# Modernizing Meeting Rooms

Four strategies to maximize productivity
across your workplace

**BlueJeans**

# About the Playbook

If you're looking to modernize your meeting rooms with all-in-one video, audio, and web conferencing, this playbook is for you. Learn four strategies to help you identify and evaluate modern meeting room "must haves" so you can implement a long-term solution that satisfies employee needs while achieving enterprise business goals. Discover how the right room solution opens the door to easy, flexible, and naturally productive collaboration spaces for everyone.

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## What Should Modern Meeting Rooms Look Like?

Modern meeting rooms are multi-purpose, highly productive collaboration spaces. These rooms are designed to provide quick, flexible settings for scrums, team meetings, sales calls, casual breakouts, and one on one conversations with remote teammates, partners, and clients. Meeting rooms may also support collaboration features like screen sharing, meeting recording, AI meeting assistants, annotation, and interactive whiteboarding—ideal for brainstorms, interviews, chats, presentations, and more.

According to Wainhouse Research, there are 30-50 million meeting rooms in existence. Many of these rooms still contain legacy equipment, which include traditional speakerphones and projectors, or nothing at all. However, trends point to the number

of meeting rooms only increasing as organizations include modernized rooms in new building plans and rework existing offices in favor of smaller, easy-to-use, and more flexible meeting spaces or huddle rooms. More huddle rooms mean that traditional conference rooms—which were costly to maintain, plagued by complicated audio/video setups, and historically reserved for executive use—are being phased out.

When each room is connected through a single, cloud meetings platform, video, audio, and web conferencing work efficiently and reliably across mobile devices, desktops, and multi-vendor room systems. This plug and play configuration allows every meeting—in every room—to function easily and holistically, without users requiring IT assistance. As more people collaborate offsite and work remotely, huddle rooms are becoming vital real estate throughout the workplace.

## 1 STRATEGY

# Determining room needs and use cases

Open office spaces have led to a sharp rise in dedicated meeting rooms, which offer flexibility in order to support different types of collaboration scenarios—such as team meetings, one on one discussions, sales presentations, training sessions, etc. Meeting rooms should facilitate one-touch connectivity, simplified presentation capabilities, and effective, multi-party collaboration between participants both inside and outside your organization. This includes those working in conference rooms, at desks, from home, and while in transit.

The room evaluation process involves taking inventory of existing meeting spaces to understand the environment, room size, layout, and purpose. From there, interviewing key IT stakeholders, conducting employee surveys, and meeting with facilities personnel to coordinate efforts, is recommended for identifying genuine room collaboration needs and where it is most worthwhile to spend time (and money) making improvements. This includes prioritizing specific meeting room technologies that make sense for your organization.

By satisfying both user and IT expectations, modern, converged room solutions are raising the bar for what's possible by accomplishing more than their traditional conference room predecessors. Room technology innovations include smart whiteboarding, intelligent video framing, and HDR video mapping, in addition to background noise suppression, spatial audio and SIP phone integration for audio-only calls. Outstanding video quality, crystal clear audio, and enterprise grade toolsets are hallmarks for any room designed to successfully meet the collaboration demands of today's workforce.

## The four types of meeting spaces most organizations need to outfit

### Huddle rooms
Huddle rooms are small spaces used for brief, ad-hoc meetings consisting of 2-6 people. Increasing in popularity, huddle rooms are easy-to-use, video-enabled spaces that may require only minor customization, like adding a camera, speaker and monitor.

### Boardrooms
These rooms are generally built for 8–12 people. Modern room platforms have made custom audio/visual builds less complex, less expensive, and support easier, and more collaborative, meeting experiences.

### Multi-purpose rooms
These larger meeting spaces support 10 or more people and usually require a different setup than smaller rooms. Installing multiple monitors and cameras to enable front-of-the-room presentations may be required.

### Executive briefing rooms
This type of room is customized to create an environment where executives can explore and strategize openly, while taking advantage of the latest digital meeting technology.

### Increase employee productivity
Today, most meetings involve distributed participants. Easy-to-use, reliable, and highly flexible meeting rooms support various collaboration scenarios and satisfy the productivity expectations of growing organizations.

### Enhance workplace efficiencies
Modern meeting spaces encourage greater collaboration efficiencies while streamlining daily communication and workflow tools across dispersed participants.

### Save budget on technology components
Built on a cloud infrastructure, modern meeting spaces require less high-end hardware and extra equipment, resulting in lower costs than traditional conference and executive boardroom setups.

### Provide simple, multi-purpose workspaces for everyone
It's essential that today's workspaces support meeting flexibility without requiring participants to look for specially equipped rooms that are often too complicated for them to use.

Meeting rooms should facilitate one-touch connectivity, simplified presentation capabilities, and effective, multi-party collaboration between participants both inside and outside your organization.

## 2 STRATEGY

# Leveraging existing room infrastructure investments

Many organizations have made significant investments in multi-vendor room systems (codecs), which aren't being used regularly or to their full potential. Inconsistent interfaces and complicated passcodes make quickly joining room meetings difficult, while most legacy systems lack even the most basic calendar integration. This is forcing IT teams to rethink how they leverage workspaces, conference rooms, and communications technology in ways that advance corporate goals, increase user adoption, and maximize their existing hardware investments.

