



# UC Guide

## Introduction

**Digital transformation in the workplace is changing the fundamentals of communication and collaboration between teams and individuals.**

Employees now have the tools to collaborate with their colleagues regardless of location, time and now language.

This extends out to partners and customers; the expectation is instant communication and the ability to collaborate across shared documents, from any device, in order to drive great outcomes.

The term **Unified Communications** is something we hear every day from vendors, the media and our colleagues. With such a deluge of information available, just what does **Unified Communications** incorporate and crucially mean?

Essentially it comes down to the interaction of voice, video, conferencing, messaging, team collaboration, interactive creation and content sharing.

**The key enabler for the Unified Communications experience in the meeting space is the expansion of the platforms we are familiar with on our desktop that can now be deployed at room scale (see page 5).**





**We transition to and from individual work and group-based work continuously, and in doing so we find ourselves moving from individual spaces to the huddle space and on into the meeting room or boardroom.**

Therefore we need ensure our content and our colleagues (both physical and virtual) travel with us through any space we choose to work in.

The digital transformation explosion is unavoidable, but what should it mean for you as an organisation and what are the tangible benefits?

**We can help you understand the right UC strategy for you.**

When planned and executed correctly it will result in better productivity, a reduction in costs and a more effective and engaged workforce.

There is no doubt that Digital Transformation and the move to an effective Unified Communications platform should be at the top of all business' agendas.

We hope this brief document will help your journey with evaluating, implementing, and supporting your digital transformation journey.

We will guide you through your platform, IT and meeting space needs to enable you to successfully manage your digital transformation.

## Covid and the impact on the fundamentals of working



**25-30%**

of the total workforce working at home on a multiple-days-a-week basis by the end of 2021

**3.6%**

of the total employee workforce worked at home half-time or more pre COVID-19

Source: Global Workplace Analysis and Gensler

The current Covid-19 crisis has meant that businesses and establishments need to implement changes in the way they communicate and collaborate not just with customers, but their own employees and suppliers in order to ensure everyone can stay productive, supported and most importantly, safe.

As remote working has now become the new normal for the majority of the workforce, it has in turn necessitated an overnight adoption & reliance on collaboration platforms, in order for teams to get their work done productively. We've indicated the Digital Transformation revolution is happening in businesses regardless of size, vertical or location. What is now clear is that the move to new collaboration platforms is not unlikely to be a carefully planned project across many months, but more likely a seismic shift in days.

The result is a workforce that is comfortable in shifting their work to remote teams, collaborating virtually, and taking advantage of the latest technology to be more creative and agile.

The big question is what do we do as and when employees head back into the office? How can we enable employees to seamlessly collaborate using all the tools they've relied on whilst working remotely, and what does this mean for the traditional video conference room? Does the space itself need to be re-imagined for working in the 'new normal'?

**How do businesses rapidly change the very fabric of their meeting spaces to ensure familiarity, productivity and safety?**



## Platforms

Some FAQs that might be relevant to you...

**How have UC platforms redefined the workplace?**

**What do you see as the benefits of UC adoption?**

**How do you plan to standardise your business on a platform?**

**What licencing will you need?**

The cloud-based platform is now the catalyst for change; initially on the desktop and now transforming the previously isolated meeting room. Teams are now spending more time than ever collaborating via solutions such as Skype for Business, Microsoft teams, Zoom and Cisco webex.

Businesses are now scrambling to create fast-paced migration and adoption plans for their workers. The challenge is that desktop collaboration through application is something comparatively easy; how though does a business enable that same platform experience in the many different meeting room environments? Keeping the user experience consistent and selecting the right end-points to optimise the room is the key to delivering maximum value from your space.

Any successful platform migration has to have the buy-in from all areas of the business, a clear project plan, a streamlined deployment and implementation process and ongoing user adoption. These are also applicable to how you should approach your meeting room solutions.

The migration from traditional video conferencing solutions to a platform native solution (whereby the meeting room is driven by a dedicated PC) has a number of options all of which have their own benefits and limitations, what is key is to define what sort of experience is going to work best for your organisation.



zoom

Cisco  
webex

## Cloud Video Interop (CVI)



**84%**

**of companies use 2 or more cloud-based video conferencing services**

Source: UC&C: 2018 research Study, Nemertes, Forrester research, Oct 2018



**61%**

**of workers find it difficult to collaborate with colleagues**

Source: Microsoft

### What is CVI?

### What is the issue with platform interop; marketing vs reality?

### Why would you look at an interop service?

The speed of UC adoption has meant that some organisations now have meeting rooms that are no longer compatible with the way employees are working.

The challenge an organisation may have is a lack of budget or perhaps they've yet to define the overall adoption path to their platform of choice. What if you've got customers or partners using multiple platforms to communicate with you? Maybe the hardware in the room still delivers excellent audio and video and isn't obsolete?

It's a fine line of being proactive in upgrading your estate and not rushing into deploying the wrong solution. This is where Cloud Video Interop becomes an important part of a business' migration strategy. It provides a solution that allows you to keep using your existing video platform until you have defined and commenced your upgrade.

