

A group of four people (three women and one man) are gathered around a table, looking at and discussing documents. The man in the center wears glasses and a teal shirt. The woman to his right wears a bright pink shirt. The background is a bright, modern office space.

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Eight Challenges That Cloud Video Conferencing Can Overcome From Day One



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Why Cloud Video Conferencing?

Your company is growing at a rapid rate. Offices are popping up across the state, country or even the globe. Employees are now asking for “flexible work schedules” and “telecommuting privileges,” and your IT team is maxed out.

While you know video conferencing can help solve these problems and facilitate better collaboration across dispersed sites, the idea of implementing it in your company seems overwhelming.

This e-book will outline the eight ways that cloud video conferencing can solve your business problems without creating any headaches or breaking the bank.

Even if you did upgrade from Skype™ or Google Hangouts™ to an “business-class video conferencing solution,” you would have no idea how much capacity you need or who would manage such a complicated technology investment. Lucky for you, cloud video conferencing is just about the easiest solution around.

Questions?
See how this
technology can
help you transform
your business.
Contact us here.

1. How Do I Manage a Distributed Workforce without Spending a Fortune?



Planes, trains and automobiles aren't getting faster. So it's important to find ways to improve productivity and expedite decision making without relying on travel.

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How About Replacing Some Travel With Video Calls?

As your company grows, so does the need for distributed offices in different cities, states or even countries. As your presence grows internationally, it can become challenging to manage relationships with folks in different time zones who are thousands of miles away.

Video conferencing helps you maintain those relationships by replicating face-to-face meetings. Instead of flying your EMEA sales guy to your US-based office (and spending loads of time and money to do it), you can dial him up using cloud video conferencing and have a high quality HD video call with the press of a button.

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Sure, saving money is nice, but saving time is even better.

Imagine the amount of travel you could replace with video calls—new-hire training sessions, monthly status meetings, employee evaluations, customer meetings, vendor sync-ups—the list is endless. Not to mention, video conferencing is way more productive than a distracting audio call or an endless string of emails.

Once you realize the value of video conferencing in your organization, you might just become addicted to it.

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2. How Can I Deploy Video without Having to Rely on IT?



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Let Experts Manage Your Video Environment in the Cloud.

Once you say the words, “I think we should invest in an business-class 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.

Traditionally, deploying video conferencing has meant a ton of work for the IT department, and in many cases, you would need someone to support your video environment 24/7 as a full-time job.

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 HD video calls without all of the effort of managing an on-premises video environment.

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3. Can I Put the Cloud in the Meeting Room?



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Yes, It's Simpler Than You Think!

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 exist that are perfect for the meeting room. By combining a high quality camera and video system with cloud infrastructure, the experience is easy and has much better HD picture quality, reliability and a simpler interface than "free" conferencing services can offer.

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4. How Do I Add Video to a Company That's Growing ... Fast?



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With Cloud VC 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, or even five or 10 years from now. The good thing about cloud is that it's really easy to add or subtract capacity as your needs change. Instead of buying and installing new "boxes" every time you need to get a new set of people on video, you can just work with your service provider and instantly add capacity.

On the flip side, you can also decrease video capacity if you realize that you don't need as much video support as when you first bought it. For meeting rooms, video systems can be set up in minutes with cloud-based video conferencing, so all you need to do is plug it in and start making calls!

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5. How Can I Keep My Video Equipment Software Current?

PAST

- ☒ _____
- ☒ _____
- ☒ _____
- ☒ _____



PRESENT

- ☒ _____
- ☒ _____
- ☒ _____
- ☒ _____



FUTURE

- ☒ _____
- ☒ _____
- ☒ _____
- ☒ _____

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Don't Worry, It Will Happen Automatically.

Software updates—sounds like a pain, right? It doesn't have to be. Not only is it simple to add capacity to your video environment with cloud-based video infrastructure, it's just as easy to download new software updates. In fact, you don't even really need to download them at all.

The newest software will be automatically pushed to all of your video 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). You will just know that all of your video systems are always up to date, so you can concentrate on the communication at hand.

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6. How Do I Get People Excited about Video?