To help modernize workspaces, many organizations are installing smaller, touch-to-join meeting rooms to more seamlessly connect offices, employees, partners, and customers. More of these spaces can be deployed for less than the price of a traditional conference room. Converged video conferencing software and hardware are making this process simpler, and more practical, than ever. That means popular hardware investments like Cisco, Polycom, Lifesize, and other H.323 or SIP-based systems don't need to be ripped out and replaced. On the contrary, these components can be easily integrated and used regularly as part of a larger, more robust communications ecosystem.

Interoperable cloud meeting platforms can accommodate flexible room configurations within even the most complex IT infrastructures while working with industry-standard components. This brings new life to legacy room systems and increased ROI. Access to a centralized management dashboard provides IT personnel with in-depth analytics and live troubleshooting, while also helping to deploy and track meeting room usage. Connecting multiple rooms to a single, meetings platform also opens the door to providing popular workflow tools and application integrations for every participant.

**Increase ROI by optimizing existing hardware investments**

Transform any meeting room into a highly effective collaboration space by maximizing the hardware you already own while providing exceptional insight and flexibility for IT teams.

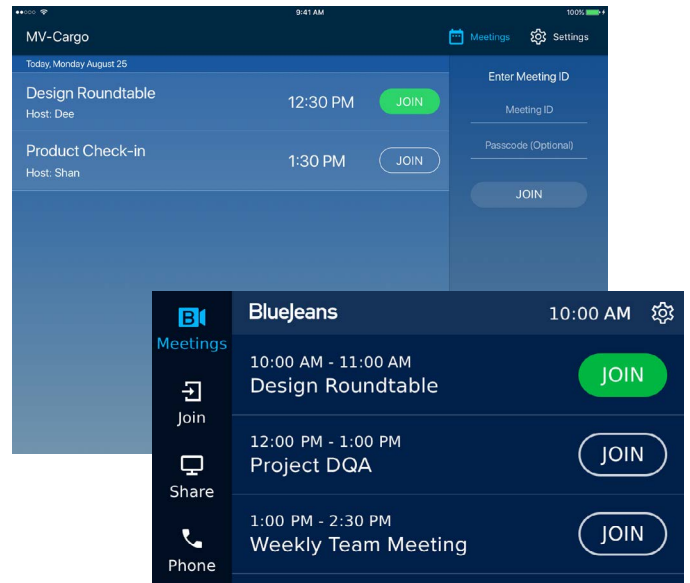**Highly adaptable configurations within IT infrastructures**

A room solution integrated with a secure, reliable cloud platform lets employees access existing workflows and applications to increase meeting efficiencies.

**Simplified management and improved troubleshooting**

When every room or meeting space is connected to the cloud, IT teams can manage updates, track usage, and troubleshoot via a centralized interface.

**Consistent, streamlined user experience**

With easy access to shared collaboration features, a simple, consistent interface, with intuitive touch-to-join buttons, wrap up reminders, and no training needed, users can take meetings to new heights—no matter the room or type of meeting.

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# Designing and outfitting new meeting rooms

Many meeting rooms still contain outdated, legacy equipment, speakerphones, or nothing at all. As companies add workspaces, rework older rooms, or move into new offices, many are taking advantage of new meeting room technology to help with future planning by determining what room capabilities they need. In other cases, companies have unused rooms they want to develop for improved, more modernized collaboration, but are hindered by the prospective cost, as well as the overhead and expense of traditional video system maintainence. However, this way of thinking is changing as the room technology landscape evolves.

Today's meeting rooms are much easier for IT teams to deploy, monitor, and manage than their predecessors. Workspaces enabled with simpler, secure, cloud-based meetings give employees one-touch access to flexible video, audio and web conferencing. The hardware needed to equip a new meeting room is far more affordable and less complex than it used to be, allowing for room-by-room customization while saving IT budget. Subscription-based room offerings simplify the process by helping IT teams more easily deploy, monitor and manage meeting rooms. Subscription-based offerings also remove the complexity of buying hardware leading to more efficient set up and management.

When choosing a new room solution, key things to consider include the number of participants, touch-to-join capabilities, availability of wireless screen sharing, calendar integrations, whiteboarding, and a centralized management dashboard. It's essential that each room includes reliable Wi-Fi coverage and ample power sources. Depending on the devices employees prefer to use, you may want to include a range of connectors—although wireless screen sharing capabilities are quickly making dongle scrambles a thing of the past.

Because of the platforms' plug and play nature, off-the-shelf items like a high-definition display for video and content sharing, HD camera, Mini PC, speaker and microphone, and tablet are commonly used to optimize the audio and video setup in each room. Today's leading room solutions offer an integrated solution that unites the best in hardware and software. These solutions—like the Dolby Voice Room—consolidate the components required and deliver an enterprise grade audio experience without tablets to clutter the table and impose IT security and management overhead.

**One stop meeting management and analysis**

With any new or existing room solution, having clear insight into usage trends—based on your company's particular meeting data—takes the guesswork out of evaluating and optimizing workspaces.

