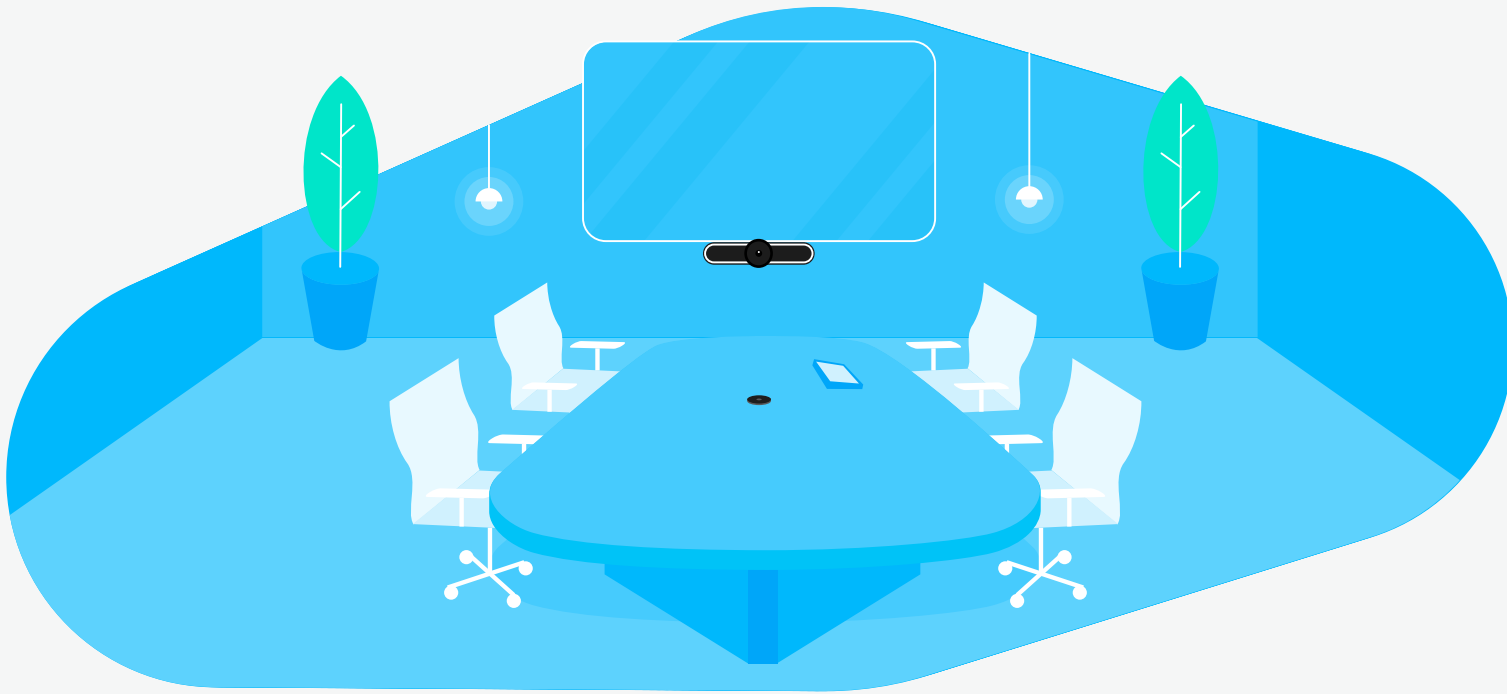# INVESTING IN VIDEO CONFERENCING?
# ASK THESE 5 QUESTIONS FIRST

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WHY MORE ORGANIZATIONS ARE INVESTING EVEN MORE IN VIDEO

As companies become increasingly distributed, employees frequently work with colleagues in other locations and offices. These decentralized teams need multiple ways to communicate, collaborate, and keep work moving.

In this environment, video has become the preferred method of collaboration. And for good reason: CIOs believe that video conferencing leads to six-fold improvement in product innovation, decision-making, and customer experience.[1]

But which video conferencing tools are best suited to your organization's needs? Consider these five key questions:

1. Is the solution easy to use?
2. Does the solution deliver a consistent experience?
3. Is the solution easy to deploy and maintain?
4. Is the solution flexible?
5. Is the solution scalable?

