tely**labs**

Overcoming 5 Key Business Challenges for SMBs

with affordable video conferencing and collaboration

SMBs face many challenges with limited resources

In today's highly competitive marketplace, small to medium sized businesses face challenges that are similar, and in some cases more daunting than those of larger enterprises. Moreover, smaller organizations typically have fewer resources at their disposal, making these challenges even more difficult to address.

SMBs report their top challenges are:

Managing time - Downtime, travel, and delayed decisions represent wasted time. Companies need a way to reduce these losses – especially SMBs.

Optimizing employee productivity - 29% of small businesses cite improving employee productivity as one of their top challenges.[1] Companies need a way to enable and manage employees easily, especially from a distance.

Building closer customer relations - SMBs must build a strong and loyal customer base in order to build their business. Companies need a way to build personal connections with customers in order to stay competitive.

Increasing collaboration - Productivity can only be optimized when team members can easily collaborate and share their unique skill sets. But in today's workspace, long distances often separate workers, making collaboration more challenging.

Minimizing expenses – Most SMBs must carefully budget their finances, making expenditures only on what is necessary. This poses a problem as many tools that could help SMBs are outside of their budget.

Helping SMBs meet their challenges

Video conferencing and content sharing allow SMBs to solve many of the problems discussed above by making communication between team members easier and more productive. This ultimately allows more personal connections with customers and colleagues. Video also facilitates telecommuting, allowing employees to spend less time traveling, with more flexibility, making them more likely to report greater job satisfaction and stay with the company longer.

Video collaboration can help SMBs:

1. **Reduce travel costs** - Each year, companies spend $111.7 billion on domestic travel and $31.6 billion on international travel.[2] Travel can also lead to delayed flights, illness, or other complications that may cause downtime. One of the greatest benefits of using video conferencing technology is the ability to drastically reduce travel time and costs by allowing easier, more personal communication with distant employees and customers.

2. **Improve employee productivity** - 61% of CEOs say that video communication has a significant positive impact on employee productivity.[3] Companies that use video conferencing see great benefits in the speed and creativity of decision making. Management is able to more easily interface with all levels and offices, allowing employees to act faster. The possibility of telecommuting also means less time in cars and more time at desks.

3. **Improve teamwork** - 97% of workers report that they "need conditions that encourage collaboration to do their best work."[4] The increased connectivity of video communication allows team members to easily collaborate with offices in other cities, states, or even countries. It also lets users tap into the talent of experts within and outside the company, providing a significant boost to the team's ability to solve problems quickly.

4. **Improve meeting efficiency** - The average mid-level manager spends about 70% of their time in meetings while most organizations spend about 7-15% of their budget on meeting costs.[5] Much of this expense could be reduced by the improved efficiency offered by video collaboration. Video conferencing allows greater participation and immediate information exchange, improving meeting effectiveness.

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5. **Build closer relationships with customers** - Video produces a much richer understanding and stronger emotional response than audio conferencing can. Video communication also allows employees to share images and documents with customers, improving the quality of support and overall customer experience. This gives companies a significant competitive advantage, allowing users to increase their customer base, and ultimately their bottom line.

Can video conferencing be simple and affordable?

Even though there are many benefits to using video collaboration tools, the cost of installing typical, room-based systems has prevented many SMBs from implementing them. Purchase costs can be $10,000 or more and monthly fees can reach $1,000 per month plus $300 per month for high speed connectivity.[5] What's more, these systems require expertise to install and operate; hence companies must hire or maintain additional IT staff. These expenses can be obstacles, even for larger enterprises looking to deploy video collaboration tools in all of their smaller conference rooms.

The extremely high price of most current video conferencing systems creates a significant barrier to entry for SMBs. This puts them at a major disadvantage compared to their larger counterparts, who are much better equipped to deploy and subsequently exploit the benefits of video collaboration.

An efficient approach to room-based video collaboration

Cloud services and design innovation have enabled room-based video solutions that are affordable for SMBs and as simple to install and operate as a TV. This has been made possible by:

Technological advancement - Advances in processor technology allow for very powerful, inexpensive, compact systems with integrated computing, graphics, and communications, while more efficient manufacturing technology allows for low cost flat screens. These two advances combined make the whole video collaboration system much more cost effective than it has ever been.

