

How To Promote Video Adoption

Frequent users of video collaboration have seen the benefits of video including reduced travel, cost savings, better group collaboration, improved communication and reduction of confusion, and increasing competitive advantage. However, there are still many organizations that have made investments into video and have yet to see the broad range of value and results this technology can provide.



Expanding the user community that can benefit from video:

Executives and senior management are more likely to incorporate video collaboration because they meet frequently with colleagues usually located in different locations. However, other business units are also prime candidates to leverage telepresence. The following is a list of user groups that commonly leverage video.

- Human Resources (Training/interviewing)
- Engineering/Manufacturing
- Trainers and Participants
- Subject Matter Experts
- Project Teams
- General Staff
- Remote Sales Teams/Road warriors

Helping non-users adopt video: Although not all workers have access to video collaboration technology, quick adaptors will be able to distinguish themselves from competition by leveraging telepresence when it becomes available to the.

Focus on making telepresence easy to use, driving down the cost of buying a solution and the improvements in video quality makes organizations that are looking to incorporate video to their business lose no ground in implementing and promoting a large scale adoption

of the technology, thereby benefiting from video immediately.

How IPLogic Can Help:

IPLogic can work with your organization to identify those business that have a use-case for video and develop that need into an action plan to help non-user integrate video into their workflow process. In addition, IPLogic has the capability to provide hands-on, instructor led training. This type of training is invaluable to helping the non-user leap-frog the learning curve associated with video to promote confidence that video is a business-ready,

