5 KEYS TO MOBILE VIDEO CONFERENCING SUCCESS IN THE ENTERPRISE

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The bring-your-own-device trend (BYOD) is here to stay, and the world of video conferencing is quickly going mobile, too. This is no surprise considering the growth in use of laptops, tablets, and smartphones – as well as upgraded business networks capable of supporting real-time video collaboration.

50% of organizations have active video conferencing capabilities[1]

70% of organizations plan to get them within a year[1]

POTENTIAL BENEFITS OF EMPLOYEE-DRIVEN VIDEO CONFERENCING

- Speeds decision-making
- Enhances collaboration
- Increases sales
- Drives revenue

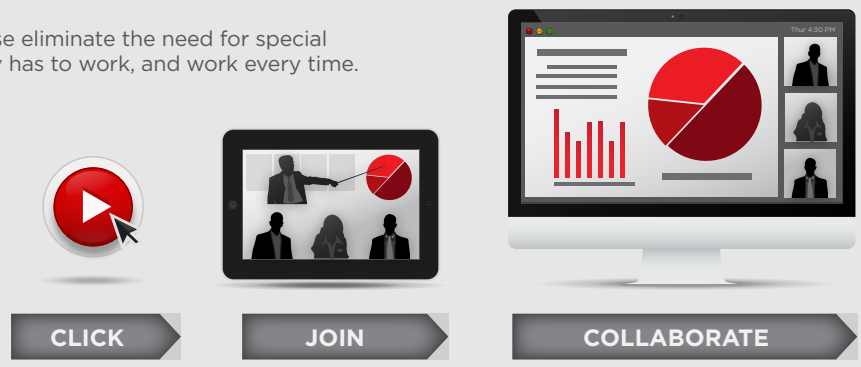
TOP 5 ELEMENTS TO CONSIDER WHEN DEPLOYING MOBILE VIDEO SOLUTIONS IN THE ENTERPRISE

Mobile video conferencing comes with subtle but important differences from conference room video. According to a recent study by Wainhouse Research, these are the top 5 requirements to consider when incorporating personal video solutions into your BYOD strategy.

1 Ease of Use and Reliability

Video conferencing solutions that are easy to use eliminate the need for special knowledge and training. A video solution simply has to work, and work every time.

53% OF COMPANIES SAY LACK OF USER KNOWLEDGE & TRAINING IS A TOP CHALLENGE TO ROLLING OUT VIDEO CONFERENCING[2]



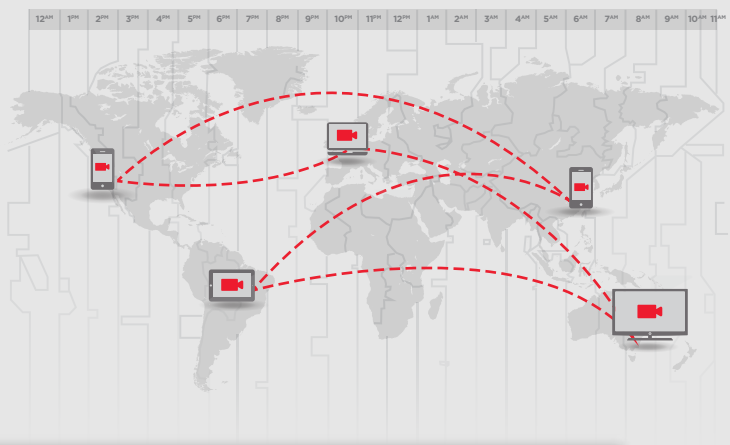
2 Availability on All Devices

To accommodate the growing BYOD trend, video solutions need to be freely distributed and available, at a minimum, on devices with **Windows, MacOS, iOS, and Android operating systems.**

80% OF FORTUNE 100 COMPANIES ARE DEPLOYING iPHONES AND iPADS[3]

3 Anywhere, Anytime Conferencing

Video conferencing capabilities need to be available to mobile workers anytime, anywhere. Features such as always-on virtual rooms and click-to-connect conferencing can support this.



69% OF U.S. MOBILE WORKERS NEED TO PARTICIPATE IN WEB/ VIDEO CONFERENCE CALLS[4]

4 Interoperability with Room-Based Systems

Since the most popular video conferencing systems are still standard room-based ones, personal systems must be able to communicate with these.

75% OF COMPANIES DEPLOYING VIDEO ARE USING STANDARD VIDEO CONFERENCING ROOMS[5]

5 High Definition Video Quality

As HD video becomes increasingly commonplace in homes, consumers expect the same kind of video quality in the enterprise. Standard video conferencing pales in comparison to the lifelike experiences possible with higher resolutions.

75% OF U.S. HOUSEHOLDS HAVE AN HDTV SET[6]

READ THE FULL WAINHOUSE REPORT AT **AVAYA.COM/VIDEOMOBILE**.

[1] Network Instruments, *5th Annual State of the Network Global Study*, March 2012
[2] Network Instruments
[3] Steve Jobs, Apple press event, March 2011
[4] harmon.ie, *Why U.S. Mobile Workers Can't Get Their Work Done*, 2012
[5] Network Instruments
[6] Nielsen, "High Definition Is the New Normal," October 2012

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