

4 WAYS VIDEO CONFERENCING DRIVES SMALL BUSINESS SUCCESS





In the past few months, video conferencing has emerged as a key technology for small businesses in many sectors, from manufacturing to healthcare. Video provides multiple benefits, in addition to enabling business continuity in uncertain times.

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VIDEO CONFERENCING OFFERS SMALL BUSINESSES FOUR DISTINCT ADVANTAGES:

1. CONNECTS YOUR WORKFORCE
2. SAVES YOU MONEY
3. ALLOWS YOU TO DO MORE WITH LESS
4. MAXIMIZES COMMUNICATION

LOOKING FORWARD: WHY BUSINESS CONTINUITY DEPENDS ON VIDEO

KEEP YOUR TEAMS CONNECTED WITH LOGITECH VIDEO COLLABORATION SOLUTIONS FOR GOOGLE MEET

1.

Video Keeps Your Workforce Connected, No Matter What

Making sure everyone who works for your company is able to connect and collaborate is more important than ever. In an unpredictable and ever-changing world, office workers may find themselves suddenly working remotely. Video allows them to stay connected—wherever they need to work.

- Video conferencing provides a natural meeting experience that is the next best thing to meeting in person.
- Given ongoing health concerns, many employees will opt to meet by video rather than in person whenever possible.
- Studies have shown that working from home has the same happiness effect as a \$40,000 pay raise.¹
- Since 2004, the number of people who do most of their work outside the office grew by 79%.¹

Sources

¹ CBRE: "Global Outlook 2030: The Age of Responsive Real Estate"

² Global Workplace Analytics



The Future of Work:

25% to 30% of business workers—including at small companies—will work remotely multiple days/week.²

\$11,000
saved per person¹



2. Video Transforms the Workplace and Saves Money

The move toward a “borderless office” has accelerated in 2020, and video has played a key role in making it possible. The right hardware matters and drives adoption. Investing intelligently in the right video collaboration tools helps provide the best user experience, while avoiding downtime and confusion.

- More than 33% of employees would take a pay cut in exchange for the option to work from home.¹
- Employees who work from home reduce the carbon footprint for themselves and their employer.
- Employees can save between \$2,500 and \$4,000 a year (or more) working remotely half the time.¹
- Companies save an average of \$11,000 per person when employees spend half their time working from home.¹

Sources

¹Global Workplace Analytics

3.

Video Allows You to Do More with Less

For years if not decades, employers resisted telecommuting and remote working. Many now see the light. Embracing video and other technologies, financially savvy small businesses envision cost-cutting opportunities in travel and real estate. They understand the business benefits of agility and business continuity. And they see how a video-first culture enables greater productivity at lower cost—the essence of doing more with less.

- Remote workers tend to be more engaged logging an average of 4 more hours of work a week.¹
- Video improves the remote work experience by creating a higher level of engagement among meeting participants.
- Video conferencing enables employers to hire people who live anywhere, both increasing the talent pool and potentially reducing hiring costs.

Sources

¹UC Today

²search.unifiedcommunications.techtarget.com/feature/Gartner-video-conferencing-Magic-Quadrant-highlights-remote-work

³uctoday.com/collaboration/video-conferencing/travelling-to-meetings-and-work-is-costing-smes/



7%  **INCREASE
IN BUSINESS
REVENUE²**

48% **OF EMPLOYEES VALUE VIDEO
BECAUSE IT ALLOWS THEM TO
WORK FROM ANYWHERE³**

4.

Video Maximizes Communication Among Employees, Partners, & Customers

Communication is the glue that holds relationships together. And studies show that for remote teams, using video is a far more effective way to communicate and connect than other tools, such as telephone and email. Healthy social connection, built on strong communication, leads to greater creativity and problem solving, higher productivity, increased loyalty, and higher employee retention rates.¹

- Video conferencing is dramatically more satisfying and effective for meetings than teleconferencing.
- Video conferencing and face-to-face meeting are equivalent in terms of overall effectiveness and satisfaction for participants.
- Unproductive business meetings cost companies \$541 billion in lost productivity and employee time every year.¹
- Strong social connections make people happier and physically healthier, which can translate into increased work performance.