85%
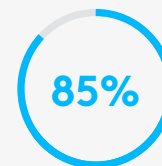
of business leaders say they plan to put policies and tech in place to support a remote, flexible workforce[1]

87%
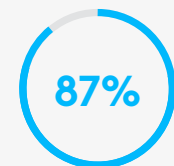
of meetings include remote participants via audio, video and/or web conferencing[2]

1 IS THE VIDEO CONFERENCING SOLUTION EASY TO USE, EASY TO OPERATE?

Ease of use is a top consideration when organizations purchase video conferencing solutions.[3] If technology is difficult to use or figure out, people will avoid it whenever possible. On the other hand, you increase adoption by providing solutions that allow users to start meetings anywhere with minimal steps and integrate with familiar video software applications.

WHY LOGITECH

- ⊘ Begin collaborating on video with little or no training

- ⊘ Join, start, or end a video meeting with one touch using Logitech Tap

- ⊘ Add plug-and-play headsets and webcams for personal collaboration
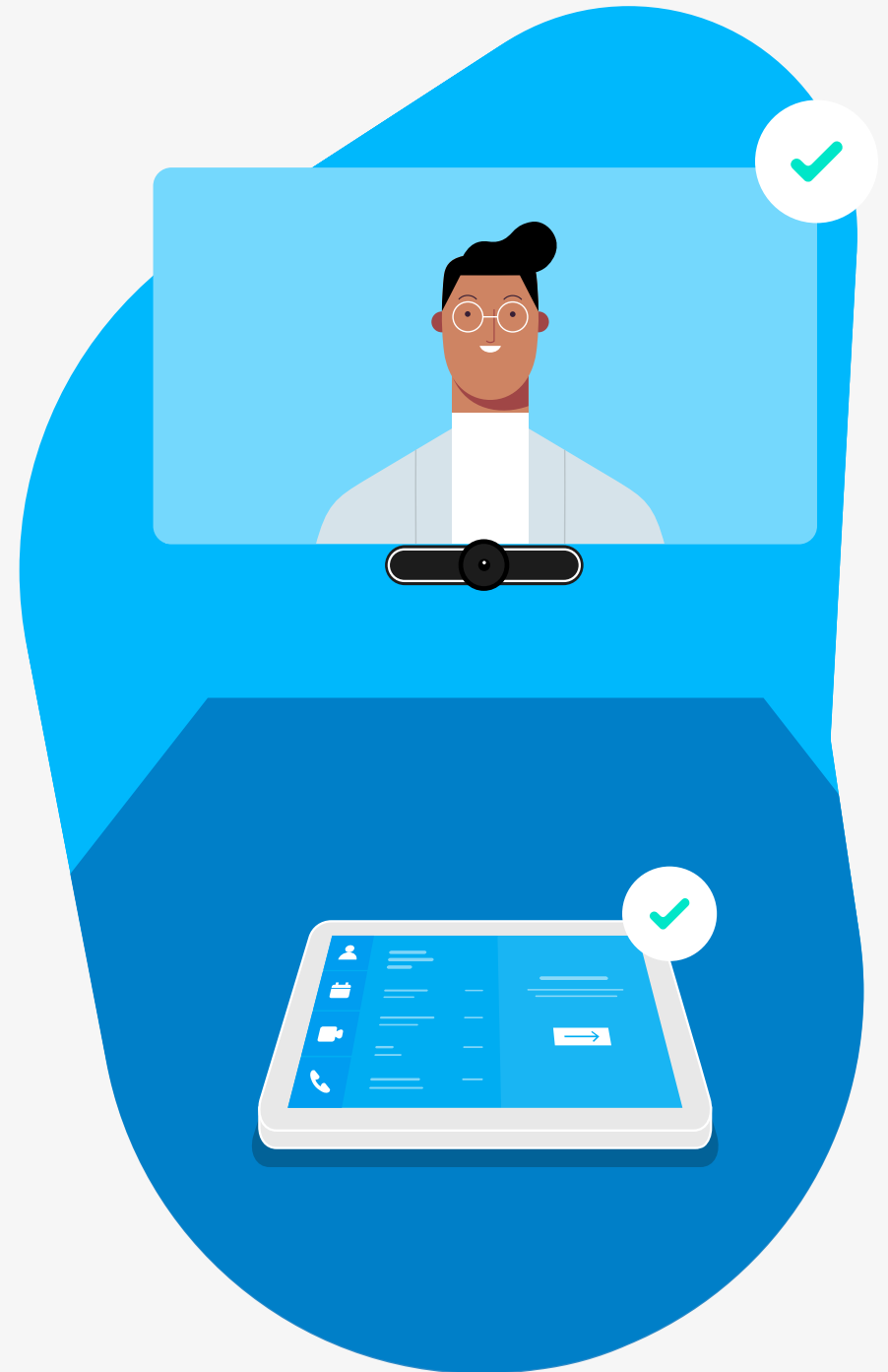
2 DOES THE SOLUTION DELIVER A CONSISTENT USER EXPERIENCE ALWAYS AND EVERYWHERE?

