



Simplify Video Conferencing Meeting Management to Deliver Better User Experiences

A Frost & Sullivan Market Insight

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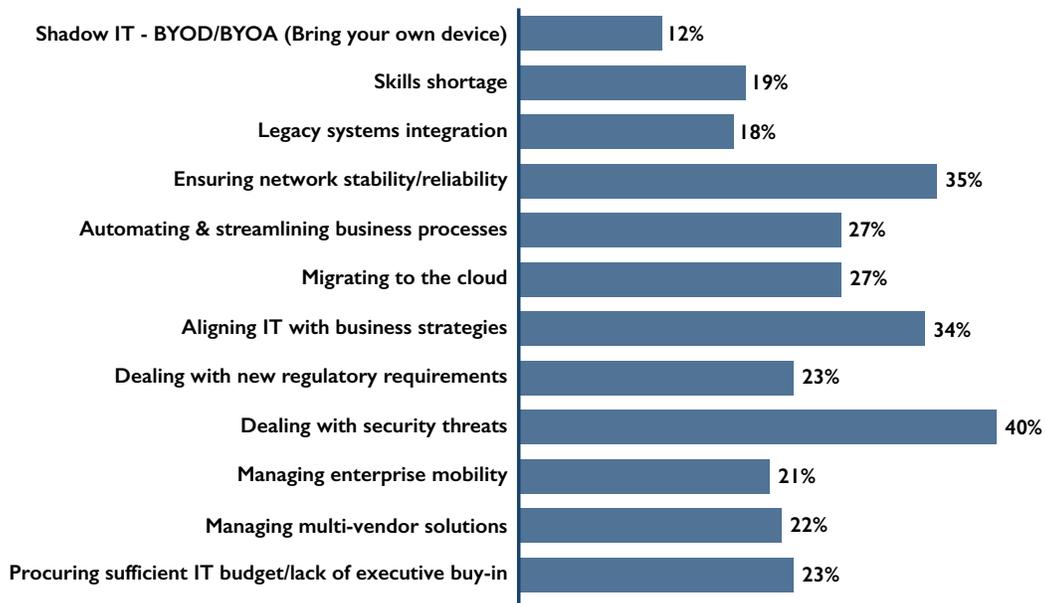
Video conferencing is becoming vital to many organizations' core digital transformation initiatives. Rapid technology advancements have led to greater usage and better business outcomes. However, the benefits have been undermined by unanticipated drawbacks when it comes to technology management. In order to ensure reliable and high quality user experiences, many IT organizations find themselves burdened with time consuming as well as resource-intensive monitoring and management. At the same time, they are under pressure to increase speed and efficiency while cutting costs. In this environment, solutions that can automate and streamline end-to-end AV management are a welcome relief.

“Today’s IT organizations have many mandates — increase efficiency, support innovation, and differentiate the business — all while controlling costs. To cope with these demands, IT must spend less time on “keeping the lights on” and more effort on adding strategic value and increasing revenue.”

A confluence of factors is driving accelerated adoption of video conferencing. Shaped by trends such as high quality video and content sharing, simplification and ease of use, mobile and cloud proliferation, and Big Data analytics; the total video conferencing opportunity is growing. According to recent research conducted by Frost & Sullivan, the video conferencing market is on a high growth trajectory and is forecast to grow at a compound annual growth rate (CAGR) of 13.2% from 2015 to 2020 to reach \$11.44 billion by 2020¹. New and innovative use cases are emerging that are not only driving efficiency, but also generating new sources of revenue via innovative business models. Video-enabled customer engagement, digital classroom, mobile and virtual banking, smart factories, digital talent acquisition, and healthcare are just a few areas where video conferencing is fundamentally transforming businesses.

Despite the well-understood benefits of video conferencing, IT organizations have in the past had a disenchantment toward welcoming organization-wide implementation. The reason is clear—video conferencing has been riddled with challenges and is frustrating to deploy and manage, often translating into a massive IT time sink. To better manage modern video collaboration environments, IT needs to simplify and automate large-scale, end-to-end monitoring and management processes as well as repetitive and routine admin tasks.

Future of Digital Transformation Top IT Challenges



n=1980; multiple responses allowed

Source: Frost & Sullivan²

Most video conferencing management tools today assist with simplification for basic tasks, but are inadequate when it comes to end-to-end management, leaving a mess of technology islands to manage and maintain. As a result, IT support resources are taxed with considerable heavy lifting work and performance of meeting technologies has degraded. Moreover, the emergence of user-driven IT resulting from Bring-Your-Own-Technology (BYOT) and the tremendous growth of mobility has had a far reaching impact. The groundswell of devices and applications make it critical that IT is equipped with an end-to-end view of all collaboration assets.

