



Vidyo, Inc, Innovative Collaboration Made Easy

An excerpt from the 2016 Global Contact Center Systems Buyer's Guide

VIDYO, INC. — A COMPANY TO WATCH

Vidyo was founded in 2005 just as video got its foothold in the enterprise market and the concept of telepresence was taking hold. Vidyo introduced the first software-based video conferencing architecture, leveraging scalable video coding, and became an industry innovator with high-quality desktop, mobile and room system solutions. The company's patented VidyoRouter technology is the key differentiator behind every Vidyo deployment and allows an optimized video stream to each conference participant. Over the past decade, the company has become a leader in the video collaboration market by providing video solutions that go beyond just a conference room to also being used on any endpoint, from the desktop to mobile, as well as custom clients. The company also is at the forefront of video-enabling emerging IoT endpoints, such as smart glasses, robots, ATMs, drones and others.

A privately held company, based in Hackensack, N.J., Vidyo has approximately 300 employees around the world, with just over half its business in the US, and presence in over 90 countries. The company's stated mission is "to visually connect people in any context when quality matters." To this end it created the VidyoWorks platform and APIs, which enable workflow integration applications and complete customization of the client-side experience to deliver high-quality video collaboration that is secure and scalable. The company's solutions are delivered on-premise, from the cloud, or as a hybrid deployment.

The VidyoWorks software platform allows companies to integrate multipoint video, audio, content sharing, and collaboration inside their existing applications, workflows, and custom web portals. Developers can choose from client and server APIs to add Vidyo to an existing application or web portal, or a SDK to build a new communication solution using Vidyo's core technology. This type of customization is an added advantage for the company and its customers.

Vidyo differentiates itself through high-quality, flexible, scalable and affordable visual communications. Foregoing legacy hardware and dedicated networks, Vidyo's software-based solution enables companies to rapidly deploy and scale video collaboration on a secure and reliable platform. Vidyo delivers video on any endpoint without loss of quality, which is particularly important when engaging with customers over mobile and the Internet. The solutions are designed to work well over non-QoS networks, including Wi-Fi or 3G/4G connections, adapting to changing conditions with a high level of resiliency so that calls are not affected by network conditions. In fact, the company claims its VidyoCloud solution offers unsurpassed error resiliency in challenging network environments and can even adapt to 20% packet loss, which is more than double the industry average. VidyoCloud delivers high performance at the extreme ends of the quality spectrum, from mobile and wireless networks to robust networks leveraging 4K and 5K displays.

Vidyo solutions are also designed with extreme simplicity in mind so that no end-user training is required. Finally, the platform conforms to stringent security and compliance regulations, keeping video secure and enabling companies in industries that have compliance requirements—such as the need to record and store sessions—to easily do so.

In addition to enterprise collaboration, customer engagement is also a core focus of the company, helping to deliver upon some of the strong trends within customer engagement, from self-service to multichannel customer care. In an era when the concept of video contact centers has been bantered around for more than a decade, Vidyo has made that a reality and more by providing video on the interaction channel of choice for the customer, whether that is on the web, in person at a kiosk, on a mobile device, or other endpoint.

An example of where Vidyo has had a significant impact on customer engagement is healthcare. For instance, it is deploying telehealth solutions that allow doctors and patients to visually communicate on the endpoints they already have and on any available network. Vidyo also integrates into the clinicians' existing workflow tools and leading electronic health record vendors (EHR).

The company also is enabling financial services companies to provide enhanced customer engagement. In a 2016 study done by Vidyo in conjunction with Efma, a not-for-profit association of 3,000 retail financial services companies around the world, 63 banking professionals participated in think tanks and 136 bankers in 52 countries completed online surveys to understand the role video banking plays in the digital transformation of these companies. Eight-seven percent of respondents said that customer engagement was extremely important to their business and that video banking is perceived as a way to enhance the customer experience compared to more traditional channels. In addition, 93 percent responded that they felt video banking would have a positive or strong positive impact on customer satisfaction. The Vidyo solution has enabled financial institutions to go outside of the confines of their dedicated networks to provide secure, flexible and reliable video banking services on mortgage, investment banking and interactive ATMs.

However, Vidyo is enabling customer engagement across industries beyond healthcare and finance. The company has deployed innovative customer care solutions, such as video-enabling claims adjustment in insurance, as well as kiosks for virtual receptionists and customer care scenarios. Numerous key customer contact providers have chosen to partner with Vidyo, including Verint, NICE, Genesys, and Interactive Intelligence.

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