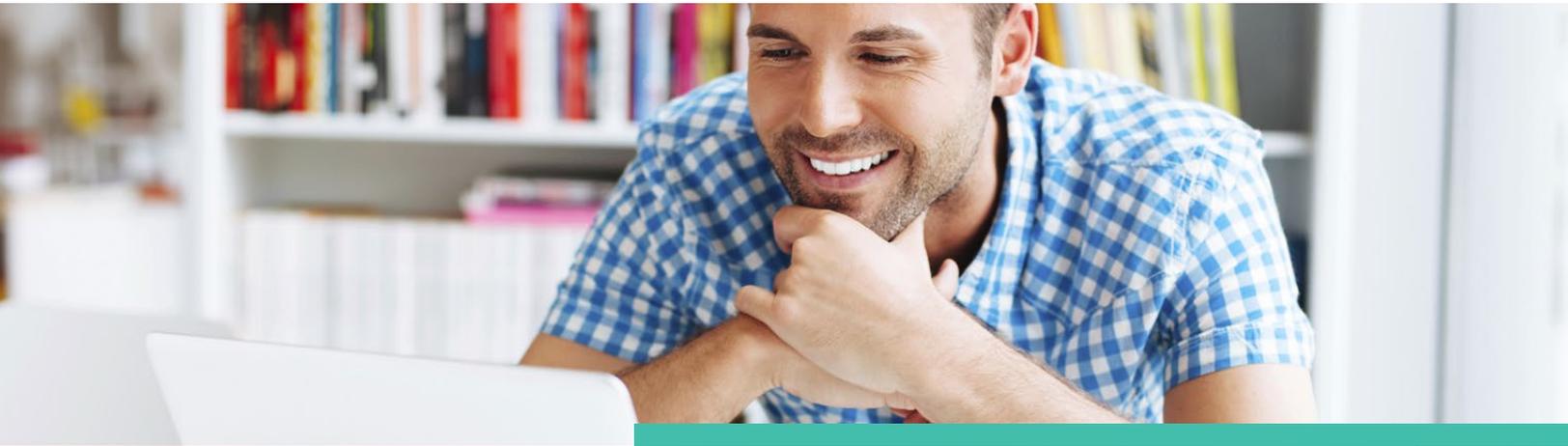


8 Reasons Why Your Business Needs Video Conferencing

Video collaboration for anyone, anywhere, on any device.



In today's globalized business environment, the need to build strong relationships with partners, suppliers, internal teams, investors and customers is more important than ever.

High-quality video conferencing solutions from Lifesize enable you to communicate as effectively as actually being there in person, helping you to build the engaging relationships you need for success in business. Lifesize enables simple, frequent, quality interactions from wherever you are.

1. SPEED

The single most compelling reason to install technology is to be more productive. Over the last 50 years, technology has enabled businesses to move from local shops to global entities. However amazing these technologies have been, there has been a cost—the human connection. Video conferencing enables you to make and maintain that human connection, irrespective of distance.

“To put it simply, Lifesize allows us to maximize what good people can do by removing two barriers—distance and time. One day, picking up a video call will be as ubiquitous as picking up a telephone, and we are excited to be moving in that direction.”

– LARRY EISENBERG, EXECUTIVE DIRECTOR OF FACILITIES PLANNING & DEVELOPMENT, LOS ANGELES COMMUNITY COLLEGE DISTRICT

2. COMPETITIVE ADVANTAGE

Video conferencing has long been thought of as the technology for the other half, something to be used by the bigger guys, the ones handling mergers and acquisitions and the like—not something that the average business could afford or make use of. It isn't like that anymore. Thousands of small- to medium-sized businesses with limited resources are benefiting from the reach that video conferencing allows them to have.

“Lifesize's platform has the quality, reliability, and functionality of competitive business class solutions, along with the ease of use associated with commercial offerings. I expect to keep it among the short list of desktop VC solutions that I allow in my very exclusive startup menu.”

– DAVID MALDOW, TELEPRESENCE OPTIONS, FEBRUARY 2012, FIVE THINGS TO LIKE ABOUT LIFESIZE CONNECTIONS



3. WEAR AND TEAR

Finding the perfect work/life balance can be tough. With the expectation of being available 24/7, the daily commute, the weekly meeting at HQ and frequent customer meetings, it can seem that you live on the road. Hosting even some of your meetings over video can help reduce your own “wear and tear,” meaning you can go around the world—or simply across the country—and be home in time for dinner!

“Our technicians used to repeat the trainings over and over again at every office. Now we train in five countries at the same time. Not only (does) it save on travel, but it saves an enormous amount of precious time.”

