



HD Video Collaboration: Cost Savings in the Cloud

A LifeSize Exclusive

Most of us have already experienced the advantages of video conferencing.

Whether attending meetings remotely for work or chatting with family and friends across the world, we've all felt the soft benefits. But while immersive communication, global collaboration, and not having to pack a suitcase make us all feel better, they cannot be rationalized in business environments that focus solely on the numbers.

At most companies, ROI is a language that is universally understood. Until now, there were few options available when shopping around for high performance video conferencing systems. Capital investments in hardware were necessary, driving up costs and driving down ROI. Thankfully, this is no longer the case. Today, cloud based videoconferencing delivers on the promise of being so affordable and so accessible that an impressive return on investment has become surprisingly simple to attain. Following are just a few of the ways that those running the numbers can quickly ascertain the underlying value of a cloud-based video conferencing system.



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IT Expenses: When most businesses consider video conferencing, they first review the IT budget, digging into both potential capital and operating expenses. From upfront infrastructure investment to management costs to the need for network upgrades, this is an area that has been associated video conferencing in the past. However, great strides have been made – especially now that cloud-based systems are an option.

Cloud video collaboration instantly removes traditional concerns about firewall traversal, bridges, endpoints, and continuous maintenance, management and upgrades. Since everything you need to conduct HD video collaboration is hosted securely off-premise, incorporating it into your environment is as easy as ensuring that webcams are available. Even better, cloud-based VC services scale with your business size. With a pay-per-user model, you can always be sure you aren't paying for infrastructure or maintenance you don't use, but will never be left without a system that can handle your growing needs. When calculating ROI, you never have to discuss what ROI "could be" or "would have been" had your business grown at a different rate.

Travel Costs: Sometimes, personal interactions are crucial when making critical decisions. But travel comes with overwhelming airfare and lodging costs, not to mention the waste of travel time. Often, it is in the travel budget that video conferencing systems prove their ROI advantages immediately.

With cloud-based video conferencing, these advantages go a step further. Many on-premises video conferencing solutions do a great job of connecting users within an organization but miss the mark when it comes to interacting with outsiders. With cloud-based video collaboration services, HD video communication to any outsider is nearly instantaneous, connecting you with anyone, anywhere in a matter of minutes. No need to send an endpoint or even spend time on configuration or back-end set-up—all that is required is an invitation to a simple, immersive experience. With time and expense saved from a single business trip, literally hundreds of users could be connecting on a cloud-based system like LifeSize Connections.

Time and Productivity: While sales teams often live on the road, no one drives revenue on asphalt. With free guest invitations that come with the LifeSize Connections service, sales teams can meet face-to-face with prospective clients, including data sharing and chat. Cloud-based video collaboration also enables remote workers connectivity to headquarters from anywhere. Less back-and-forth trips result in more business in less time and at a fraction of the cost.

The average call made with LifeSize Connections takes minutes, versus days lost traveling to and from a client or partner meeting. LifeSize Connections even saves time and productivity when compared to colleagues and team members commuting to a local central office from their homes. In some cases, a LifeSize Connections subscription could even cost less than the gas it takes to drive to the office each morning.

While there are certainly situations where purchasing HD video conferencing hardware makes good sense, cloud-based video conferencing saves significant time and productivity as compared to on-site solutions. Much like other hardware systems that have shown real value in moving to the cloud, video conferencing hardware and infrastructure have a very strong future with cloud-based models such as LifeSize Connections.

Conclusion: The benefits and affordability of cloud-based services are real, and are changing business for the better in countless ways. For a while, many did not believe that advanced HD video communication could become a part of this innovative transformation. With LifeSize Connections, video collaboration has reached a new level of simplicity, affordability and universal use. More importantly, it has become a service that makes sense from an ROI standpoint. If you are considering a new video collaboration system, let LifeSize help you crunch the numbers. Positive ROI will “green light” the project, but the many other true benefits will continue to surprise you for years.



AMERICAS:

LifeSize
1601 S. MoPac Expressway
Suite 100
Austin, Texas 78746 USA

+1 512 347 9300
Toll Free US +1 877 543 3749
E-mail info@lifesize.com
www.lifesize.com

EMEA:

LifeSize Regional Office
+49 89 1222 899 0 (Germany)
Toll Free Europe 00 8000 999 09 799

APAC:

LifeSize Regional Office
+65 6303 8370 (Singapore)