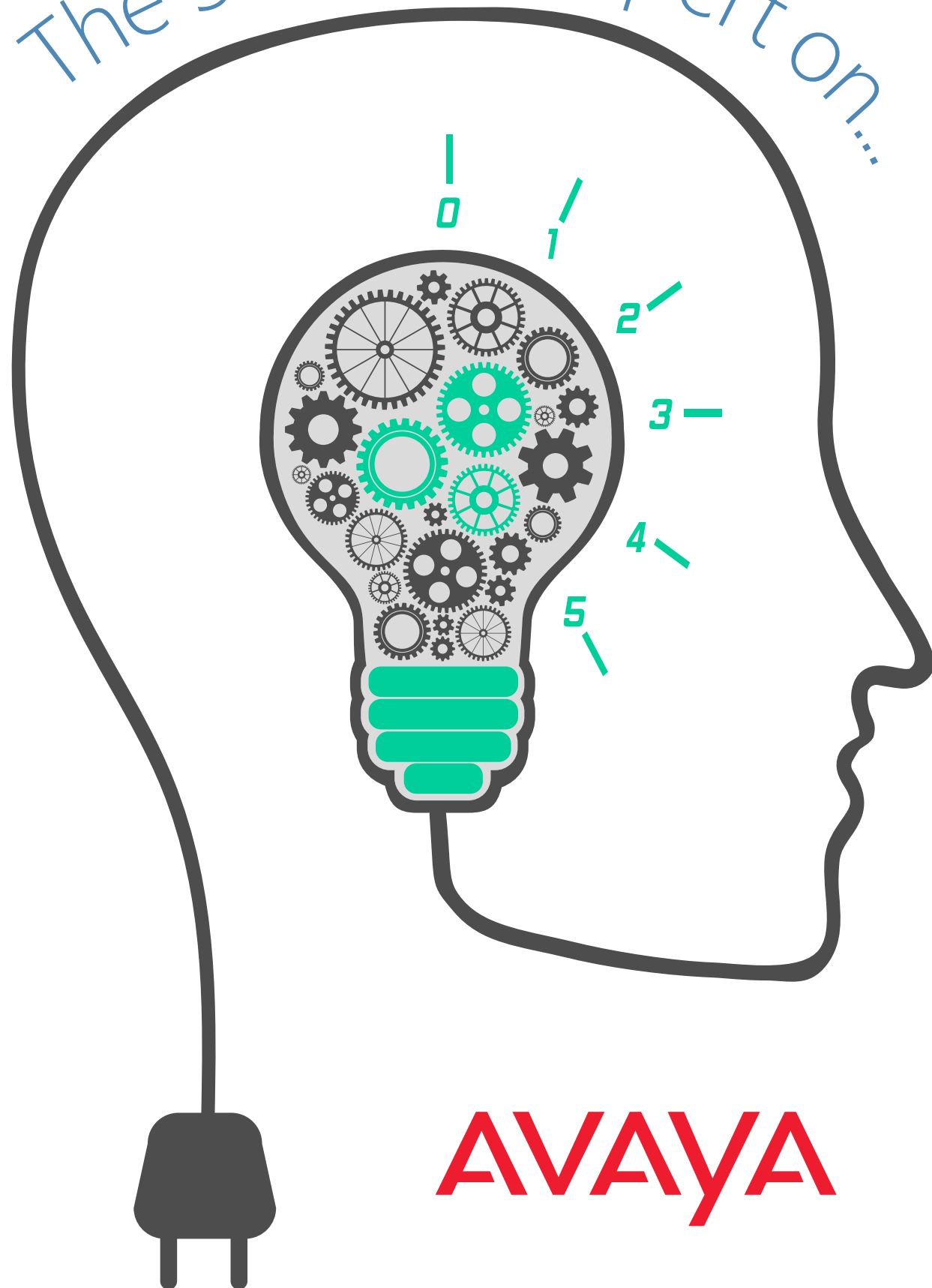


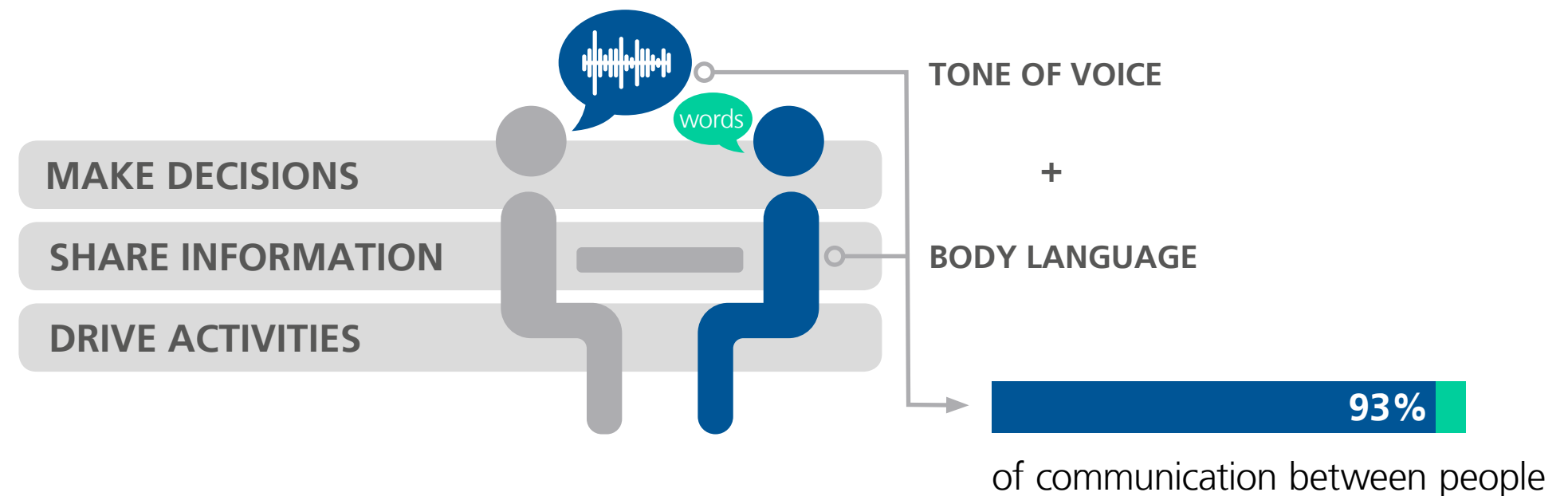
The 5 Minute Expert on...



**AVAYA**

## Making the most of Avaya SCOPIA video conferencing

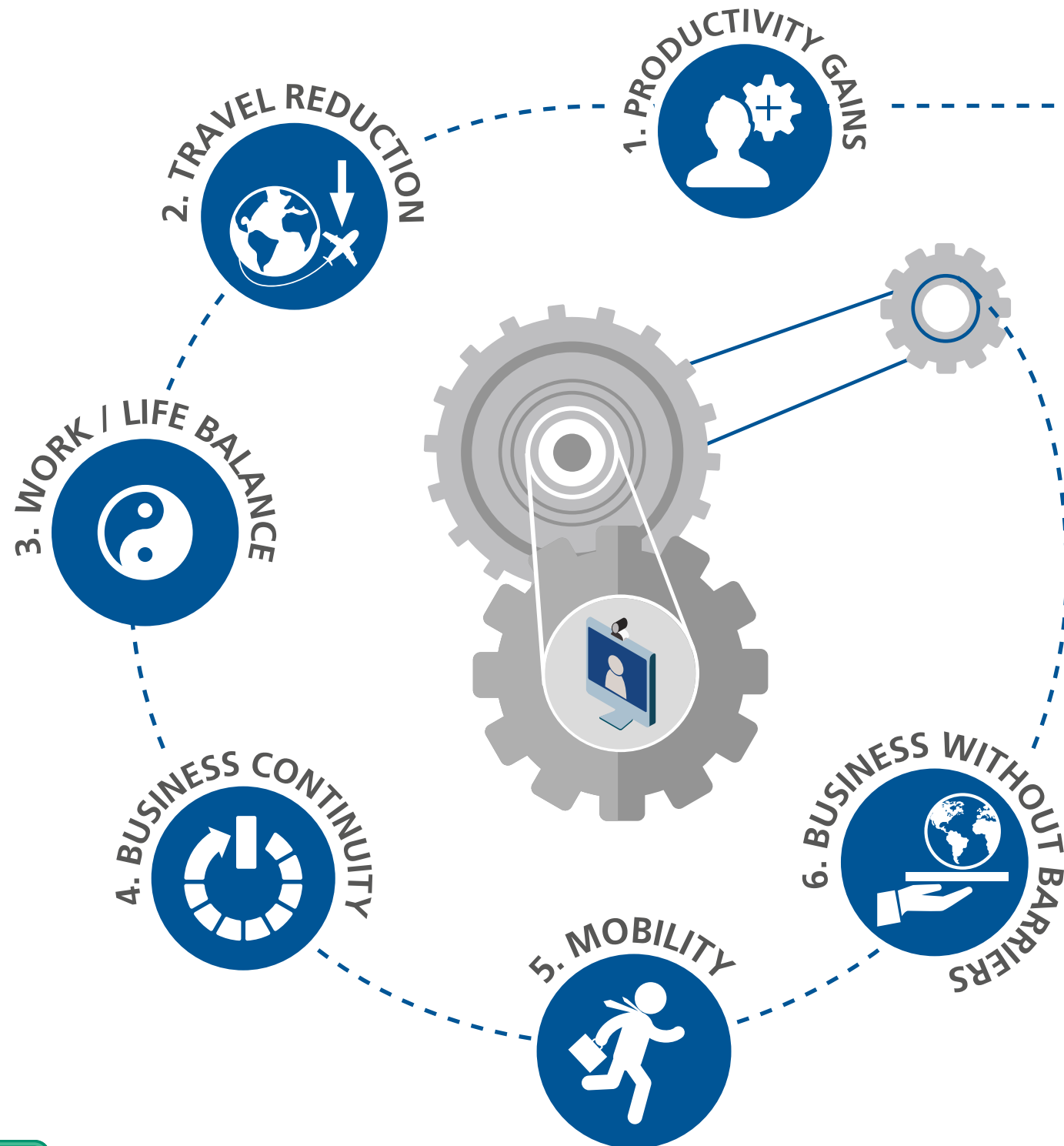
The effectiveness of an organisation's communication and collaboration processes is arguably the key to their success. With the business world currently in a state of flux, economic, competitive and environmental factors are forcing organisations to re-evaluate how they communicate and collaborate, and **video conferencing can no longer be ignored.**