– DIRK ROBBERECHTS, INFORMATION SYSTEMS AND INFRASTRUCTURE MANAGER, TOSHIBA TEC

4. SCALE

The time of video deployment meaning a huge initial investment on “technology boxes” with capacity sizes you may never reach is over. The enormous financial step previously required to move from low quality “free” or web conferencing services to HD business video has dramatically reduced. Virtualization and more sophisticated software means you can now start small with your video strategy and build up as you need it, easily and more cost-effectively than ever before.

“What Lifesize is trying to do is differentiate from other video conference providers by first providing users flexibility in purchasing and use, and second, highlighting how competitors force the purchase of ‘shelfware’ in unused applications in many one-size-fits-all packages.”

– LARRY WALSH, CHANNELNOMICS, JANUARY 2012, LIFESIZE INTRODUCES FLEXIBLE VIDEO CONFERENCING

5. TRAVEL

The golden age of travel is very much over. Airplanes are not getting faster, and travel is not getting better. Flying today is about the volume of passengers, not enhancing the travel experience for customers. You want your travel to be low cost, but more importantly, you want convenience. Today, even a flight of a few hours can seem like a hassle. Technology allows instant communication. Business leaders need to think differently, and video is part of this revolution.

“Lifesize has shown its value tenfold. Our Lifesize conference rooms at headquarters are just booked solid. We have definitely reduced development time and travel using these systems.”

– THOMAS FENADY, DIRECTOR OF IT, ACTIVISION

6. BUSINESS CONTINUITY

The weather, fire, natural disasters, epidemics ... the list of factors that can affect a business, which are often totally out of our control, can be scary. It’s said that 80% of businesses affected by a major incident either never re-open or close within 18 months. But it’s not all doom and gloom! Video conferencing can keep you connected and help ensure that your business stays up and running—from a different location if disaster strikes.

“[Lifesize] HD video provides another dimension of interaction that no other form of communication can. It is nice to see someone’s face when we are making such important decisions in a time of crisis.”

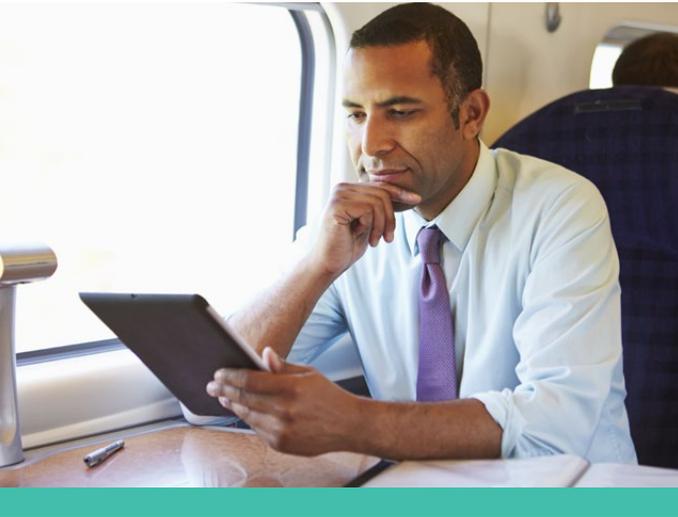
– FRANCISCO SANCHEZ JR., PUBLIC INFORMATION OFFICER, HOUSTON TRANSTAR

7. MOBILITY

The exponential growth of mobile devices means nearly everyone in the world has a yet unrealized video conference device with them wherever they go. With the increasing BYOD (Bring Your Own Device) trend, including mobile in your video conferencing strategy is paramount, allowing collaboration over video on the go in the same way—with the same functionality as you would in your office, easily and cost-effectively.

“Lifesize is pushing video closer to ubiquitous adoption by making it easily accessible to anyone, anywhere.”

– ROOPAM JAIN, FROST & SULLIVAN, JULY 2011, LIFESIZE CONNECTIONS MERGES SIMPLICITY & PERFORMANCE BY BRINGING HD VIDEO CONFERENCING TO THE CLOUD



8. SUPPLY CHAIN

There was a time when customers and suppliers were all within the same town; today, it's more likely that they are spread across the country, or the world. You need to be able to build human connections irrespective of distance and connect with more people in less time. Video bridges the gap between distance and provides the personal touch by giving you the ability to connect as if you were there, more efficiently and effectively than ever before.

“Lifesize is making some bold moves. The company delivered the world's first mainstream HD video communications system in 2005.... The company has a well-rounded video portfolio extending from desktop to conference rooms, along with infrastructure solutions for management and security.”

– DAVE MICHELS, NO JITTER, APRIL 2011, LIFESIZE ADDS 600 MILLION USERS

EXPLORE VIDEO CONFERENCING

We hope that you found our 8 Reasons Why Your Business Needs Video Conferencing guide helpful, and because we know that seeing is believing, we would be delighted to arrange an opportunity for you to experience the power of video for yourself.

For more information or to request your personal demonstration, visit us at: www.Lifesize.com/demo

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