

A FROST & SULLIVAN EXECUTIVE SUMMARY

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## Improve Your Collaborative Workflows and Business Outcomes

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Industry leaders from AVI-SPL and Frost & Sullivan discussed best practices in creating and maintaining collaborative workflows for optimal business outcomes.

- **Robert Arnold**  
*Industry Principal, Connected Work*  
Frost & Sullivan
- **Joe Laezza**  
*Senior Vice President, UCC and Service Solutions*  
AVI-SPL
- **Tim Riek**  
*Senior Vice President, Service Operations*  
AVI-SPL

## INTRODUCTION

Robert Arnold, *Industry Principal for Connected Work Research*, Frost & Sullivan, opened this interactive Frost & Sullivan eBroadcast by referencing the one-to-one video conferencing capabilities of yesteryear as a touchpoint for how video conferencing and workplace collaboration tools have evolved to date. As Arnold discussed, video in the workplace formerly consisted of an appointed meeting time and place occurring from a fixed location with point-to-point connections being the norm.

As anyone immersed in the contemporary digital age knows, those days are behind us. A consistent flow of technological advancements now facilitate point-to-point, multi-point and broadcasting connections, and many other enhanced interactive communication capabilities from anywhere at any time. These capabilities, combined with more reliable networks, higher quality solutions, more powerful devices, and a robust range of functionality are transforming the way business gets done.

## THE CONFERENCE ROOM IS EVERYWHERE

More specifically, enhanced technological flexibility has disrupted the fixed video conferencing model of yesteryear and ushered in an age of multi-media collaboration where, as Joe Laezza, *Senior Vice President* of AVI-SPL, summed up “the conference room is everywhere.”

The latest Frost & Sullivan research supports the observation that the outmoded model, that of expensive hardware-based video infrastructure deployed on the enterprise premises, is in decline. In fact, as the market data chart below shows, video conferencing infrastructure revenue is declining by 13 percent. Global hosted/cloud video conferencing services revenue is predicted to increase by 25 percent, demonstrating increased customer demand for software and services-based solutions.

### Frost & Sullivan Market Data



Base year is 2015. Source: Frost & Sullivan.

Many organizations are ready to implement newer, more efficient video collaboration solutions to meet the needs of today’s mobile and distributed workforce that requires better ways to effectively connect and share information in many different settings. To support the required flexibility and potential complexity, there is rising demand from enterprises to outsource the operation of their collaboration solutions to trusted third parties.

When an organization moves to more sophisticated, yet easy to use collaboration tools, employees are empowered to accelerate their decision making and improve overall productivity. While professionals want and need these capabilities, enterprise IT groups also need to free up time and resources spent supporting conferencing and collaboration solutions in order to focus more on revenue generating projects. A trusted third party satisfies the demands of both employees and IT.

**LEVERAGING THE LATEST TECHNOLOGY**

One such third party is AVI-SPL, a full service video conferencing and collaboration service provider. AVI-SPL recognizes that each organization must have the right user experience to positively impact utilization and, therefore, business processes. With an overall focus on connecting people to people and people to information at the right time, AVI-SPL offers an end-to-end technology and services portfolio designed to support the changing nature of modern work environments, workflows and required individual user experiences. Delivering consistent, powerful solutions for huddle spaces, conference rooms, boardrooms, and mobile environments, AVI-SPL brings to bear a mix of on-site and hosted solutions founded upon the following four pillars:

- Simplification
- Standardization
- Scalability
- Serviceability

**Optimize Mix of On Premise and Hosted/Cloud Solutions**

- Simplification
- Standardization
- Scalability
- Serviceability



- High availability / reliable technology and applications → • Monitoring and Management
- Integration as part of the solution "plumbing" and not exposed to users → • One button to push solutions
- Any device / anywhere connectivity that works consistently → • Hosted and managed collaboration solutions such as VMR integrated



*“Enterprise decision makers are no longer willing to accept an unintegrated environment.”*

– Robert Arnold,  
Industry Principal,  
Connected Work  
Frost & Sullivan



*“The ultimate goal for meeting room technology is to allow users to direct their attention to the purpose of the meeting, not the technology.”*