Providing a consistent video conferencing experience in every room ensures that anyone in the company can enter any space and quickly start or join a video meeting. Replicating that experience for personal workstations and remote workers encourages collaboration as employees move between personal and shared meeting spaces.

WHY LOGITECH

- ⊘ Provide a consistent meeting experience in every meeting space
- ⊘ Take advantage of built-in integrations for Google® Meet, Microsoft® Teams, and Zoom Rooms
- ⊘ Extend the familiar meeting experience to people who work remotely
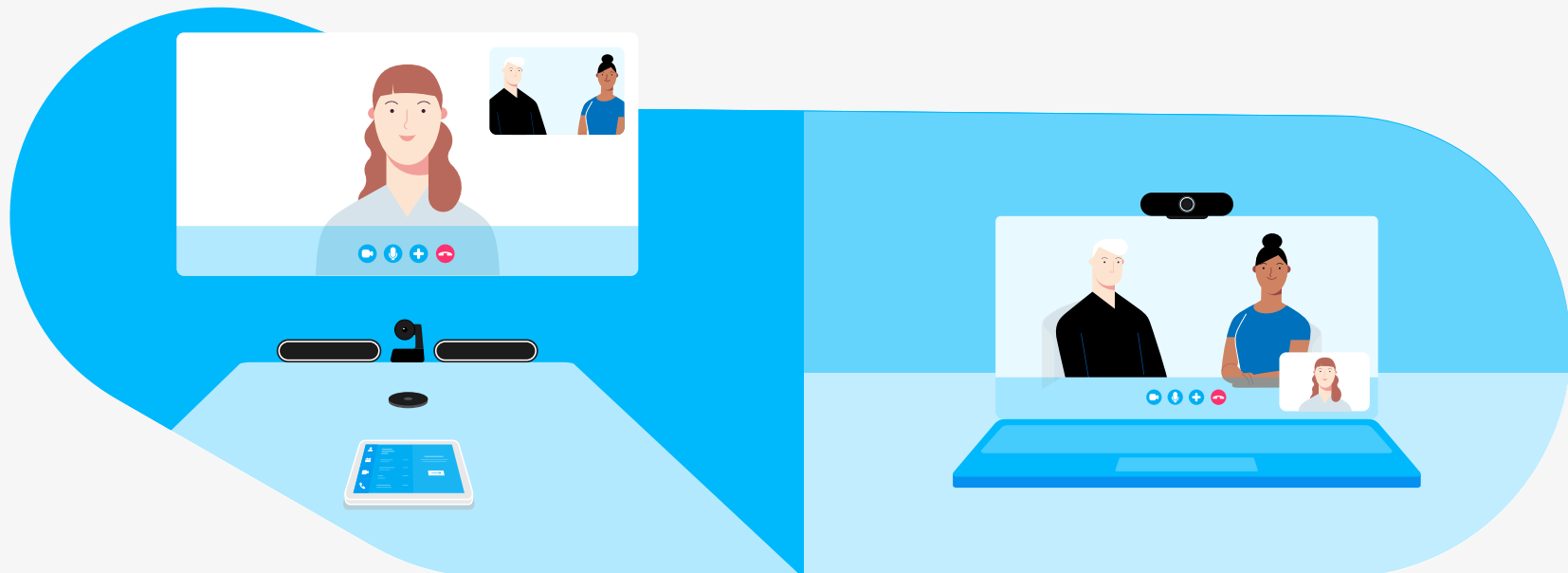
3 IS THE SOLUTION EASY TO DEPLOY AND MAINTAIN IN MULTIPLE LOCATIONS?

