

White Paper

# The 3 Essentials Guide to 21<sup>st</sup> Century Conference Rooms

**The huddle room** is the heart of any office. It's where collaboration happens and where great ideas are formed. So equipping the meeting space for optimal performance is important. But what's essential, and what's optional? How can you outfit your huddle room now, so that it won't need an upgrade next year? And how do you do this on a tight budget?

## Add 3 essential business functions to any meeting space for under \$1,000

### What should the modern huddle room look like?

Conference room functionality has come a long way since the telephone and whiteboard. To maximize productivity, the 21st century huddle room takes advantage of the latest in affordable and easy-to-use communication and collaboration technology. Here are 3 essential tools for equipping the most effective meeting spaces:

#### 1. Instant and easy video communications and collaboration: Always stay connected

Collaboration is critical for success in the modern business world. 97% of workers say they need conditions that encourage collaboration to do their best work - but only 25% of executives say their organization collaborates effectively. <sup>[1] [2]</sup>

Video conferencing has revolutionized the way people work together, enabling organizations to communicate with distant clients, colleagues, and contractors as easily as if they were in the same office. This allows virtual teams in any location and from any department to work together effectively, reducing travel costs, increasing meeting efficiency, improving employee productivity, and building closer relationships with customers and partners. But not all video conferencing systems are created equal.

The best video conferencing systems are available to a wide range of users within the organization. Systems that are only available in executive conference rooms limit an organization's ability to maximize productivity and to take full advantage of the cost saving and efficiency offered by today's advanced communications technology. Up until recently, the cost of providing broad user access to video communications had been too high for most businesses. Now, however, advancements in video technology and cloud-based services have driven costs down, yielding systems that are costs-effective for businesses of any size. These new solutions incorporate highly integrated video and communications functionality into a simple affordable package, allowing non-technical users to operate the system whenever and wherever needed.

#### What are the key features of a cost-effective video conferencing solution?

- **Plug-and-Play Simplicity**

The best technology solutions are the ones that workers can actually make use of, because they're easy to set up and easy to use. A plug-and-play "appliance" approach to video communications hardware provides the ultimate in simplicity, resulting in quick installation with no need for technical deployment assistance and no burden on network administrative resources.

Ideally, a video conferencing solution is always ready for use at the click of a button, and doesn't require any additional hardware or software, and shouldn't require anyone to have to use his or her own unsecured laptop computer to initiate or conduct a meeting. And reducing complexity with a self-contained appliance – rather than a combined solution consisting of software running on a personal computer – in turn reduces the likelihood of IT helpdesk requests.

A good video conferencing system should also be ready to work “out-of-the-box” with its own included video service, so organizations don’t have to pay for a separate subscription service or buy their own back-end equipment in order to host multi-point video calls and share content. Everything you need should be available from one company, in one box and offer plug and play simplicity at an affordable price point.

- **Cloud Based Video-as-a Service (VaaS) Capability**

The cloud has transformed the way business is conducted on a day-to-day basis. Office workers in New York or Los Angeles can now easily share documents, data, and ideas with people in Shanghai, London, or anywhere else in the world without having to buy or maintain expensive IT equipment. Now, services in the cloud are being used to greatly expand the capabilities of video conferencing solutions and augment the functionality of the huddle room.

VaaS solutions are extremely easy to use, no matter the device or from which location the service is accessed. Participants simply click on a link or dial a number to enter the meeting. Scheduling a meeting is very simple, similar to the way people schedule events with popular applications like Microsoft Outlook and Google Calendar.

One of the greatest advantages of cloud-based resources is scalability. Exploiting the cloud, organizations don’t have to predict their requirements. Expensive, on-premise video server equipment is no longer required and capacity can be added or removed with complete flexibility. This ensures that assets are never underutilized and that there is never a lack of service.

Adding built-in support for 3rd party cloud services, such as Blue Jeans or Zoom, provides maximum flexibility to connect to disparate systems, from legacy room-based video conferencing systems to laptops to smartphones to video conferencing appliances.

- **Universal Connectivity**

The system must be industry standards compliant, for example utilizing the SIP (Session Initiation Protocol), standard to ensure broad interoperability with established vendors’ systems, such as those from Polycom, Cisco, LifeSize and others. Standards-compliant solutions can enhance existing investments in traditional video conferencing infrastructure and services, extending the benefits of video communications and collaboration throughout an organization that has already adopted video conferencing.

Standards-compliant solutions are best even for smaller organizations without legacy equipment, as they may want to connect with partners or customers who use those types of video conferencing gear.