**Improve meeting efficiencies and employee convenience**

When it comes to rolling out new meeting spaces, simplicity should be the theme. Easy for the average user, today's rooms require minimal IT assistance and integrate easily with popular collaboration toolsets and the workflow integrations employees are accustomed to.

**Increase ROI with a single meetings platform**

Consolidate and optimize existing multi-vendor room hardware investments across a unified meetings platform. The monthly cost of a SaaS platform is often lower when compared to having various on-premises setups and eliminates difficulties associated with deploying and managing conference rooms.

**Flexible configurations within IT infrastructures**

Since there is lower maintenance overhead, no data center investment, and more scalability, many organizations are investigating in subscription-based room pricing. Unlike buying traditional hardware, today's approach lets organizations purchase rooms-as-a-service to get reliable vendor support at an affordable, monthly cost.

## Subscription-based hardware solutions

As the needs and requirements of workspaces change dynamically, IT teams are increasingly considering subscription-based offerings to equip their workspaces. These as-a-service solutions bundle together hardware, software, warranty and services into one simple, easy-to-purchase and easy-to-deploy offering that speeds up the process of equipping rooms.

Organizations which are trying to avoid slow internal CapEx approval processes while attempting to modernize their meeting rooms can now use their OpEx budgets to procure room systems and reduce the cost, time and complexity typically involved with these room upgrades.

# 4 STRATEGY
# Workplace ecosystem integrations

Besides providing a meeting room experience that's both flexible and convenient, IT leaders want a platform that's deeply integrated with existing collaboration workflows and extends the desktop/mobile video conferencing experience into meeting rooms. This lets employees and participants reserve rooms for ad-hoc or pre-scheduled meetings directly from common calendar systems like Microsoft Office 365, Outlook and Google, confident that their meeting will be ready to join when they enter the room. Integrating the applications that people use every day—like Slack, HipChat, Microsoft Teams, Workplace by Facebook, and more—increase user convenience, consistency, and productivity across the workforce.

At its core, a meeting room should support an easy user experience, which means joining with one-touch in order to reduce the time it takes to make room equipment work. Modern solutions allow users with smartphones to enter a room and instantly join a meeting without pre-scheduling or reserving the space. By integrating additional, high value collaboration tools, today's rooms support a more immersive, holistic, and collaborative user experience.

The connectivity and transparency of today's meeting platforms also extend the reach and power of IT personnel. With remote access to a centralized management dashboard, IT teams can easily monitor live meetings, examine usage data, and provide analytics for ROI reporting. Such control also supports bulk provisioning, remote device monitoring, and diagnostics for accelerating deployment and maximizing uptime.

### Consistent, intuitive user workflows

Joining a meeting needs to be quick and easy for every user. Touch-to-join meetings not only bring greater convenience to rooms by reducing the time spent trying to make equipment work, but also make it simple for anyone to join remotely from popular tools and workflows.

### Unified collaboration and platform reliability

From every room and endpoint, modern meeting solutions support a unified, single vendor experience that's equally reliable and productive for every user.

### Increase user productivity and app performance

Encourage greater productivity and improve meeting participation by giving users access to popular collaboration tools from their daily workflows.

### Centralized management, user analytics and troubleshooting

When plugged into a SaaS cloud platform, room solutions enable superior meeting control and insight. A centralized management dashboard lets IT personnel easily track usage, monitor live room meetings, and measure ROI.

### Summary

Populating your workplace with modern meeting rooms is proven to increase employee productivity, maximize existing hardware investments, and reduce IT spend. When you combine video, audio, and web conferencing with advanced collaboration features, integrated toolsets, and centralized management, you can transform any room into a flexible, high value meeting space that works the way you want. Power your workforce for the long term by simply determining your meeting space needs, leveraging existing hardware, outfitting new rooms, and integrating them with your infrastructure.

Cloud Meetings Platform

# About BlueJeans Rooms Solutions

BlueJeans is on a mission to transform traditional meeting rooms into modern workspaces. We have a portfolio of room solutions—developed with our partners—to meet your needs today and in the future.

### Implement our industry-leading premier solution

BlueJeans Rooms with Dolby Voice Room offers a one-touch meeting experience featuring HD video and spatial audio that scales from huddle spaces to conference rooms.

### Integrate with your existing room systems

BlueJeans Rooms also offers a one-touch meeting experience on leading room systems from vendors like Poly, Cisco, Lifesize, and Yealink.

### Build your own room with hardware partners

BlueJeans Rooms can be easily configured with industry leading best-in-breed hardware partners through our H.323 and SIP interoperability.

### Achieve cost-effective scalability with BlueJeans Rooms-as-a-Service

BlueJeans Rooms featuring Dolby Voice Room is now available in an all-inclusive, cost-effective, subscription offering that includes the BlueJeans Rooms software license, Dolby Voice Room hardware, services, device upgrades, advanced hardware replacement, single point of support, and management analytics.

Make any conference room or huddle space a one-touch meeting place that's easy to deploy, simple to use, and centrally managed. Let BlueJeans reinvent your meeting rooms.

**www.bluejeans.com/products/rooms**