Tone of voice and body language are either totally or partially absent from emails, IMs and phone calls, making **'face-to-face' communication more efficient.** However meetings do not have to be in-person — this is where video conferencing comes into play.



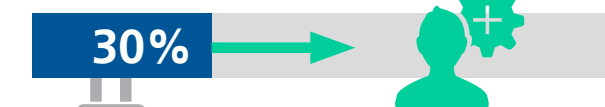
Video conferencing solutions provide 'face-to-face' communications that people need in order to work together productively, without having to travel. As a result, video conferencing solutions are increasingly being **adopted by businesses seeking to gain a competitive edge**.



## 1. PRODUCTIVITY GAINS

According to Nemertes Research, **over 91% of employees no longer work at a headquarter office**. People are working from home offices, regional branch offices or simply in a large local office environment not conducive to meeting in person. The challenge with a dispersed workforce is ensuring teams remain productive. Although productivity is often difficult to measure, according to research by IDC, **video conferencing can increase productivity levels by up to 30%**.

### PRODUCTIVITY BOOST



- **Reducing wasted travel time** to and from meetings means that employees can use the 'saved' time more productively.
- Since morale has a direct impact on productivity, morale can be improved with **less travel-induced stress** and **more flexible working**.
- Enabling **on-demand collaboration regardless of location** means quick access to expert knowledge facilitating faster decision-making.





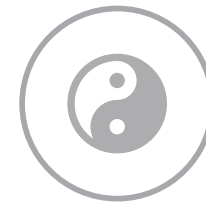
## 2. TRAVEL REDUCTION

Business travel incurs **significant financial costs**. Reducing these and implementing a sound corporate travel management policy are among the biggest challenges facing businesses today.

Furthermore, frequent business travel can cause stress and a **work/life imbalance**. Over a period of time, this can directly impact work efficiency and morale. How long will employees tolerate the demands of work on their personal life?