Finally, Skype-certified capability provides easy access to the broadest possible audience, with more than a billion connected Skype users, for simple, zero-cost ad hoc connectivity to any Skype-enabled device – including laptops, mobile devices and even telephones.

## 2. Affordable, flexible presentations

Gone are the days of expensive, noisy and hot LCD projectors in the huddle room. Today's high definition flat panel TV can do more than a projector, for a fraction of the cost.

### Use your HDTV as an effective projector

Although LCD projectors produce larger-size images, a 42" or larger HDTV is more than sufficient for an average huddle room. HDTVs also present many advantages over other imaging options:

- **Effective in poor lighting** – Projected images can be difficult to see in bright light, while HDTVs function well in fully lit rooms.
- **Easy set up** – In most cases, projectors require ongoing maintenance and can be cumbersome in terms of connecting input devices. Dedicated displays offer simple connectivity and no ongoing hardware maintenance
- **Built in audio** – Most projectors don't feature audio, forcing users to install their own speakers or do without sound. HDTVs come standard with integrated speakers.
- **USB Input** – Many modern HDTVs feature USB inputs. These can be used to view pictures, video and animations on a flash drive.
- **PC inputs** – Most HDTVs now feature HDMI and VGA inputs, letting users easily connect their PCs.
- **Digital signage** – HDTVs can provide a communications channel for corporate messaging or other information.

## 3. Simple content sharing & collaboration

Easy content sharing and collaboration can massively improve employee productivity and effectiveness. In 2013, 75% of businesses said content collaboration tools would be "important" or "very important" for their business in the coming years. <sup>[3]</sup> Without these tools, the huddle room will be underequipped for modern business.

### What makes a great content sharing & collaboration solution?

- **Application agnostic**

The best tools for sharing and collaborating are those that can be used by the greatest number of people. This allows users to collaborate with anyone, anywhere in the world, using the devices they already know.

- **Accessible by anyone**

Effective content sharing tools should be easy to use, and ideally work transparently with video conferencing solutions for maximum real-time productivity. A simple sharing tool that enables users to wirelessly project their documents or desktop from their own computer or personal device to a nearby HDTV, or share with remote teams in parallel with multi-party video communications is best.

Your organization can add these essential functions to a conference or huddle room now, simply and affordably.

Tely Labs provides video conferencing solutions specifically designed to meet the essential requirements of the 21st century huddle room, within the budget constraints of small to medium sized businesses:

- 1. Instant, easy access to video conferencing** - The telyHD is one of the easiest to use video conferencing tools currently available. The system can be quickly set up and turned on, making near instant video communication a reality.
- 2. Simple, affordable cloud-based services** – Every telyHD Pro purchase comes with one free year of access to telyCloud, a simple, affordable cloud conferencing service that features 6 party video conferencing, application sharing, firewall traversal, NAT resolution, and addressing.
- 3. The best companion for your HDTV** – The telyHD Pro was designed to be used with any HDTV or HD monitor, so your organization can benefit from their improved affordability and functionality over LCD projectors.
- 4. Integrated content sharing tools** – telyHD Pro comes with telyShare, one of the easiest and most reliable content sharing and collaboration tools available.
- 5. An all-in-one multi-function communications appliance for any conference room** – video conferencing, audio conferencing, local presentation, remote collaboration and web browsing are all included in one simple, affordable device.

If you'd like to learn more about how simple, secure and affordable video conferencing can help your business grow, contact us at [info@tely.com](mailto:info@tely.com) or visit [tely.com](http://tely.com). You may also find this [success story video](#) helpful in determining how organizations like yours can benefit from a modern meeting environment.

#### References:

<sup>[1]</sup> [http://www.okstate.edu/ceat/msetm/courses/etm5221/Week 1 Challenges/Meeting Analysis Findings from Research and Practice.pdf](http://www.okstate.edu/ceat/msetm/courses/etm5221/Week%201%20Challenges/Meeting%20Analysis%20Findings%20from%20Research%20and%20Practice.pdf)

<sup>[2]</sup> [http://www.mckinsey.com/insights/organization/mapping\\_the\\_value\\_of\\_employee\\_collaboration](http://www.mckinsey.com/insights/organization/mapping_the_value_of_employee_collaboration)

<sup>[3]</sup> <https://econsultancy.com/blog/10986-75-of-businesses-to-use-social-collaboration-tools-in-2013-infographic#.v0q4cuahsdjp10>