In addition to being simple to use for meeting participants, your video conferencing solution should also be easy for IT to install and maintain. This requirement is especially important when you need to deploy technology across numerous offices and locations, quickly and with minimal effort.
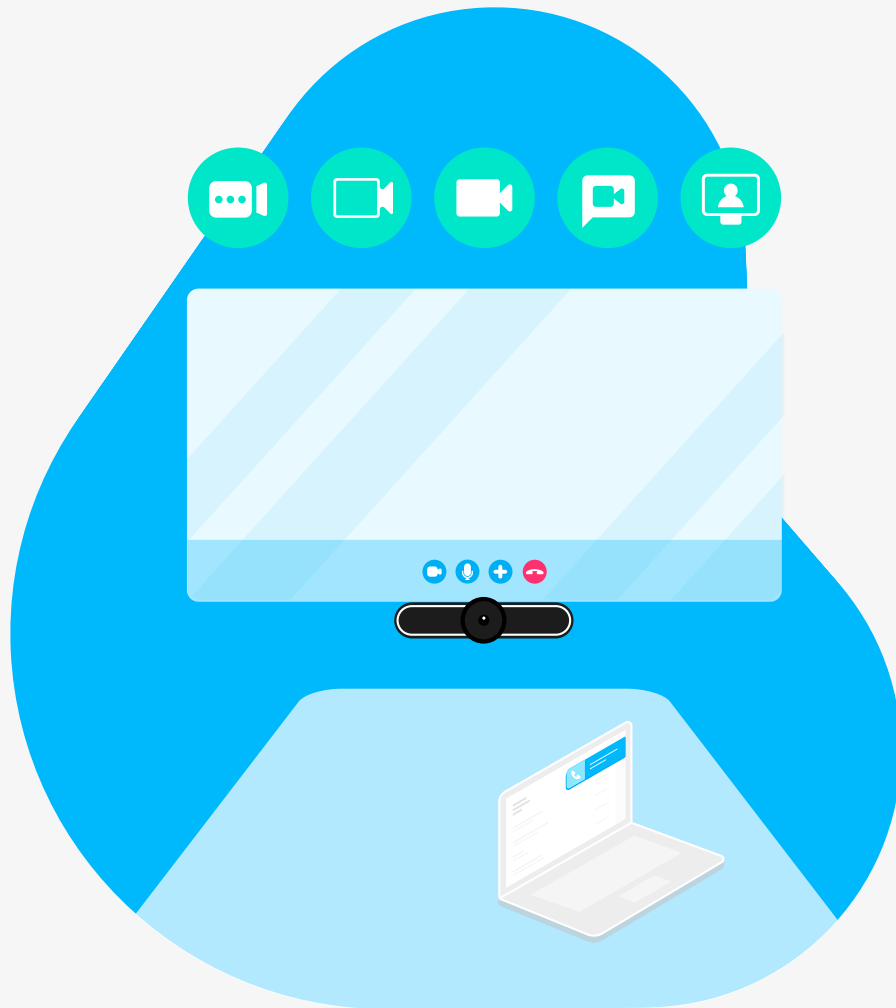
WHY LOGITECH

- ⊘ Use multiple mounting options to install Logitech video conferencing solutions wherever you want

- ⊘ Keep rooms organized with carefully designed cable management

- ⊘ Provision and manage conference rooms, devices, and software from anywhere with Sync

