



How to get the most out of your technology investment

A Polycom® guide to optimizing your collaboration solution



Introduction

The technology environment within the modern workplace is becoming ever more complex, and that means realizing the greatest value from the solutions deployed has become a bigger task. It's a common misconception that collecting as much data as possible will enable this, but in reality there's a bit more involved.

Data has always existed; only relatively recently have effective tools been available to help us derive meaningful information with which to make smarter decisions. It's all about understanding the information in order to extract value from it. Luckily there are tools available to IT administrators to make things easier for themselves while delivering real value to the business. Realizing the value of technology investments comes from three key areas.

Driving adoption

Every IT administrator knows that the key to driving ROI on your IT deployments is higher utilization. A good first step is understanding where you stand today. A benchmark report is an excellent way to get a view into the status quo. Some providers will supply these types of reports for free; [Polycom®, for example offers utilization and benchmark reports to its customers at no charge.](#)*

Once you have a clear view of the current situation, getting people to use your solutions is easier than you think. End users are more used to a ‘do it yourself’ approach when it comes to learning about new technology. At home they set up their own smartphones, tablets, home WiFi networks, smart TVs, connected refrigerators and more. The home is getting more complicated and they are embracing it. They don’t expect you to hold their hands in the enterprise. They also don’t want overcomplicated technology, they expect it to be delivered in laymans’ terms and often reach out to a friend or colleague. Making your enterprise technology interface seem as simple as their gadgets at home is a sure-fire way to get them on-board.

did you know?

Types of learning: 30% are verbal learners, 5% are experiential learners and 65% are visual learners.

*One free benchmark study per year. Requires Polycom RealPresence Resource Manager.



top
tip

Three ways to encourage adoption

1. Find the feel-good factor – You need to make sure the experience is good the first time and every time. One of the best ways to do this is to analyse your data, through something like a [Polycom benchmark report](#), to identify the potential issues. In a collaboration setting this can show you the actual levels of HD experience, call duration, dropped calls, network issues, such as lost packets and more. This information will allow you to pinpoint the experiences and take corrective action. It's hard to regain a user once you lose their confidence, so make sure it's smooth and simple from the first interaction.

2. Name your champions – People like to go with the crowd, and they like to learn from someone just like them. Your collaboration champions don't have to be technological whizzes, they just need to be using it in their day-to-day role. For example, do you have an HR manager who uses video for interviews, or a facilities team who use video to identify and solve issues quickly? Encouraging your champions to share their knowledge with their teams on how the solutions can help their specific challenges is a much more effective way of driving adoption than a 'one size fits all' or "top down" message.

3. Watch and learn – We are all used to figuring things out ourselves, and one of the most popular places to learn to 'DIY' is YouTube. Whether it's cooking tips, seeing how to pass a video game level, or getting a step-by-step explanation of laying floors your employees like to learn visually, on-demand and online. So give them what they want. [Over a billion people](#) use YouTube every month, and most of them are aged 34 and over. So make video tutorials available for all your solutions and you'll soon see an uptick in utilization. You can even [pick a solution with built-in tutorials](#). To make video tutorials even more useful, create your own and make them easily searchable; Polycom's [Video Content Management™](#) solutions are a good example of how to do this. You can capture video content in a range of styles. For example; formal training sessions and user-generated quick tutorials. Use a tagging system for searching, and you'll make it easy for your users to be self-starters.



Monitoring and tracking

Now that you understand the current state of play and are taking steps to drive adoption and increase utilization, you need to monitor and track your progress. This is done through using this information to optimize your deployment. For example, with unified communications you need to know how many endpoints you have, where they are located, when they are used and by whom. Are there trends you can spot? For example, as you roll out mobile and desktop solutions, do you see an associated spike in usage of these devices? Are you seeing a shift from your large meeting rooms to personal devices? Once you spot these patterns you can start to drill down into them to find the hidden value.

What should you track?

