3 ways
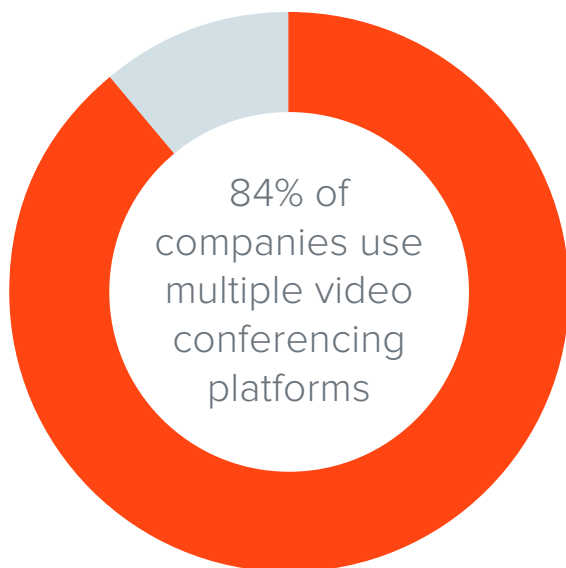
for IT to eliminate conferencing complaints

Polycom®

Use of conferencing technologies has risen dramatically in recent years.

84% of companies use multiple video conferencing platforms

Service and endpoint offerings continue to rapidly grow and expand to keep up with this ever-increasing demand for better collaboration. In fact, recent research found that 84 percent of companies use multiple video conferencing platforms.[1]

It's likely you also have a mix of services and endpoints with different interfaces and procedures to join calls. Any of these video conferencing complaints sound familiar?

- Your users have trouble starting a meeting.
- It's a hassle to find empty conference rooms.
- Audio problems are a constant source of frustration.
- Remote people can't clearly hear or see everyone.
- Sharing screens is more difficult than it should be.

With a growing user base and high expectations for collaboration experiences, taking the complexity out of conferencing has become more and more challenging for IT professionals. In this guide, you'll learn the three things you can do now to help your workforce focus on being more productive, rather than wrangling with frustrating conferencing products and services.

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[1] Forrester Opportunity Snapshot, "Streamlined Videoconferencing Strategy Drives Business Results," November 2018.

#1 Ensure quality experiences

"Can you hear me now? How 'bout now?"

Audio issues, besides being frustrating, impede effective communication. Collaboration is next to impossible if people can't understand what's being said.

Unfortunately, more times than not, as much as half of meeting times are spent working through audio and video issues. Imagine several unidentifiable people sitting around a big table, facing interruptions from distracting background noises, blurry video and other issues.
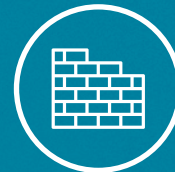
When evaluating conferencing technologies, look for solutions with audio and video quality that enhance the collaboration experience.
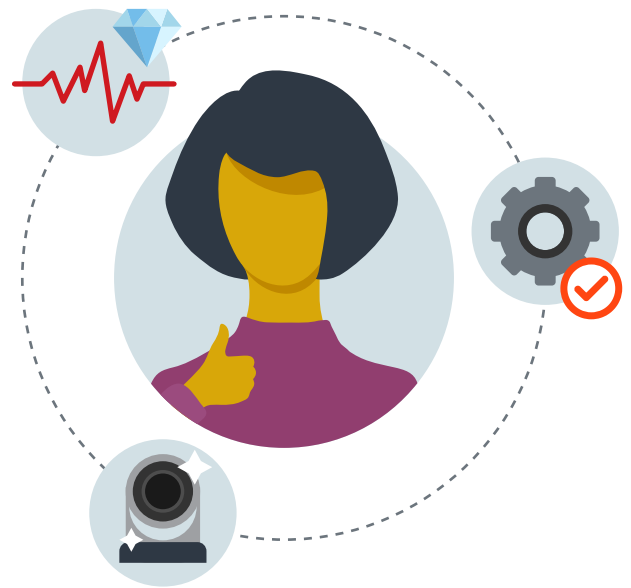
Key capabilities should include:

HD

High-definition audio/voice — Make sure you're getting the richest audio clarity, so everyone can hear and understand each other.

