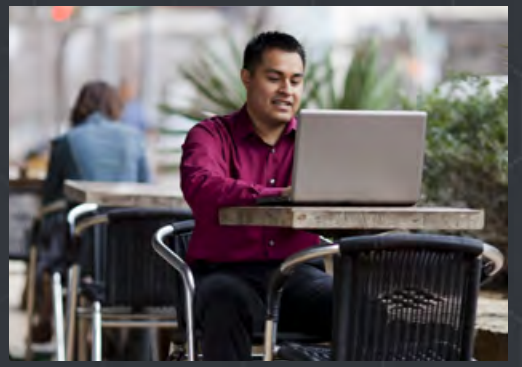
Top 4 Video Conferencing Challenges Solved by Cloud Collaboration



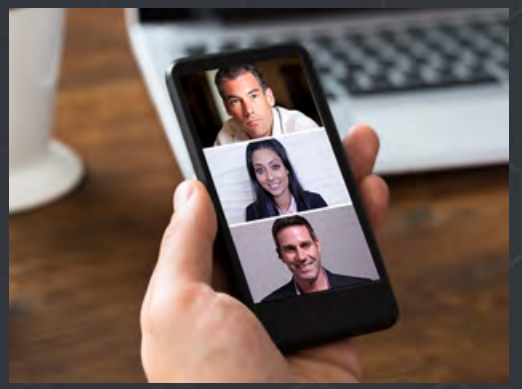


Table of Contents

Introduction

Top 4 Video Conferencing Challenges Solved by Cloud Collaboration

Top 4 Video Conferencing Challenges Solved by Cloud Collaboration

As today's business leaders seek to grow their companies, drive value, and optimize operations, they understand that employees need efficient and effective interpersonal collaboration to meet strategic goals. Now more than ever, the lines of business are driving the demand for video, and are having a greater influence on the business requirements for video collaboration solutions.

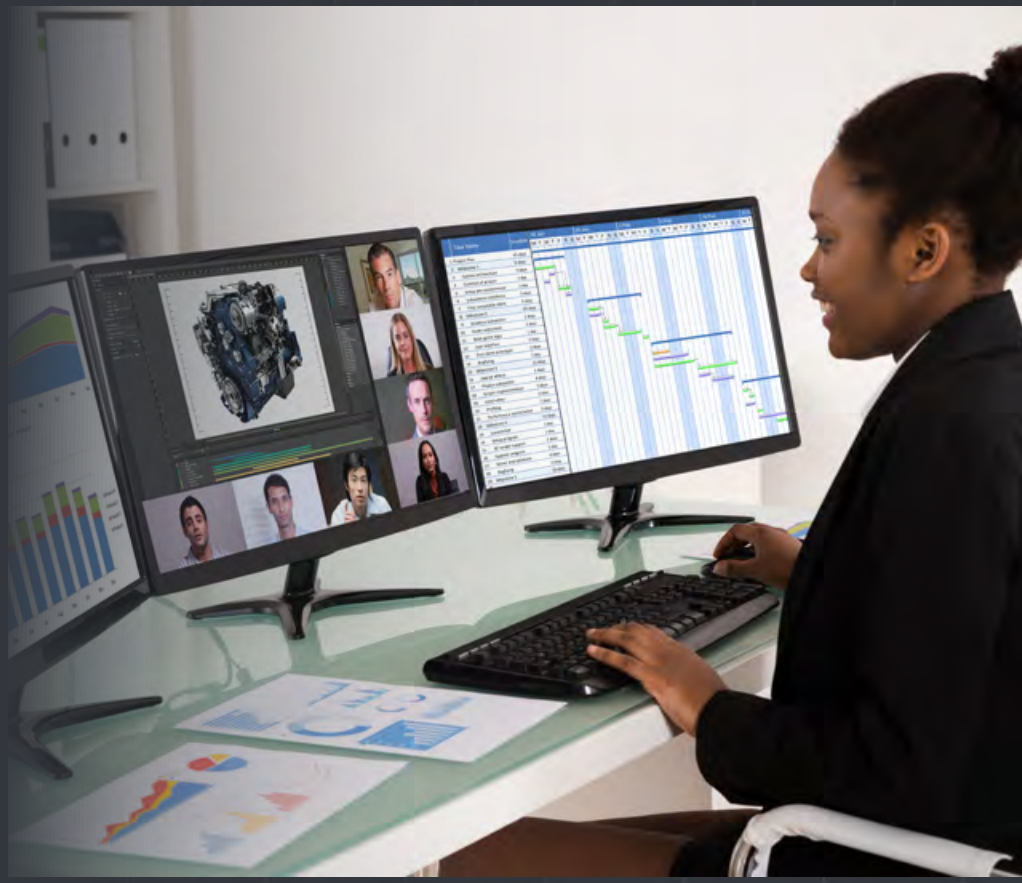
Most business and IT managers agree that the chief driver to move enterprise applications to the cloud is financial impact. Cloud deployments typically reduce transaction costs and are easier on the bottom line. And for many organizations, OpEx models are preferable to CapEx, because they are more agile.