Top Demands from IT to Ease Video Conferencing Management

Unified Platform	<ul style="list-style-type: none"> • A single, best-in-class platform to manage all audio visual and video conferencing assets across the organization regardless of devices, applications, and networks • Ease of provisioning, monitoring, and management across all assets — digital signage, projectors, conference room systems, soft collaboration clients, infrastructure, and other peripherals • Lower administration and management overheads and implementation costs
Comprehensive Monitoring and Management	<ul style="list-style-type: none"> • A single “go to” monitoring interface across multi-vendor platforms to create and view all system diagnostics, meeting performance management, reporting, etc. • Key metrics via rich admin dashboards that offer operational visibility to troubleshoot and resolve issues (e.g. network performance, capacity overflow) • Dynamic resource optimization through advanced service management • Holistic proactive management and reporting in real-time to ensure network problems are quickly intercepted and prevent mitigating risks
Extensible and Scalable	<ul style="list-style-type: none"> • Scalability for capacity planning and continuous growth of the network that accommodates any number of video conferencing elements to support evolving needs • An extensible platform that is architecturally flexible and allows evolving frameworks as video gets built into multiple business applications via workflow integrations
Preserve Existing Investments	<ul style="list-style-type: none"> • Future-proof investments via a single management platform that works with all current and evolving AV assets • Integration of new processes with legacy systems in a cost-efficient way • Interoperability advancements mean IT no longer needs to compromise
Device- and App-Agnostic	<ul style="list-style-type: none"> • Hardware and software agnostic to help monitor heterogeneous deployments • Cost savings on purchasing individual monitoring tools for vendor-specific devices and platforms • Accommodate monitoring across multiple meeting environments (i.e. conference rooms, huddle rooms, open spaces, desktops, and mobile devices) • Users can join from anywhere over any network or device, including smart phones, tablets, PCs, UC clients, or soft and hard video clients
Rich Analytics	<ul style="list-style-type: none"> • Predictive and automated analytics that offer real-time and proactive information which is contextual and optimizes the applications and hence the business processes • Increased visibility into usage and user behaviors to promote greater technology adoption, higher user satisfaction and improved productivity • Implement call quality scores and customer-defined meeting performance index • Benchmarks by industry and job roles to share with users that are trailing in adoption • Focus on “Personalization + Engagement” through powerful analytics and reporting to encourage adoption

SOLUTION SPOTLIGHT: AVI-SPL UNIFY ME SYMPHONY™

Building exceptional user experiences is a key mandate for IT today, but its execution is complex. Tools that can better analyze the performance of video conferencing investments and proactively address the impact of any changes increase the ROI and deliver enhanced value. AVI-SPL's Unify ME Symphony is a leading platform that enables IT leaders to simplify the management of their AV and UC meeting technology. By delivering best-in-class managed services, Unify ME Symphony is saving IT teams hundreds of hours of support time while providing end users frictionless meeting experiences.

With Symphony, leading organizations globally are not only automating time consuming administrative tasks but also improving their overall operations by analyzing and predicting the performance of their network, hardware, and software to deliver improved user experience.

More specifically Unify ME Symphony offers a range of value-add features and services:

- A unified platform and single enterprise dashboard for comprehensive monitoring and management of all audio, video, and UC components
- One experience for all meetings regardless of device, meeting space, infrastructure, and network
- A rich admin dashboard for proactive monitoring and support and a global view of the conferencing estate and its performance including real-time call statistics
- Scheduling and launching video calls
- Enhanced meeting experience such as pre-meeting checks, auto connect meetings and auto-wrap up for efficient VNOG resource usage
- Collection of rich data to enhance the meeting room experiences
- Enhanced security through Single Sign-On using Active Directory's authentication as well action tracking and recording for all activities within Symphony; for example, log-ins, meeting scheduling and modifications, and report generation
- Actionable analytics with reports on system usage and health, signal quality and meeting experience including a new QoE (Quality of Experience) measure
- Integration with customer's business infrastructure (i.e., Outlook, Exchange, Active Directory, Salesforce) for ease of use, customization, accuracy, and efficiency
- Integration via APIs with other monitoring and scheduling applications and many AV devices like Crestron controllers and Crestron Fusion

1. "Growth Opportunities in the Video Conferencing Market: A Holistic Evaluation of Technology Adoption and Growth Trends", Frost & Sullivan, June 2016

2. "Digital Transformation: The Global Perspective", a Frost & Sullivan end-user study, June 2016

NEXT STEPS



Schedule a meeting with our global team to experience our thought leadership and to integrate your ideas, opportunities and challenges into the discussion.



Interested in learning more about the topics covered in this white paper? Call us at 877.GoFrost and reference the paper you're interested in. We'll have an analyst get in touch with you.



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