logitech®
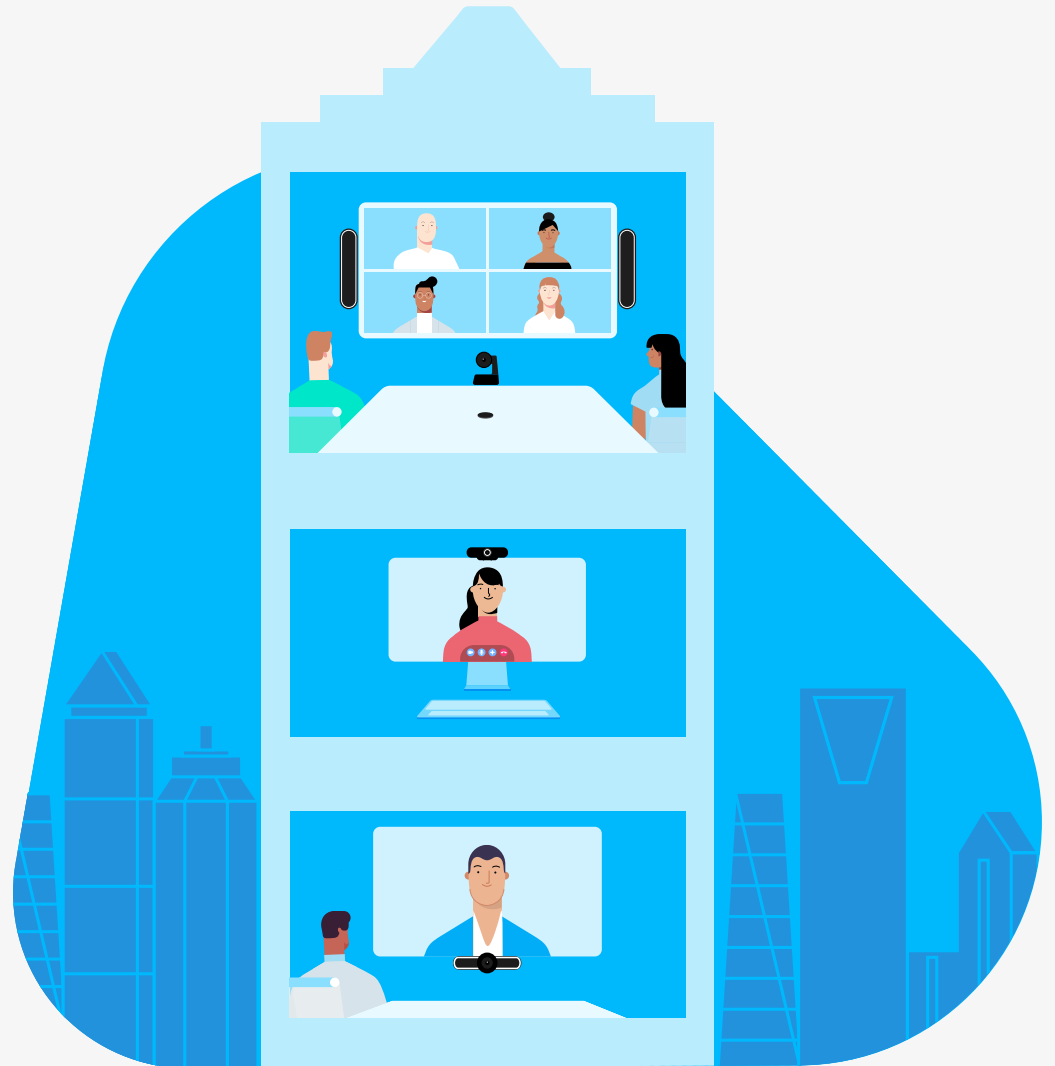
4 IS THE SOLUTION FLEXIBLE, OFFERING I.T. AND END USERS CHOICE?

Choice is a highly desirable quality these days. Ideally your video conferencing hardware should work fluidly with the common software applications, like Google Meet, Microsoft Teams, and Zoom Rooms. For greater flexibility, it should offer integration options with multiple compute partners so you can continue to use your preferred PC vendor.

WHY LOGITECH

- ⊘ Our collaboration tools are agnostic with respect to video conferencing software and compute hardware

- ⊘ We partner with the leading software providers to ensure our hardware is certified and integrated

- ⊘ We work with leading compute partners to offer greater choice and flexibility

5 IS THE SOLUTION SCALABLE ACROSS YOUR ORGANIZATION?

Given the importance of a consistent experience, a video conference solution must be easily scalable so it can be deployed to dozens, hundreds, or, for global organizations, perhaps thousands of rooms. It must be available and supported everywhere. It should be priced for wide deployment. And, to simplify IT effort and time, the solution should include the ability to manage it remotely.

WHY LOGITECH

- ⊘ Affordably deploy video conferencing in every meeting space with products that are "priced for scale"

- ⊘ Gain visibility into conference rooms and resolve problems before they impact a meeting

- ⊘ Take advantage of a global network of partners for support and product availability

LOGITECH VIDEO COLLABORATION SOLUTIONS. MAKE AN INFORMED INVESTMENT.

When considering a video conferencing solution for your business, be sure you're asking the right questions. Above all, is the solution easy for employees to use?

Discover how the right video conferencing tools can transform the way people meet.

Contact us to learn more about Logitech video collaboration solutions.
www.logitech.com/vc

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Published July 2020

Sources
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2. According to newly collected data from Dr. Joseph Allen, a meeting science expert at the University of Utah School of Medicine.
3. End-User Priorities in Communications and Collaboration Investments, 2019, Frost & Sullivan.