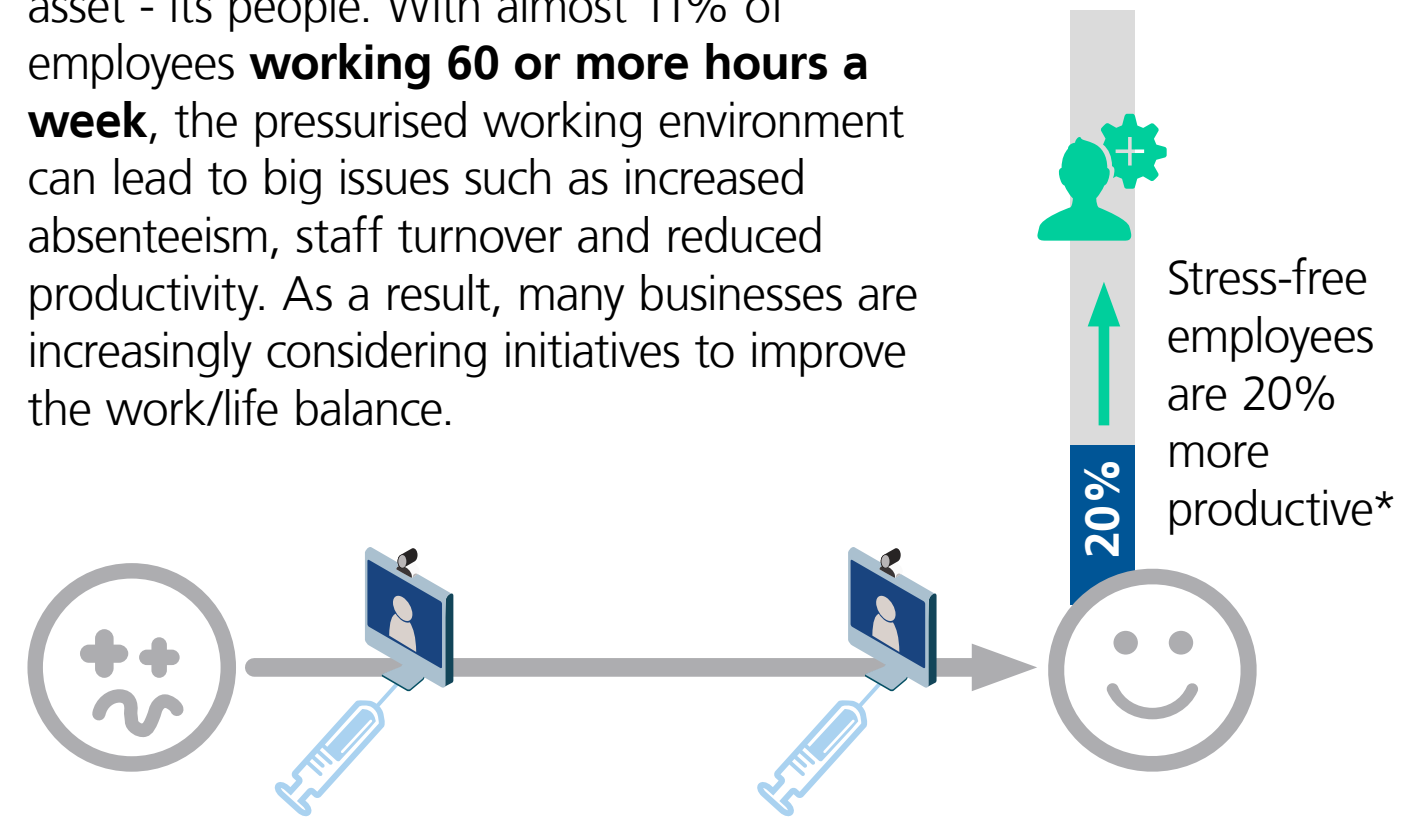
Video conferencing solutions remove geographical boundaries, enabling **'face-to-face' interactions** between individuals and teams regardless of location, in addition to **reducing business travel costs**.

Physical meeting rooms are increasingly replaced by **virtual** ones, enabled by video conferencing solutions.



## 3. WORK/LIFE BALANCE

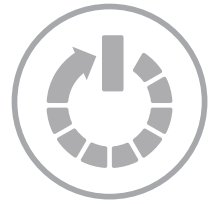
In today's challenging economic conditions, more is expected from a business's biggest asset - its people. With almost 11% of employees **working 60 or more hours a week**, the pressurised working environment can lead to big issues such as increased absenteeism, staff turnover and reduced productivity. As a result, many businesses are increasingly considering initiatives to improve the work/life balance.



- **Flexible working initiatives** can be successful if workers have the ability to collaborate more efficiently and work more effectively from remote locations. This can improve their productivity and help with finding an appropriate work/life balance, in turn increasing loyalty and staff retention.
- **Reducing business travel** can have a significant impact on the work/life balance by reducing time spent in traffic, airport queues, jet lag and being away from home and family.