But cloud-based video offers organizations so much more than a positive bottom line impact: it solves real collaboration and business challenges that are much harder to address with legacy on-premises solutions. These challenges are growing, because the way we work is changing.

Whether you want to engage a remote workforce, connect highly mobile employees, enable external collaboration, or embed video into your apps and workflows, you're better off going to the cloud. The following four challenges will explain why.

Challenge #1

Video Conferencing at the Desktop for Remote Employees



Video Conferencing at the Desktop for Remote Employees

Whether you call it telecommuting, work-shifting, flexible work or working-from-home, the way we work has permanently changed. Knowledge workers are no longer working in set places at set times, we are working at optimal times. Work-life balance has evolved. Rather than work and life needing to be balanced, work and life have become one in the same.

It's a fact: people are more engaged over video than any other remote collaboration technology. Organizations are investing in tools so their employees can communicate and collaborate more effectively. Desktop video collaboration drastically cuts down on multi-tasking, making every meeting more productive and efficient. But many IT managers are daunted by the task of video-enabling and supporting a remote workforce.

Video Conferencing at the Desktop for Remote Employees (cont'd)

The evolution of cloud-based video conferencing is a game changer for organizations that need to enable a remote workforce. It's easier than ever to deploy, scale and support desktop video conferencing. Essentially, leveraging the cloud allows IT to focus on strategic priorities that are the most relevant to their organization, without getting bogged down in the complexities of supporting desktop video for a remote workforce. It's no wonder why cloud video conferencing as a service is one of the fastest-growing cloud UC applications.

But not every cloud-delivered desktop video solution is the same when it comes to ease of use. A collaboration solution can only drive business value if it is adopted. This requires a modern user experience and workflows that so are intuitive and easy, even non-technical employees feel comfortable collaborating.

Challenge #2

Connecting Highly Mobile Employees

Connecting Highly Mobile Employees

As organizations seek to optimize field operations, the adoption of BYOD mobile collaboration is expanding. According to a recent report published by Nemertes Research, 32.5% of enterprise employees now use WLAN, cellular, or other forms of wireless as their primary network technology[1]. This ups the ante when it comes to video-enabling mobile users for business collaboration, because mobile and wireless networks are often unpredictable in terms of performance.

The definition of mobile video collaboration is expanding as well. Mobile collaboration is no longer limited smartphones and tablets. There are emerging mobile use cases, like “see-what-I-see” field services applications leveraging smart glasses, drones and more.

1. Nemertes Research: “Re-Architecting the Enterprise: The Time is Now” 2015

Connecting Highly Mobile Employees (cont'd)

Many IT managers are turning to cloud to video enable mobile devices for employees. But not every video conferencing cloud it the same when it comes to delivering video that has the error resiliency to stand up to the challenges of wireless networks (both Wi-Fi and 3G / 4G). In fact, this is an area where users can regularly experience 20% packet loss, and many video cloud video conferencing solutions provide an unacceptable experience with only 10% packet loss.

So how do IT managers deliver a reliable video experience to mobile if they are looking to the cloud to solve this issue? They need to select a video cloud solution that can continuously optimize the video being transmitted by adapting the video streams for the specific mobile device's capabilities and current network conditions. This dynamic network adaptation is crucial to the reliability of the mobile experience, and reliability, quality and predictability drives the success of mobile video initiatives in the field.

Challenge #3

Enabling B2B & B2C Collaboration

Enabling B2B & B2C Collaboration

Organizations need to communicate to partners, customers, clients, and patients. Across industries, from healthcare to education, from global enterprise to local government, the most successful organizations are not islands; they are part of a broader ecosystem, which is built on relationships. And nothing builds B2B and B2C relationships like face-to-face collaboration.

In an enterprise technology benchmark study, Nemertes Research found that a whopping 27.3% of IT professionals cited “enabling external participants” as the primary driver for cloud based video conferencing[2], ranking it above all other drivers, like cost savings, OpEx preferences, and flexibility.