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Multi-function practicality - SMBs prefer cost-efficient multi-function devices rather than separate, dedicated devices that cost more to buy and manage. New conference room appliances can now combine video conferencing with in-room presentation abilities and audio conferencing, while not requiring a PC to set up or use.

Design innovation - Innovative new designs have led to systems that package the camera, computing platform, and communications device into one small system. This makes the tools easier to use and deploy, less intrusive and very cost-effective.

Cloud-based services - New cloud-based video communication services enable bridging between traditional room systems, smartphones, tablets, web browsers and video conferencing appliances, are easily adaptable to corporations of any size and can be scaled up or down rapidly based on changing needs. This gives small companies the flexibility they need to grow without upfront investment in expensive infrastructure and support staff.

Video conferencing for the rest of us: telyHD Pro

Tely Labs offers the industry's most cost effective room-based video conferencing solution that provides professional performance, ease of use, and full room coverage for less than $1,000.

telyHD Pro: video conferencing for the rest of us

The telyHD Pro is a plug-and-play video conferencing appliance featuring:

- High definition (720p) video resolution

- telyCloud™ 6-way video conferencing and content sharing

- Compatibility with standard SIP systems (Polycom, Cisco, LifeSize and others)

- Support for cloud-based video conferencing services like Blue Jeans Network, Zoom, and many more

- Built in Skype™ HD video calling

- Wired and Wi-Fi network support

- Digital pan, tilt and zoom for optimal user experience

- Wireless content sharing from Macs or Windows PCs

- telyShare wireless projector (eliminates the need for an LCD projector and screen)

- Energy efficient 5 watt power consumption

- SmartRemote app for iOS and Android tablets and smartphones

- Support for keyboard and mouse

- Support for external audio devices

- Built-in web browser

The telyHD appliance is purpose-built for simplicity. That means users can easily install and operate the system, without IT support. With video conferencing, audio conferencing, local content display and remote content sharing included in one package, this system is truly an all-in-one collaboration solution while still being cost-effective enough for wide-scale deployment by SMBs.

At a glance: a cost/benefit analysis for room based systems

When purchasing a video conferencing system, it's important to consider several factors, including its initial cost, installion time, ongoing operating costs and its features. All of these elements contribute to the total ROI of the product. This chart will help in choosing the right product:

Features	Tely Labs telyHD Pro	Polycom RealPresence Group 300	LifeSize Icon 600	Cisco Telepresence SX20
List Price	$649	$2,999	$3,999	$9,900
Form Factor	All-in-one unit	Tabletop unit, external camera w/ integrated mic	Tabletop unit, external camera w/ integrated mic	Tabletop unit, external camera, external audio device
Protocols Supported	SIP, Skype	H.323, SIP	H.323, SIP	H.323, SIP
Includes bundled conferencing service	Yes (telyCloud)	No	No	No
Available endpoint capabilities (no MCU required)	telyCloud (included, up to 6 endpoints)	N/A	N/A	N/A
Network Connection	10/100 Ethernet	10/100/1000 Ethernet	10/100/1000 Ethernet	10/100/1000 Ethernet
WiFi Support	Yes	No	No	No
Camera				
Video Resolution	720p	720p	720p	720p
Field of View	68 degrees	67 degrees	70 degrees	83 degrees
Zoom	5x digital	2x digital	10x digital	2.5x optical
Data Sharing				
Protocols Supported	BFCP	H.239, BFCP	H.239, BFCP	H.239, BFCP
Client Share Options	telyShare (Windows & OS X)	People+Content (Windows & OS X)	N/A	N/A

> " *Tely Labs provides video conferencing solutions specifically designed to meet the budget and resource constraints of your small to medium sized business.* "

Ready to start benefiting from simple, cost-effective video collaboration?

Tely Labs provides video conferencing solutions specifically designed to meet the budget and resource constraints of your small to medium sized business.

If you'd like to learn more about how video conferencing can help you grow your business, contact us at info@tely.com or visit www.tely.com.

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