\*Institute of Health and Productivity Management

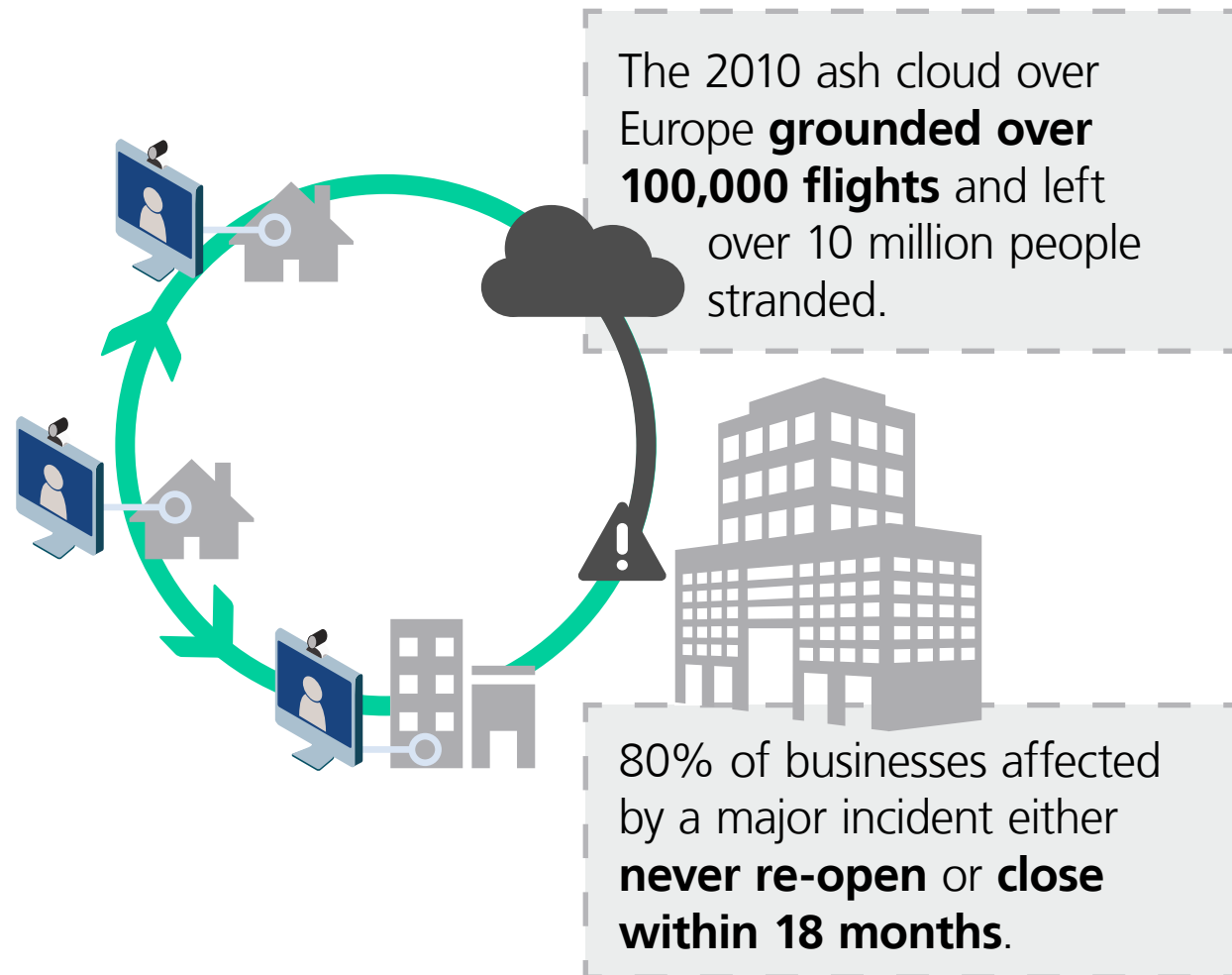




## 4. BUSINESS CONTINUITY

It is impossible to predict natural events that may impact business continuity, however it is possible to implement technologies to minimise their impact. Incidents that impact business continuity are not always large scale events such as **adverse weather, terrorism** or natural disasters. Personal challenges such as unexpected absence due to **mild illness, sick children**, or a **car breakdown** happen on a daily basis. All of these things can have a major impact on productivity.