— Joe Laezza,  
Senior Vice President,  
UCC and Service  
Solutions,  
AVI-SPL

AVI-SPL leverages proven and leading-edge technology, services and staff to provide integrated solutions that close the communications gaps across users, workgroups and locations that often inhibit business process efficiency and organizational agility. AVI-SPL’s strong focus on monitoring and managing collaboration solutions and measuring meeting performance enables enterprises to focus on their business rather than the underlying technology. Further, the provider’s commitment to customer choice is backed by an established track record of multi-vendor infrastructure and applications support, which enables enterprises to deploy best of breed solutions according to their current requirements and to effectively build their future roadmaps.

### CASE STUDY SNAPSHOT

A recent example of AVI-SPL’s multi-tiered, user-focused approach is highlighted in their recent technology upgrade for a global Fortune 100 company. With over 140,000 global employees and over 4,000 technology-enabled rooms, this organization’s audio visual and collaboration challenges included a hardware-based infrastructure, regionally distributed and disparate equipment, and remote workers with different applications that made scheduling, communicating and collaborating a challenge.

AVI-SPL leveraged Cisco technology and last mile audio visual integration to help this organization migrate to a user-friendly, software-based infrastructure. They provided advanced collaboration tools for audio, video and enhanced mobile communications. A self-service, integrated platform with easy to use features and applications, such as streamlined scheduling apps, was also implemented.

Overall, AVI-SPL’s global refresh provided a much more consistent, reliable user experience. This resulted in a successful implementation that significantly improved workflows, communication and collaboration on a global scale. This case study provides an excellent example of AVI-SPL’s core customer focus on providing solutions that simplify, standardize, are scalable and offer optimal serviceability to the end user.

### OPERATIONALIZING WORKPLACE TRANSFORMATIONS

The modern workplace continues to transform. For example, over 54 percent of meetings now include remote meeting participants. It is critical that these workers are given the platforms they need to effectively participate, contribute and succeed both organizationally and personally. The examples and best practices described in this Executive Summary provide guidelines that will help your organization improve collaboration and business outcomes. Because today’s conference room is everywhere, you need to ensure it is the best experience possible.



## CONCLUSION

Many organizations are at a crossroads with their video conferencing investments. Current assets still have value and are useful. However, lack of standardization across sites, integration challenges with legacy equipment and products from multiple vendors, ineffective mobile support, and the inability to adjust capacity on-demand often present obstacles with regard to moving forward. While there are many options available, many of them only address certain elements of the enterprise collaboration environment.

It is essential to align with a provider that can address these end-to-end issues and everything in between. A provider such as AVI-SPL offers a holistic, managed, professional and cloud services portfolio to help your organization move forward without compromise. AVI-SPL can help you to address current and future requirements and better leverage video conferencing technology for more effective interactions and improved business outcomes.



*“It’s no longer just about video conferencing. It’s about motivated employees with the right tools.”*

— **Tim Riek,**  
Senior Vice President,  
Service Operations  
AVI-SPL



## **ABOUT AVI-SPL**

AVI-SPL is the world's leading AV and video communications partner, one that designs, builds, integrates and supports the systems and environments that enable unified communications and collaboration for all types of organizations. AVI-SPL's Microsoft Gold Communications competency and Cisco Premier certification in advanced unified communications represent our commitment to giving customers the finest in UCC solutions.

## **ABOUT FROST & SULLIVAN**

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 40 offices on six continents.

Learn more at <http://www.avispl.com> and [www.frost.com](http://www.frost.com)

## **DISCLAIMER**

This Executive Summary discusses key insights and excerpts from a live presentation and discussion by Frost & Sullivan and AVI-SPL on September 29, 2016. This summary presents industry insights, best practices, and case studies discussed by the presenters, in the context of the live presentation and discussion. For more details, visit [www.frost.com/collaborativeworkflows](http://www.frost.com/collaborativeworkflows). Frost & Sullivan is not responsible for the loss of original context or the accuracy of the information presented by the participating companies.