Automatic blocking of distracting background noises like keyboard typing — Ensure noises don't interrupt the flow of conversation.

Far-reaching microphone pickup of up to twenty feet, especially in larger rooms — Don't just take the vendor's word for it. Get a system and try it in your own rooms before committing.

Automatic zoom for people in the room and the person speaking — Let remote workers focus on what people are saying, instead of wondering who's saying it.

#2 Make it easy and consistent

Microsoft Teams, Skype for Business, Zoom, BlueJeans…The list goes on and on of possible conferencing services out there.

The same Forrester study that found 84% of video conferencing decision makers used multiple cloud-based video conference applications also found that 78% use more than one endpoint vendor to deliver collaboration to their organizations.[2] The big challenge with this is that no two rooms are alike, which ultimately confuses users when they try to join calls.

So, how do you keep the experiences of joining calls as consistent and seamless as possible? By standardizing—and simplifying—the joining process across all of your services and equipment.

Look for solutions that include:

- **An interface that is easy and intuitive** – The more it looks like a smartphone interface, the more likely people will know how to use it.
- **One interface for every type of meeting, whether audio or video** – Use the same interface for calls to standardize the steps needed to join.
- **Use a consistent interface in all room sizes** – For the joining process to feel similar from huddle rooms to boardrooms, you'll need a solution that scales easily across different room sizes.
- **One way to join calls, independent of service** – Get a solution that can register to any voice or video platform, so users can easily jump between services and stay on the same interface.
- **One integrated calendar that lets users invite rooms to a meeting** – Users just press a button on the calendar on a screen in the room to join a call—and that's it! Of course, this needs to support all of your voice and video services and needs to know which service is being used to automatically connect.

[2] Forrester Opportunity Snapshot, "Streamlined Videoconferencing Strategy Drives Business Results," November 2018.

#**3** **Aim for flexibility**

As an IT professional, you also want to protect your team from the complexity and costs that come from purchasing, deploying and supporting multiple services and endpoints. That's why finding endpoint solutions that can easily adapt is critical to your team's success. As you plan for this new multi-service reality, look for solutions that simplify things for your team and protect your long-term investments.

Capabilities to look for include:

- **The flexibility to connect with any voice or video platform** – Look for solutions that are standards-based, have proven integration with key platform players and can support multiple services simultaneously.
- **Investment protection** – If you decide to change your collaboration service or your service provider decides for you, find solutions that are platform-agnostic and maximize your ROI.
- **Freedom to choose** – Be wary of conferencing systems from vendors that also sell conferencing services, as they'll likely make it difficult and expensive for you to connect to other services.
- **Interoperability with existing systems** – Find solutions that don't require a rip and replace and can easily work with your existing equipment, while still keeping consistent workflows.

Polycom Trio is the new standard for conference collaboration. Marrying its legendary voice quality, a modern intuitive interface and the broadest interoperability in its class, Polycom Trio makes deployment and usability simple. Future-proof options for video and content ensure the freedom to expand collaboration on these leading unified communication platforms.

Polycom Trio enables your teams to collaborate in ways that are simple and intuitive, letting your teams make effortless audio and video calls, and share content.

Alcatel-Lucent
Avaya
BroadSoft
BlueJeans
BT
Cisco CUCM
Cisco Webex
Comcast
Metaswitch
Mitel
NetSapiens
Ribbon
RingCentral
Skype for Business
Unify
Vonage
Zoom
8x8

The bottom line

Organizations win the meeting game when people are empowered to easily communicate on a regular basis, both internally with employees and externally with customers and partners. When users aren't mired in conferencing mishaps with complex conferencing products, that's when the real collaboration begins.

Learn more about the groundbreaking Polycom Trio at **www.polycom.com/trio.**

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