**54%**

**OF MEETINGS
INCLUDE REMOTE
PARTICIPANTS¹**

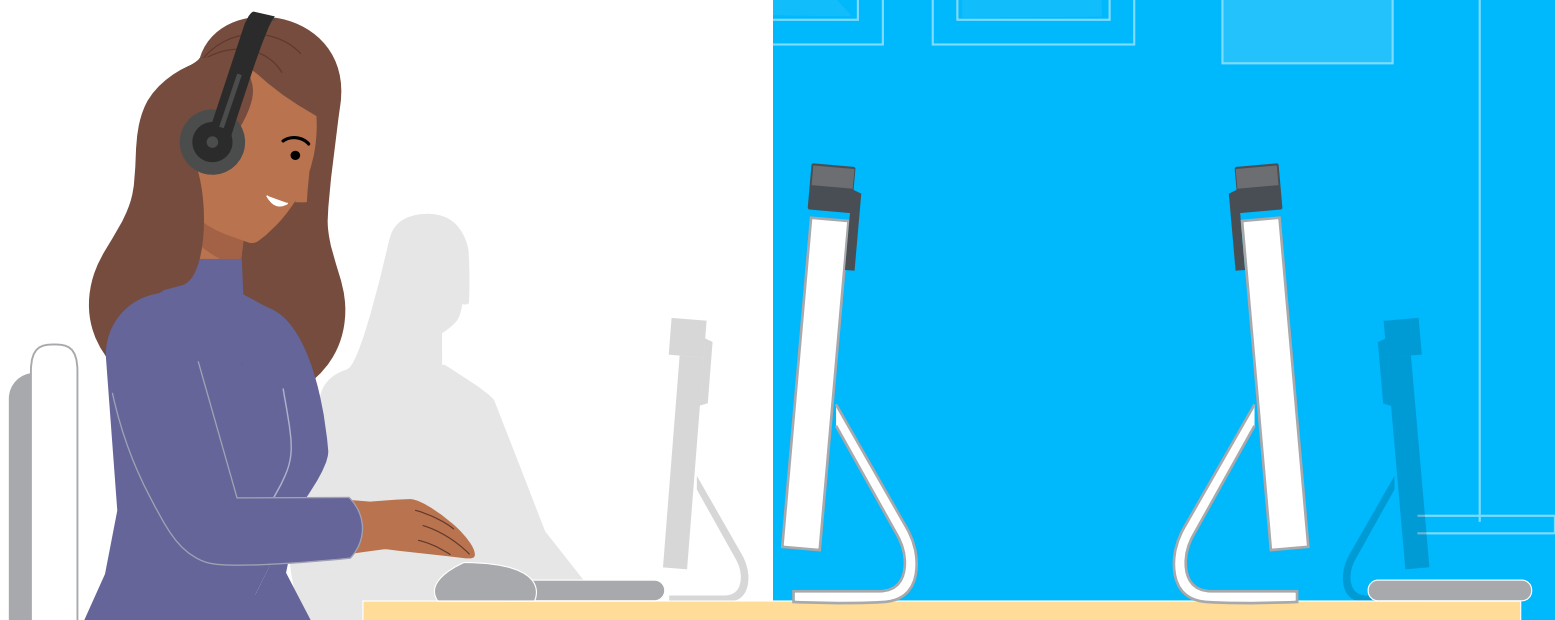
Sources

¹search.unifiedcommunications.techtarget.com/feature/Gartner-video-conferencing-Magic-Quadrant-highlights-remote-work

Looking Forward: Why Business Continuity Depends on Video

The ability to pivot quickly in the face of global challenges may well define success in the coming years. Video is the glue that keeps teams connected and working, and it allows you to put your best face forward with customers.

Even small hiccups, such as heavy commute traffic, a sick child at home, or a flight cancellation are easy to navigate when video is just part of your culture. When you can't be there in person, video conferencing enables meetings to happen, business to move forward, and decisions to be made.





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