

VIDEO COLLABORATION

VIDEOCONFERENCING HAS BECOME AN ESSENTIAL PRODUCTIVITY TOOL.

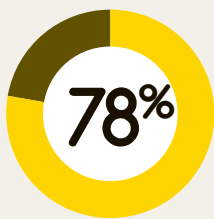


Demand is growing for technology that connects people around the globe quickly and easily—without the expense and time-consuming hassles of travel. At the same time, organisations want to preserve the advantages of face-to-face communication.

That's why businesses in a variety of industries now rely on ISDM's Cisco-based videoconferencing solutions for everything from high-level corporate meetings to performance reviews. They're seeing big cost savings and productivity gains as a result. You can too.

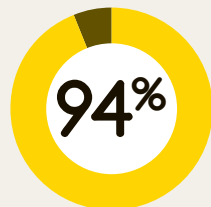


RESEARCH STATISTICS MAKE A STRONG CASE FOR ISDM VIDEOCONFERENCING.



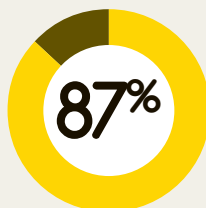
In a Wainhouse Research survey of 1,007 executives, 78% said online video is an effective tool for conducting business communications.

(Wainhouse Research, 2013)



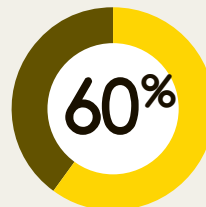
The same Wainhouse survey found that 94% of businesses that utilise videoconferencing reported an increase in work productivity.

(Wainhouse Research, 2013)



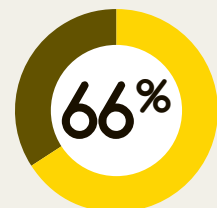
A recent survey of 1,300 young executives conducted by Cisco and Redshift Research found that 87% believe video has a significant impact on an organization.

(Cisco News Release, August 2013)



In the same Cisco survey, 60% of the young execs said that video interaction is important to their careers and businesses.

(Cisco News Release, August 2013)



66% of candidates prefer to use video during the interview process. HR departments find it helps keep recruitment costs down and facilitate the right decisions.

(PGI.com, September 8, 2016)

THE KEY ADVANTAGES OF ISDM VIDEOCONFERENCING

1

Reduces travel expenses up to 30%.¹

Not to mention time, inconvenience and carbon footprint. ISDM's Video Miles service can calculate your travel savings based on flight, hotel, car rental and other information.

2

Shortens the sales cycle.

An Aberdeen Group survey found a 9% sales cycle acceleration when key purchasing influencers were introduced early in the sales process via video.

10

Improves communications.

From executives to team members, everyone in your organisation can use ISDM's Personal Video Account service to nurture long-distance relationships with colleagues, customers and partners.

9

Increases innovation.²

ISDM's Virtual Meeting Room subscriptions allow your employees, suppliers and customers to meet in the same place without the need to buy their own hardware.

8

Facilitates training.

Video collaboration provides the ability to record and archive meetings, events or best practice sharing for review anytime.

7

Improves customer service.

Major companies like American Express have discovered that the ability to communicate with distant customers face-to-face through video offers connections that can't be replicated.

6

Controls equipment costs.

One big pharma client saved £20 million by moving their videoconferencing to the ISDM Cloud, a global cloud subscription service powered by Videxio.

3

Increases revenue.

In the same study, salespeople moved approximately 20% of their B2B video contacts to a sales funnel, with an average deal size of more than £500,000.

4

Accelerates decision-making.

Videoconferencing makes it easier to share content and ideas, build consensus and take decisions.

5

Streamlines hiring.

Videoconferencing helps you screen candidates efficiently and cost-effectively and get more people involved at the early stages.



FOR EMPLOYERS



94%

of organisations value video as a way to break down language barriers internationally.

(Cisco news release, August 2013)



1.8 million

Just one minute of online video equates to approximately 1.8 million written words.

(Cisco news release, August 2013)



90%

In a recent survey of 550 educational professionals from 300 institutions, 90% say they believe video improves the learning experience.

(State of Video in Education 2014 report, kaltura.com, 2014)



1

Increases job satisfaction and morale.

Videoconferencing allows your employees to choose where they'd like to work and enjoy a better work/life balance.

2

Improves personal connections.

The ability to exchange ideas and better gauge one another's reactions reduces the chance of misinterpretation or miscommunication and facilitates decisions.

3

Fosters seamless collaboration.

Using ISDM's virtual meeting rooms, employees can build relationships throughout the organisation more easily and naturally—and stay better informed of what's happening in other offices anywhere in the world.

4

Creates greater spontaneity.

Ad hoc meetings can be scheduled on the spur of the moment, so employees can discuss new ideas or problems in real time, regardless of distance.



8%

Video-enabled companies averaged an 8% reduction in voluntary turnover of talent and a 4% increase in employee productivity over a 12-month period.

(Aberdeen Group, 2011)



87%

of remote workers feel more connected to their team and processes when using videoconferencing.

(gigaom.com, January 2014)

WHY ISDM FOR VIDEOCONFERENCING?

Every business's needs are unique. That's why ISDM puts you at the center of everything we do, working closely with you to deliver solutions that are:



Specialised—

ISDM consults with you to design a bespoke solution that is the best, most appropriate fit for your business and will deliver tangible benefits.



Seamless—

ISDM takes the complexity out of videoconferencing to create solutions that are simple, streamlined and consistent, with a 'one-two-three-click' user experience.



Supported—

ISDM provides total training and support to facilitate adoption and fully integrate the technology into your business, so you minimise downtime and realise maximum cost-saving and productivity benefits.

WHY ISDM AND CISCO?



Cisco solutions align with ISDM's research into what businesses like yours want from videoconferencing solutions.



Cisco's robust, stylish and high-quality equipment, as well as its reputation as a world market leader, supports ISDM's brand and philosophy.



ISDM's Cisco videoconferencing solutions and cloud video service allow users to drive their entire day through a single device.

ISDM also partners with a select group of manufacturers whose products complement Cisco videoconferencing solutions, including AMX touch panels and Mersive Solstice Pods for wireless streaming. Keeping partnerships to a trusted few helps ISDM create smart IT structures with standardised components, which simplifies everything from installation to daily use to ongoing support.



READY TO TAKE THE NEXT STEP?

To find out more about ISDM's range of videoconferencing solutions and what they can mean for your organisation, contact:

Andy Ford

Enterprise Account Director
andy.ford@isdmsolutions.com
+44 (0) 333 300 1876

¹ pgi.com, 7 July 2014

² The ROI of Video Collaboration, Aberdeen group, 2011