2. Nemertes Research: 2015-16 Enterprise Technology Benchmark: Unified Communications and Collaboration

Enabling B2B & B2C Collaboration (Cont'd)

When using video to engage with external participants, the experience needs to be high quality and easy. Of course mobile apps can be easily downloaded onto tablets or phones for two way video. But sometimes a more streamlined workflow is needed: browser-based collaboration.

For external participants joining from a browser, WebRTC delivers the most reliable and easy experience. By enabling real-time communications without requiring any downloads or plug-ins, it offers external participants an extremely simple approach to joining a video conference with an open standard browsers such as Google Chrome, Mozilla Firefox or Opera.

Enabling B2B & B2C Collaboration (Cont'd)

By 2016, WebRTC will be available on more than 6 billion devices[3]. Therefore any cloud delivered video conferencing as a service will need to fully support WebRTC in order to enable external collaboration with reliability and simplicity. Cloud video conferencing providers who offer a simple click-to-connect link, and who do not skimp on video quality will be the best choice for this use case.

3. Disruptive Analysis 2014 Edition WebRTC Report.
http://www.3cx.com/wp-content/uploads/2014/11/devices.png

Challenge #4

Integrating video collaboration into workflows and applications

Challenge #4

Integrating video collaboration into workflows and applications

Increasingly, organizations seek to implement Communications Enabled Business Processes (CEBP), using video on internal applications. This is a shift from using a purpose-built communication application toward using communication within the context of an existing workflow.

APIs are the key building blocks that let organizations embed point-to-point and multi-point video, audio, content sharing, and collaboration inside their own applications, workflows and custom web portals. When combining APIs with cloud-delivered video conferencing, the possibilities are endless.

Challenge #4

Integrating video collaboration into workflows and applications (con't)

Today, a new approach to video-enabled apps is changing the game: The Platform as a Service (PaaS) provides developers the ability to quickly and easily enable their apps with multiparty video. The APIs need to be designed to target an entry level web developer skill set. It's imperative that client side APIs can be used by any web developer familiar with HTML5 and JavaScript. And it's important to make sure that the API is common across the supported platforms speeding development to support a variety of platforms and shortening time to market.

Conclusion

Conclusion

Cloud video collaboration goes beyond bottom line impact: it solves real business challenges that are much harder to address with on-premises solutions. To summarize, below are some key takeaways:

- Desktop video for remote workers drastically cuts down on multi-tasking, making every meeting more productive and efficient.
- When using cloud video for connecting mobile employees, you need to choose the most error resilient for the best experience.
- When connecting to external participants (B2B and B2C), browser-based video avoids plugins and streamlines the user experienced.
- With APIs, it's easier than ever for developers to integrate video collaboration into business critical apps and workflows.
- No wonder cloud video conferencing as a service is one of the fastest-growing cloud UC applications.

Solution Spotlight

VidyoCloud

VidyoCloud enables organizations to engage a remote workforce, connect highly mobile employees, and enable external collaboration. For organizations that need high quality video conferencing and want to avoid burdening their IT staff and resources, VidyoCloud is a hosted video collaboration solution that provides the highest quality available in any network environment.

In fact, VidyoCloud delivers industry-leading performance at the extreme ends of the quality spectrum. In network challenged environments, like mobile and wireless, VidyoCloud offers unsurpassed error resiliency, and can even adapt to 20% packet loss – more than double the industry average. In robust network environments that leverage 4k and 5k displays, VidyoCloud delivers the most stunning quality imaginable, up to 16x better than the status quo 720p.

VidyoCloud (con't)

And cloud-delivered APIs and SDKs enable organizations embed video into business critical apps and workflows. The Vidyo IO cloud service makes it easy to rapidly build visual communications using a consistent API across web, mobile, or native app.

Try VidyoCloud for FREE to collaborate more effectively with your professional network.

VidyoCloud End-User Benefits

- Click-to-connect simplicity plus built-in calendaring support
- Experience up to 4K quality video and shared content
- Connect from virtually any desktop or mobile device
- Dial-in support for voice only callers
- Host multiparty conferences or call participants directly for ad hoc sessions
- View multiple simultaneous content shares between Vidyo endpoints

About Vidyo

Millions of users around the world visually connect every day with Vidyo's secure, scalable technology and cloud-based services. Vidyo offers video collaboration solutions for companies that require the highest quality video interaction available. Recognized with over 120 patents, the company's software platform and APIs are used by enterprise customers, service providers, and ecosystem partners to create innovative HD quality video-enabled applications embedded into workflows and emerging IoT devices. Learn more at www.vidyo.com, on the blog, or follow Vidyo on Twitter @vidyo and on Facebook.

FOLLOW VIDYO