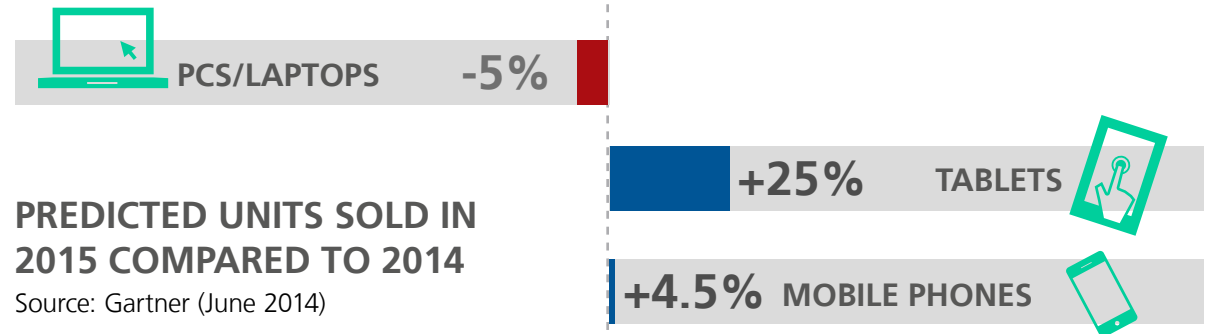
Video conferencing solutions help keep businesses running by ensuring people **stay connected and productive regardless of location.**



Westcon teams contact details  
<http://activ8ucc.westconcomstor.com/contact-us/>

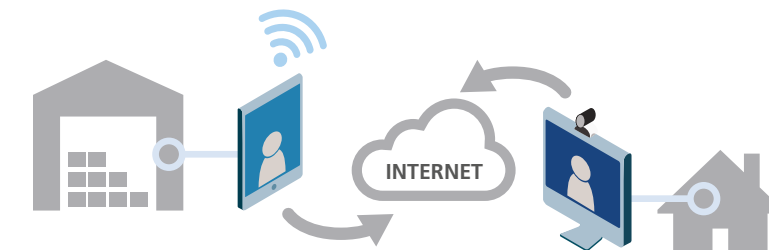


## 5. MOBILITY



With the increasing adoption of flexible working practices, use of employee-owned devices such as smart phones and tablets in the workplace has accelerated at an exponential rate over recent years. Laptops are replacing desktops, tablets are replacing laptops and use of smart devices and mobile apps in the workplace is almost ubiquitous.

With the increasing use of smart devices for Internet access, video conferencing solutions are no longer the exclusive domain of boardrooms and formal meeting spaces. Abundant access to Wi-Fi and faster 4G networks make video-conferencing from a laptop or mobile device a practical solution - in a fixed or mobile context.



Mobility fuels the trend for **software-based video conferencing solutions**, enabling employees to leverage the benefits of video conferencing without expensive hardware investments. HD video is increasingly available on mobile devices but large enterprises can still benefit from a high-end, room-based, telepresence solution.





## 6. BUSINESS WITHOUT BARRIERS

With the opening of new markets, organisations increasingly look to **expand their global reach** but this presents big challenges such as managing disparate teams, deploying and managing resource across geographic boundaries, recruiting in local regions and establishing relationships with customers and suppliers across the globe.

The benefits of video conferencing can be more widely felt when extended beyond only **internal** collaboration. External communication and collaboration with customers and supply partners can reduce costs, improve efficiency and accelerate time to market for products and services. **Open Standards** facilitating interoperability between heterogeneous video systems are a critical consideration in this context.

**Video technologies bridge geographical boundaries**, enabling organisations to improve the level and frequency of global collaboration enhancing human connections irrespective of device, distance or network.



