at provisioning. Registrations are secured via Transport Layer Security (TLS).

ENCRYPTION

Rest assured that we support state-of-the-art encryption:

- 128-bit AES (Advanced Encryption Standard) encryption for media
- TLS encryption for signaling
- **NOTE:** PSTN/audio-only calls, by their nature, are not encrypted.

FIREWALL/NAT TRAVERSAL

You don't have to place devices outside your firewall to enable communications through Lifesize Cloud. Our architecture lets you keep your apps and meeting room video systems behind your firewall and manages the traversal through our authenticated servers.

SERVICE AVAILABILITY

Lifesize Cloud is operated in secure data centers in North America, Europe and Asia, ensuring redundancy and failover. In case of disruption, your calls will be routed to another available server. Our systems are backed up, ensuring that your configurations are protected and up to date.



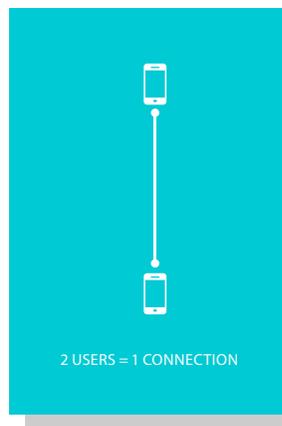
“The typical concerns around security and teleconferencing—such as authentication and encryption—quickly evaporated after converting to Lifesize Cloud. We're especially confident because the service let us keep our meeting room video systems behind our firewall while it managed the traversal through its authenticated servers. It both drastically simplified, and vastly improved, the way we connect with hundreds of employees across our remote AdRoll offices. Now, even our most nontechnical staff is able to start and run meetings without the assistance from IT.”

STEVE LATOUR, DIRECTOR OF IT,
ADROLL®



4. Sparking Excitement and Driving Adoption

Video conferencing is only fun when you have someone to talk to. You would never use your phone if no one else had a phone to answer your call. The best way to ensure adoption is to enable the entire organization and encourage employees to use it for everything. It's called the Network Effect.



For those outside of your network or organization, cloud video conferencing solutions can offer guest invitations that require no plug-ins to use, so they can call you just as easily as you can call others within the company.

Difficult user interfaces and remote controls with dozens of buttons just slow down the collaboration process. The simpler your video calling system is to use, the more people will want to use it every day. It doesn't get much easier than one-click directory dialing and one-click screen sharing for collaboration.

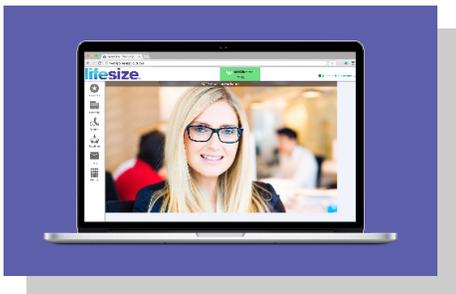
The simpler it is to use, the more people will want to use it.



Heard enough? Start a Cloud Trial!

5. Embracing BYOD and Interoperability

BYOD (Bring Your Own Device) is safely past the flash-in-the-pan stage. Recent research suggests that 70% of mobile professionals will conduct work on their personal laptops, smartphones and tablets by 2018. Cloud-based video conferencing solutions bring collaboration to the devices your employees use every day.



WEB APP

Not everyone can download apps to their work computers without IT intervention, so we make video conferencing happen directly in the browser. Our only request is that you use a modern browser.

It's also critical for a cloud-based video conferencing system to be "standards based," meaning that it can connect to devices made by any manufacturer. Imagine if iPhones could only call other iPhones. Be careful—some providers still operate this way.

MOBILE APPS

Available on the latest iOS and Android™ devices, the mobile video conferencing app extends the meeting room experience to anyone on the go. It's like carrying a conference room in your pocket.