The fact of the matter is that video conferencing will only work if other people in your company are using it too. You would never use your phone if no one else had a phone to answer your call.

Cloud video conferencing is so easy that people in your organization will simply want to use it. It will become second nature to use video to

communicate because it is as easy as ... well, making a phone call!

For those outside of your 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 your company.



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**The Simpler it is to Use,
The More People Will
Want to Use it.**



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It's Simply the Network Effect.

Basically, the value of your telecommunications network increases with more people on it, so the more folks in your network who are on video, the more valuable of a tool it will become.

The same goes for a meeting room system. Difficult user interfaces and remote controls with dozens of buttons just slow down the collaboration process. The simpler your video system is to use, the more people there will be who will want to use it on a daily basis.

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7. Can Incompatibility Really Be a Thing of the Past?



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Yes, It Can!

Can you believe that there are video conferencing vendors in this world that create solutions that can talk only to one another? It's almost like having an iPhone that can only call other iPhones, not Androids, Blackberries or landline phones. How ridiculous is that?

It's important that you choose a cloud-based video conferencing provider that is "standards

based," which means that it can talk to devices made from any manufacturer.

Not to mention, it's important that you can trust your preferred vendor to stay up to date with all of the latest trends so your company doesn't get left behind. With the right vendor, your cloud video experience will be a breeze.

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But What If I Want a Video Environment That I Can Control Myself?

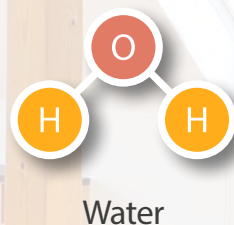
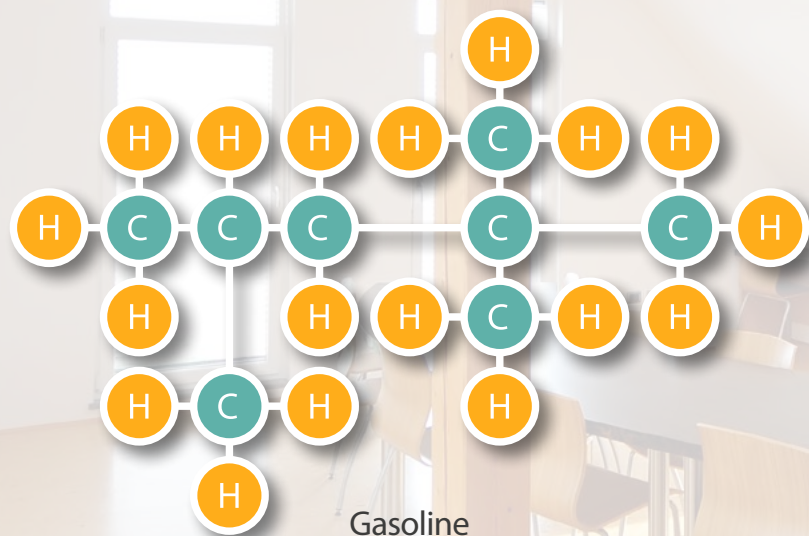
It's true that cloud-based video requires little IT involvement to run and manage, but what if you want to manage your own network? If you want to integrate your video environment with other IT applications or ensure security through a private network, your company may be a better candidate for "on-premises video conferencing."

On-premises video basically means that you host your video environment in your server room on hardware boxes that you manage yourself.

There certainly are a number of advantages to this model, so it would be worth your time to check it out if app integration and exclusive control are important to your IT team.

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8. Can I Overcome the Complexities of Difficult Technology?



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Of Course... And More Affordably Than You May Think.

Cloud-based solutions are a great choice for companies with smaller IT departments (or none at all) who don't want to mess with the complexities of a difficult technology.

Solutions like Salesforce® and QuickBooks® show us just how popular cloud really is, so why not extend that approach to your video conferencing environment too?

Business cloud video solutions give you a high quality HD video experience every time and can be deployed on any device anywhere in the world, and management is a snap.

Not to mention, they're a lot more affordable than you may expect. If you are looking for something more reliable than those free video solutions out there, cloud video conferencing is the only way to go.

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What are you waiting for? Get started with cloud today!

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

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

[Free Trial >](#)

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