

Video Conferencing: The SMB's Secret Weapon

How LifeSize video collaboration solutions can help your small-to-mid-size business grow to new levels of success

It is an undisputed fact that companies of all sizes can benefit from improved collaboration. Video conferencing is the ultimate communications experience, providing genuine, lifelike interactions across cities, states or even countries. Whether your company is comprised of two employees or 200, you can realize the benefits of high definition video conferencing with LifeSize.

What are the reasons that most SMBs have not adopted video technology? Some business owners may think it is too expensive or difficult to deploy. Others might worry that their IT resources are stretched too thin already and adding a new communication solution into the mix will lead to headaches and a strain on resources. However, video conferencing is now more affordable and easier to deploy than ever thought possible. With new advancements in cloud-based solutions and virtualized infrastructure, your company can be collaborating over video in minutes without breaking the bank.

Imagine if your talent pool was limitless and you could hire knowledge workers from across the globe. Imagine if your remote employees could attend meetings in real time and actively collaborate with the rest of the team without the hassle of audio conferencing. Imagine if you could record a video training session and send it out to your employees to watch at their convenience. With LifeSize, it's possible.

To learn more about LifeSize's solutions for small and medium-sized businesses, please visit LifeSize.com.

Real-Life SMB Customer Stories



LifeSize HD technology has enabled this global software development factory to operate in a "virtual environment", which helps them save on business travel costs and broaden the company's international recruitment pool.



A small global enterprise in the medical supplies market, Medisave relies on LifeSize to reduce expenses and promote international business growth.



An Atlanta-based truck dealership with sales and service locations in four other cities chose LifeSize to eliminate routine monthly travel. Not only did the system quickly pay for itself in travel cost savings, the organization quickly began using video to conduct training and share best practices among dealerships.

SMB: Common Barriers of Video Adoption

» COST

Video conferencing solutions must be affordable in order for SMBs to realize ROI.

» COMPLEXITY

SMBs typically have a small IT department and cannot invest in a technology that is different to deploy, manage and use.

» CONVENIENCE

Many SMBs operate under a BYOD policy. Video conferencing cannot be limited to large conference rooms; it must work on every device including smartphones, tablets and laptops.



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