



VIDEO CONFERENCING IMPROVES CORPORATE CULTURE

One of the biggest challenges companies are facing today comes from the fact that the workplace has grown increasingly virtual. A recent Frost & Sullivan survey of 880 IT decision-makers revealed that within their organizations, an average of 26% of employees work remotely or from the road on a regular basis, and managing their needs for communication and collaboration is a top challenge for managers and executives. Smart organizations are meeting this challenge with video conferencing, which improves corporate culture in three key ways:

- Better, more engaged and effective meetings
- Improved recruiting and retention
- Desirable work/life balance

Indeed, Frost & Sullivan research bears this out; in a survey of 263 C-level executives, among those who say video conferencing is used extensively throughout their organizations, 75% believe it improves collaboration and productivity across dispersed teams and enhances employee mobility. This, in turn, helps those companies retain productive employees, who are pleased with the better work-life balance the technology provides.

Two leading organizations have discovered the benefits of video conferencing. Here are their stories:



Concern Worldwide is an international humanitarian organization whose mission is to improve the lives of people living in the world's poorest countries. With 3,500 employees working in 25 countries, the organization desperately needed a way to get its personnel to instantly, clearly and affordably communicate and collaborate visually with field managers in some of the most remote locations in the world. The solution was a suite of offerings from Vidyo,

including desktop, mobile and room-based systems, which allows remote employees to work and collaborate with one another in very remote and trying situations. "Most of these people are not in offices... they're out on the road, in the field or traveling," said Tom Arnold, CEO of Concern Worldwide. "Often, our people are working in hazardous and insecure conditions. To be able to communicate rapidly, in real time, with visual clarity, is extremely important. Vidyo provides that and we benefit from a higher level of assurance about our staff's safety and security, which is of great importance to us as an organization." And it sure beats the four- or five-hour drives across dangerous country that used to be the standard operating procedure for Concern employees, as well as the country-hopping trips often required of higher-level managers. "Vidyo offers us a video conferencing platform that we can use anywhere. It offers a paradigm shift in the way we do business," said CIO Vincent Richardson.



In Job, an employment agency in Italy, is using Vidyo video conferencing to limit the distances between the company, its employees and its clients. As a recruiting firm, In Job needs a stable, high-performance system that allows it to meet with prospective employees anytime, anywhere—regardless of where they are located or what type of operating system, network or device they are using. With 25 offices in eight countries, the firm has 2,000 direct and indirect employees. Since its business is *people* not products, In Job must enable communication and collaboration quickly and easily across geographic, cultural and language barriers. "Vidyo gives us the ability to have simple, immediate interaction, and the opportunity to be able to share so much information and documents in real time," says Francesca Pizzighella, Kaizen Promotion Officer. "It allows us to be much more effective."