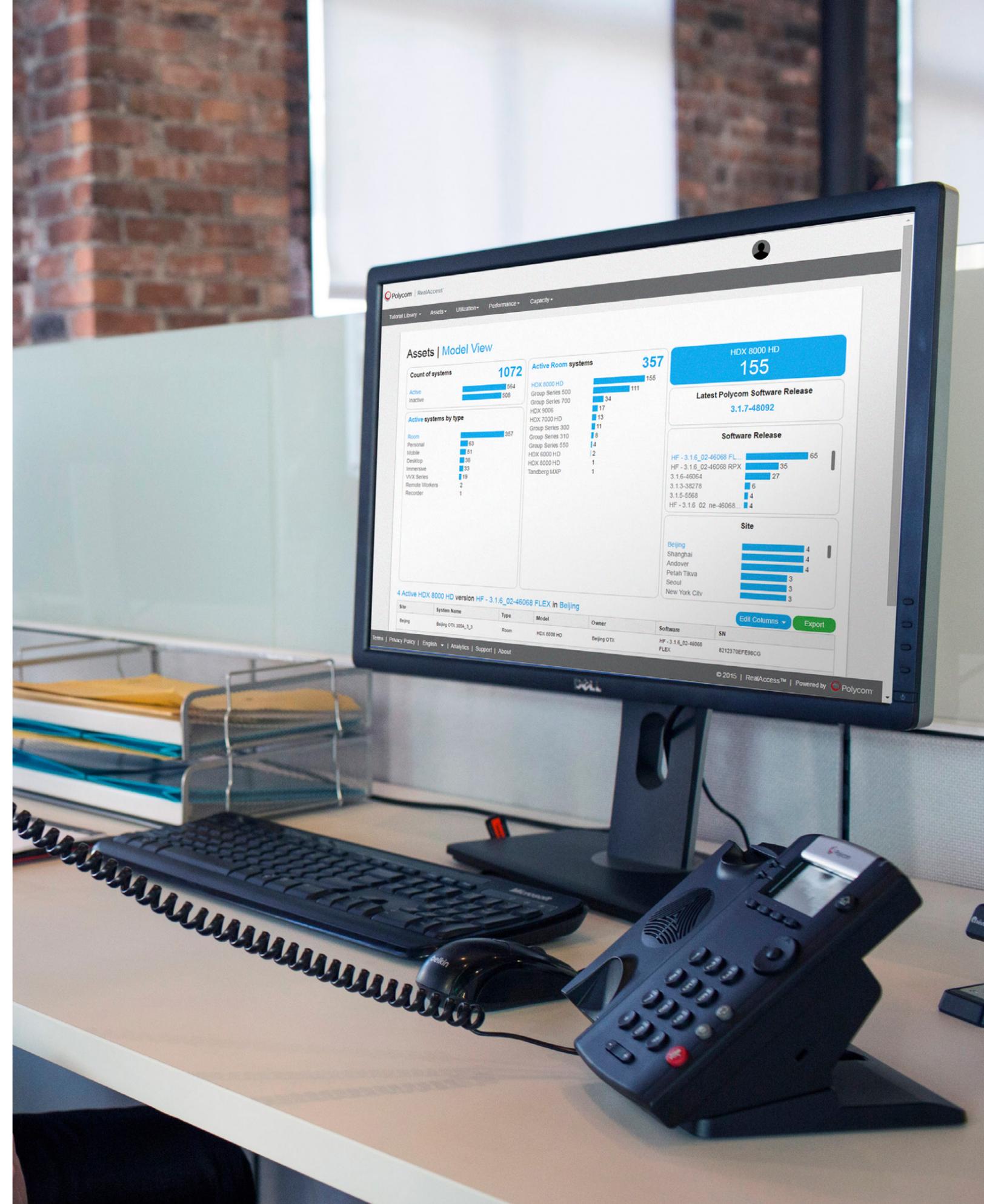
- Endpoint usage
- End user behavior and habits
- Peaks and troughs
- Capacity

What should you do with the information?

- Spot trends and proactively make adjustments
- Identify opportunities to expand your ecosystem
- Provide support to those who need additional assistance

did you know?

One in two people surveyed indicated that having more access to [video would increase usage](#).





Three ways to derive value from your deployment data

- 1. Tools for the job** – Use a purpose-built analytics system to understand who is using what and when. [Polycom's RealAccess® Services Delivery Platform™](#) is designed to help you gain insight into your video and voice assets no matter where in the world they are located.
- 2. Battle plan** – Using the information you glean from your analytics tools, you can devise a plan to make everyone a power user. Turn your most reluctant users into your champions and you'll soon win over the whole workforce.
- 3. Black holes** – Identify areas of the organisation where you have low adoption and utilization. These could be physical or functional. Ask yourself the following questions;
 - Do people know they are there?
 - Do they know how to use them?
 - Are the endpoints suitable for that location?
 - Is there a performance issue or network problems?
 - Do those endpoints have the latest software versions?
 - Is it a particular department that isn't using it?
 - Do they need it or can the resource be reallocated to a location of function that needs more capacity?

Future planning

Now that you've successfully got more people using your solutions as they should be and you are tracking your progress, what's the next step? Plan for growth! Once you've maximized current adoption levels and capacity, you can use your data analysis to plan for the future.

The workplace of the future is going to be quite different compared to the offices of today. Many organizations have started to embrace these changes but there are more changes to come. Here are a few key considerations for your planning.

Five trends for the workplace of the future

The biggest [driver of change in the workplace of the future](#) is going to be a major increase in flexible and remote working. From an IT point of view this presents five specific considerations.

- 1. More mobile devices** – you need to track current mobile usage and then drive an increase through targeted educational initiatives. The aim is that experiences like mobile video collaboration become normal well in advance of the shift.
- 2. More remote access** – you've encouraged the workforce to build your solutions into their workflows to improve productivity. But employees are going to be working from anywhere so they are going to need to be able to access these mission critical solutions. You'll need to decide how to enable this; it could be via cloud, VPN or remote desktops.





did you know?

Business leaders and managers [expect video to be their most preferred collaboration tool in by 2016](#) (52%), followed by e-mail (51%) and voice/conference calls (37%).

- 3. More video collaboration** – whatever your current [usage of VC it's going to increase](#). The modern worker likes to [look their colleagues in the eye](#) and collaborate naturally. We're used to more visual communications and video collaboration is going to be essential to a dispersed workforce in order to drive faster decision making and improved productivity.
- 4. Demand for unified communications** – Which solutions do your employees use at their desks, versus mobile working or in a meeting room? Currently a lot of our communication is tied to our desks. The flexible office concept means that workers will need to be able to access all of their communications solutions across all of their devices in a similar way. UC is going to be the expectation not the exception.
- 5. Changing peaks and troughs** – Currently your capacity trends are probably fairly predictable, based around standard working hours. But flexible working isn't just about location, it's about routines too. A dispersed workforce means teams can be scattered across multiple time zones, so expecting them to work 9-5 just isn't practical. When work hours aren't fixed you don't have all your network capacity filled for 8 hours a day then empty for 16. This impacts future planning. [Polycom RealAccess](#) can help you track all these trends with your collaboration solutions, then make adjustments to your adoption plans and strategies to continue to cultivate a culture of collaboration. It's about using the data to make informed decisions in meeting the needs of the people and their behaviour.

The workflow, workplace and work experience are shifting. But by understanding and analysing the data you possess on the current state of affairs you can make better decisions about improving, enhancing or expanding your IT deployments.

For more information visit the [RealAccess](#) page on our website.

Got a question? Use the instant chat tool on our website or

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