

# FOUR THINGS YOU NEED TO KNOW ABOUT VIDEO COLLABORATION TODAY.

(And four ways it's already shaping the future of your business.)

Wainhouse Research and Polycom surveyed 4,737 business video conferencing end users around the world to learn more about how, where, and why they use video to get work done. Here are some of the surprising findings from the full report.

## 01 VIDEO IS NOT JUST ABOUT REDUCING TRAVEL COSTS.

Sure, video conferencing helps reduce travel but what do users say is the #1 benefit of video? 94% of respondents said INCREASED EFFICIENCY AND PRODUCTIVITY.



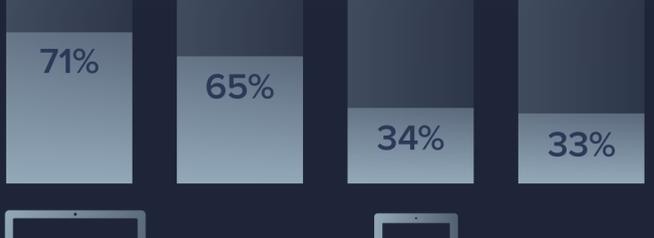
## 02 VIDEO IS RAPIDLY BECOMING A DAILY PART OF ENTERPRISE LIFE.

1 in 4 respondents say they video conference EVERY DAY.



## 03 INNOVATION HAS TAKEN VIDEO CONFERENCING FAR BEYOND THE CONFERENCE ROOM.

Video conferencing can happen anywhere, on practically any device. In fact, desktop PCs and laptops are now the most common devices your competition uses for video collaboration. Tablets and smartphones are not far behind—and they're gaining ground fast.



## 04 THE REAL VIDEO OPPORTUNITY HAS ONLY JUST BEGUN.

Despite the many proven benefits of video collaboration, half of the organizations surveyed have video collaboration capabilities in 20% or fewer of their meeting rooms. Think of the competitive advantage they can build as that number increases in 2013 and beyond.

20% UNTAPPED COLLABORATION POTENTIAL



## WHAT DOES ALL THIS MEAN?

FOR STARTERS, THE POLYCOM & WAINHOUSE REPORT CONFIRMS THAT THE WORLD OF BUSINESS HAS CHANGED, FOREVER. BUT IN WHAT WAYS?

## 01 THE WORLD IS ON THE FAST TRACK TO VIDEO UBIQUITY.

The numbers don't lie. Video collaboration is about much more than travel cost savings. In or out of the office, employees do their best work when they're empowered to meet and collaborate, face-to-face, on virtually any device.



## 02 VIDEO COLLABORATION HAS GONE MOBILE.

With the mobile worker population expected to reach 1.3 billion by 2015, it's no wonder that the fastest growing video conference environment is called "on the road."



## 03 LOCATION IS JUST A STATE OF MIND.

Teleworking has been much in the news of late. Here's one more fact to fuel the fire: 87% of our respondents who use video to work remotely strongly agree or agree that the use of video conferencing allows them to do so without feeling disconnected.



## 04 IT TAKES A VILLAGE (OF VENDORS) TO RAISE AN ENTERPRISE-GRADE VIDEO CONFERENCE SOLUTION.

Why is interoperability so critical in this new era of video collaboration? Because 60% of respondents state they primarily use more than one vendor's equipment or software to video conference. And almost 1 in 3 use three or more.



To learn more about how video collaboration is changing the way the world does business, download the full Polycom & Wainhouse report at [polycom.com/VideoCollaborationBenefits](http://polycom.com/VideoCollaborationBenefits)