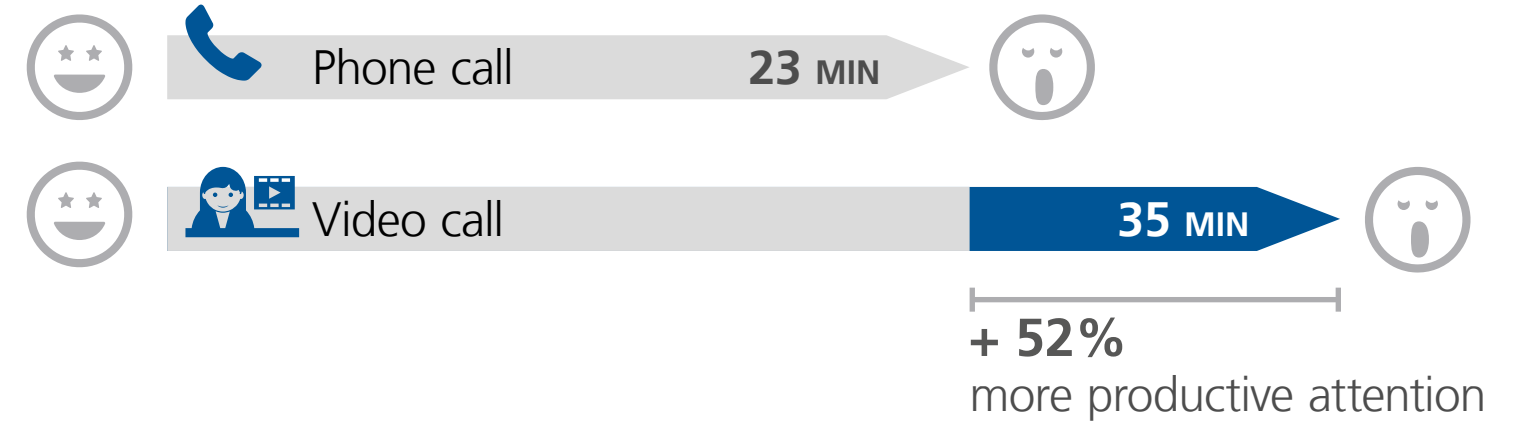
The amount of IT or other support needed to practically use video collaboration will greatly influence the adoption and utilisation of the video conferencing solution. It needs to be as easy as "flicking a switch"!



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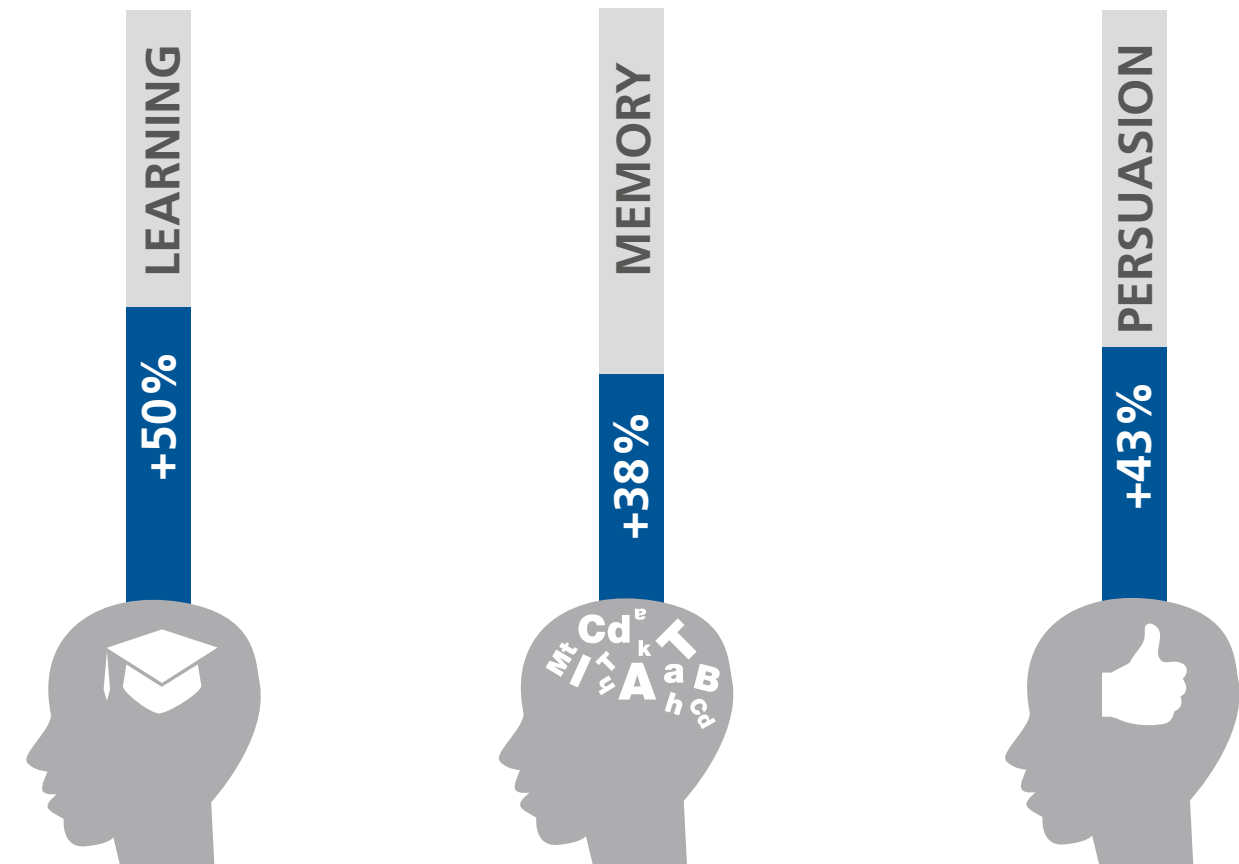
## WHY VIDEO CONFERENCING?