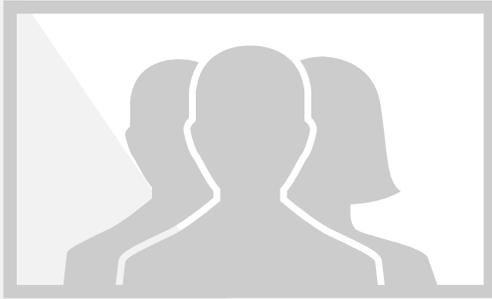
LAPTOP APPS

The Lifesize Cloud laptop app is available on Windows® and Mac® operating systems and extends the meeting room to your trusty work computer.

MEETING ROOM SYSTEMS

It's the same experience whether you connect from a mobile app, laptop or one of our meeting room systems. Meeting rooms just allow local groups to join together with video and audio calibrated for the conference room meeting space.





6. Connecting the Entire Company (Including Meeting Rooms)

Every person and every meeting room in your organization can be video-enabled with the best communication tool available. The shared directory makes one-click video calling quick and easy. People and rooms can be searched, filtered, favorited and instantly added to an active call.

If you've ever tried to use Skype in the meeting room, you know that the experience is anything but ideal. Either you're huddled around a laptop and webcam with your team or you're using a conference camera with a Skype interface that is optimized for a computer, not for a 55-inch HD TV. However, there are cloud video conferencing solutions that are perfect for the meeting room.

By combining a high quality camera and video system with a cloud infrastructure, you get a much better picture quality, a more reliable service and a simpler interface.

Not all rooms are created equal.



HUDDLE ROOM

- System: Lifesize Icon 400
- Target room size: 10'x10'
- Target group size: 3-5



CONFERENCE ROOM

- System: Lifesize Icon 600
- Target room size: 15'x30'
- Target group size: 6-12



AUDITORIUM

- System: Lifesize Icon 800
- Target room size: 50'x50' and larger
- Target group size: Large meeting rooms, classrooms, lecture halls, auditoriums

7. Scaling to Keep Up with a Company That Is Growing ... FAST

With cloud video conferencing, you can easily adjust capacity as your needs change.

It's difficult to tell exactly what kind of video capabilities you will need one year from now, and it gets even harder when you think about five years or ten years out. The good thing is that it's really easy to add or subtract capacity as your needs change with cloud-based video conferencing. Instead of buying and installing new "boxes" every time you need to add a new set of people on video, you can just work with your account manager and instantly add capacity.

For meeting rooms, video calling systems can be set up in minutes with cloud-based video conferencing, so all you need to do is plug them in, pair them to the service and start making calls.





8. Keeping Current with the Latest Products and Features

Don't worry—it will happen automatically.

Not only is it simple to add capacity to your video environment with cloud-based video conferencing, it's just as easy to install new software updates. They come to you.

The latest updates will be automatically pushed to all of your video conferencing devices, including your room-based systems, laptops, smartphones and tablets. That way, you don't have to worry about updates at all (and neither does your IT team).

All of your video calling systems are always up to date with the latest features so you can concentrate on the communication at hand.

Have an idea for a new feature? Head over to the Lifesize Community to submit ideas and share best practices with Lifesize admins and users from around the globe.

www.community.lifesize.com

Ready to get started? Download a trial of Lifesize Cloud and sign up for a live demo today.

Cloud video conferencing has the ability to overcome eight of the biggest business challenges from day one. With the Connected Experience of cloud video conferencing in your meeting room, on your laptop and on your mobile devices, you will always be able to collaborate anytime, anywhere, with the people who matter most.

We know that seeing is believing, so we invite you to experience the power of cloud video conferencing for yourself.

Free Trial

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VideoCentric Ltd are one of the UK's leading integrators of Video Conferencing Solutions & technology, and one of two Lifesize Gold partners in the UK. We provide design, integration, installation, support & ongoing services for your video communications environment and ensure optimal performance, investment protection and improved usage throughout the lifetime of your investment.

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