



Vidyo®

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VIDEO CONFERENCING ACCELERATES THE SPEED OF BUSINESS

There can be no doubt that smart companies recognize the value of video conferencing. Frost & Sullivan research shows the market is poised for steady growth over the next few years, with software-based desktop video conferencing to more than double by 2017, reaching 47.7 million client licenses sold. As they make the decision to deploy video conferencing technology, companies are looking well beyond cost and travel savings to justify their investments. Indeed, a recent Frost & Sullivan survey of 263 C-level executives shows that organizations are more focused on improving work effectiveness and business planning with their IT and communication investments.

These executives recognize that video conferencing can accelerate the speed of business in three key ways:

- Faster decision-making
- Hands-on project management
- Open innovation

Our research bears this out; for instance, in the recent survey of C-level executives, fully 100% of those respondents whose employees use the technology extensively throughout the organization say it helps them accelerate decision-making.

Here's a look at how two organizations are using video conferencing to speed their business:



KaBOOM! is a national non-profit dedicated to building playgrounds by partnering with local communities. The organization takes a single day to design and build each playground but weeks of advanced planning to prepare for each implementation, which requires the coordination of

hundreds of volunteers and local organizations. Historically, KaBOOM! accomplished this with “lots of phone calls,” but that was a costly and time-consuming process. In an effort to streamline costs and speed decision-making, the organization deployed Vidyo for video conferencing and advanced collaboration. The results have been phenomenal: the software went viral almost immediately, and communications costs have decreased by 15%. But more importantly, the ability to see and interact with partners and community members via video has dramatically improved the design and building process, as well as the productivity and effectiveness of the organization's bi-weekly staff meetings, which often involve 100 people from around the United States. With heavy use internally and externally, Vidyo has transformed the KaBOOM! conferencing dynamic and is accelerating the speed at which it does business.



DEKRA, an insurance claims processing firm based in the Netherlands, is in a highly competitive market and is always looking for solutions that will give it a clear competitive advantage. By using Vidyo for video conferencing, the firm is letting its customers literally show claims adjusters and specialists the extent of the damage they are seeking to repair by using the service on an iPad or other mobile device, on any network and any operating system. This saves the company time and money, since adjusters don't have to leave the office to get the information they need. In a country with massive traffic congestion, it used to take days or weeks for adjusters to arrive at the relevant site to perform their evaluation; now, it takes just minutes. As a result, claims handlers have increased their productivity by 50 to 100%. Plus, using Vidyo speeds the process for customers, too, who now get their claims handled and processed faster than ever before.

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