### AVERAGE ATTENTION SPAN



### THE POWER OF 'FACE-TO-FACE' CONVERSATIONS

People learn twice as much, retain 38% more and are 43% more persuasive in face-to-face meetings (vs. audio alone).



Sources:  
www.mobileindustryreview.com (2011)  
Kerravala, Zeus. 2011. "Building a Video-First Culture in Your Business." Yankee Group

## ROOM-BASED

### XT ROOM SYSTEMS

SCOPIA technologies are based on **years of experience** designing IP-based video conferencing software from the ground up. They include a combination of hardware-based servers to support media processing for telepresence, room video conference systems, and the latest mobile and UC video applications.



SCOPIA XT5000



SCOPIA XT MEETING CENTER



SCOPIA XT4200



SCOPIA XT7100 AND SCOPIA XT4300



SCOPIA XT1200



SCOPIA XT TELEPRESENCE



[Find out more on Avaya's website](#)

## PERSONAL

### SCOPIA DESKTOP

Extends video collaboration to remote and desktop users.

- Simple browser plugin for PC and Mac
- Standards-based video conferences of up to 28 participants
- Review materials without interrupting presenter
- Connects to telepresence and UC clients through Scopia infrastructure
- Centrally managed and deployed
- Automatic firewall traversal allows anyone to participate regardless of where they are

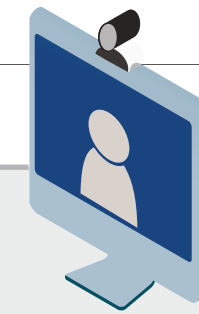
[Find out more on Avaya's website](#)

### XT 240 EXECUTIVE

All-in-one desktop video conferencing system and PC display.

- HD camera (720p)
- 24-inch full HD LED display (16:9, 1080p)
- H.264, H.264 High Profile, H.264 SVC video, H.239 content
- Optional 4 port embedded MCU
- Echo cancelling microphone
- Wideband audio, automatic gain control and noise suppression

[Find out more on Avaya's website](#)



## MOBILE

### SCOPIA MOBILE

Enterprise-grade mobile video application enabling **HD video conferencing and data collaboration** with standards-based video conferencing and telepresence systems worldwide.



- Standards-based video conferences of up to 28 participants
- Review materials without interrupting presenter
- Join through email link or mobile calendar
- Easy management:
  - View participants list
  - Change video layouts
  - Mute noisy users
  - Start/stop recording and streaming
  - Examine statistics for troubleshooting
- Connects to telepresence and UC clients through Scopia infrastructure
- Mobile Broadband and Wi-Fi capable
- H.239 content
- Advanced enterprise directory integration
- Available for Android and Apple iOS smartphones and tablets)

[Find out more on Avaya's website](#)

## VIDEO STATIONS



### H175 VIDEO COLLABORATION STATION

Personal desktop device which combines video collaboration and advanced call management with desktop application access.



- HD video camera
- 7' HD touchscreen display
- Wi-Fi/Bluetooth connectivity
- Access to Outlook calendar & contacts
- Presence status
- Cordless handset
- HD speaker phone

[Find out more on Avaya's website](#)

### E159/E169 MEDIA STATIONS

High quality voice and access to the most-used call handling features via an intuitive interface. They can serve as a standalone SIP desktop device or as a charging station for iPhones/iPads (iOS 6.0+) and Samsung Galaxy mobile devices (KitKat and JellyBean).



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