A CVI enables you to join your traditional video endpoints, platforms such as Skype for Business / Microsoft Teams, Zoom, Cisco Webex to one meeting room, hosted in the cloud. Microsoft work with three partners in order to provide an interop between existing video conferencing and personal video device solutions on premises, and Microsoft Teams.

CVI is a crucial tool for businesses who're looking to migrate to a native solution but are not ready to deploy this across their entire estate, proAV can advise you on how to seamlessly deploy a CVI and transition from your legacy estate in a way that best fits your organisation's needs.



## Hardware Considerations

**64%**

of 304 IT execs agree that their organisation prefers implementing **best-of-breed** solutions from multiple vendors versus end-to-end offerings from a single vendor

Source: rampecdn.com

**38%**

of millennials feel outdated collaboration tools hinder innovation

Source: Microsoft

Some FAQs that might resonate with you...

**How do you want the room to function?**

**Room specific devices or BYOD?**

**What are the most simplified solutions and intuitive platforms, do they have a consistent design language?**

**Who are the key manufacturers and why is certified hardware important?**

Whilst the platform has unlocked the potential for unlimited collaboration in the meeting space, if you don't have the right hardware, you'll never be able to maximise the experience for the users and end up with a room that will not be fit for purpose. The hardware really does have the ability to make or break the meeting room.

You need to consider what devices people might be using and these vary depending on the spaces. Some mobile workers are will work solely from their phone. In the office, people may use a PC, a PC connected to audio & video peripheral, or an IP desk phone. The room hardware needs to cater for the many types of worker and not force them to change how they work to fit the room.

Defining the room function is of critical importance. The main consideration is how do you want people to interact with the room? Do you want the platform to be in the room and enable simple 'one click' join or do you want employees to use their laptops to drive a meeting in a BYOD scenario?



**67%**

**of employees have jobs that require in office collaboration**

Source: Global Workplace Analysis and Gensler

**In the office we are faced with different types of rooms like small huddle spaces and focus rooms, open communal areas or touchdown spaces and of traditional meeting rooms of every shape and size.**

While this transition from space-to-space may seem complex, it's crucial to keep a consistent user experience throughout and understand how different types of hardware, whilst different in look and feel, can deliver the best version of the platform for that space.

Hardware manufacturers are now working in partnership with platforms such as Microsoft Teams and Zoom to ensure that the solutions they are creating deliver a simple, intuitive user experience with a consistent design language that ensures users have the confidence to use whatever space they're in.

**Devices are now becoming platform certified to ensure that they provide the best experience, be it audio, video, content capture, etc.**



## Planning your next steps



**68%**

see increased productivity when employees' endpoints and workstyles are aligned

Source: UC&C: 2018 research Study, Nemertes, Forrester research, Oct 2018

When coming to planning the right types of devices for your spaces, there are a myriad of variables to consider that will all have different weight depending on your circumstances:

**Do you have any current standards/vendor relationship?**

**How quickly do you need to deploy your rooms?**

**How many rooms are being configured?**

**What is the size of the space and what kind of furniture configuration do you have planned?**

**How many people will the space accommodate?**

**What meeting behaviours will take place?**

**Formal or informal?**

**Are there new behaviours you are looking to drive?**

**Do you have specific requirements for installation and device management?**

**Do you prefer a specific OS or specific features?**

**Do you have an existing relationship with a hardware vendor?**

**What is your budget?**

**proAV's UC Specialists can provide full support, speak to us now.**

## Summary



**63%**

**of employees now  
use personal devices  
for work purposes**

Source: Microsoft

**The speed of change in the workplace is inexorable, driven by the need to be more efficient, stand out from the competition and in the unprecedented global situation, simply allow for business to continue.**

A Unified Communication strategy needs to carefully consider a host of different issues, from how do your people work and what tools do they need, to what spaces do they use and how do you support this change with the correct technology, infrastructure and security policies.

The balancing act is a delicate one; you need to be flexible and listen to the what your employees are doing and what they're already using; they are the ones who can make or break your plans but also you need to have clearly defined parameters for what you are trying to deliver, select the tools that work best for your organisation, set clear timelines and goals and proactively drive the change from the top down.

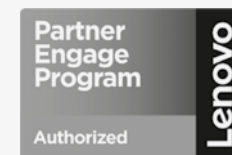
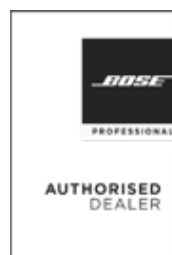
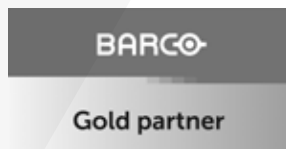
**By its very nature, digital transformation will constantly evolve with new technologies and solutions coming from all angles. The key is to review these and then see if they would benefit your organisation; your Unified Communications strategy is something that is always evolving, it will never be completed, it will need to be continually updated and refreshed in line with the requirements of your business.**



**proAV understands the constant challenges Digital Transformation presents to our clients. Every situation is unique and as such we will work with you to understand your business goals, define a strategy and implement procedures to ensure that you are fully supported in your journey to a better digital outcome.**

**For more information visit [proAV.com](https://proAV.com)**

## Technology partners



## Contact us

For all enquiries please call: [+44 \(0\)1784 487000](tel:+44201784487000)