

4 KEYS TO IMPLEMENTING HIGH-VALUE HUDDLE SPACES

Drive User Adoption, Engagement and Productivity with the Right Huddle Room Technology

FROST & SULLIVAN EBOOK

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Your plan must center on
four essential
solution characteristics



**Make
Ease-of-Use
Your Top Priority**



**Ensure
Use Case
Flexibility**



**Design
with Scale
in Mind**



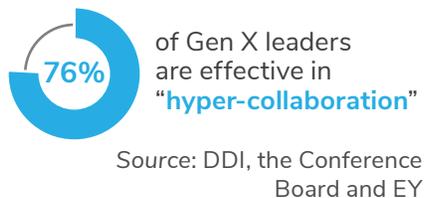
**Analyze Business
Outcomes to
Measure Success**

TODAY'S WORKFORCE NEEDS DIGITALLY-ENABLED HUDDLE SPACES

The nature of work and the workforce is changing—your technology and workspaces must evolve too.

TECH-SAVVY WORKERS DEMAND FLEXIBILITY

- Digital natives—Generations X, Y and Z are the majority populations in the modern workforce and will be for decades to come.



MEETINGS ARE MORE FREQUENT/LESS STRUCTURED

- There are 25 million meetings per day in the U.S. (Source: Inc.com)
- Meetings are moving towards the 30 minute sweet spot.



OFFICES ARE OPEN; HUDDLE SPACES ARE NECESSARY

- Open, multi-use office spaces intend to reduce costs, increase employee engagement and improve collaboration, but with drawbacks.
- Huddle rooms are the answer for private, distraction-free spaces to enable productive meetings.

Distracted when on the job

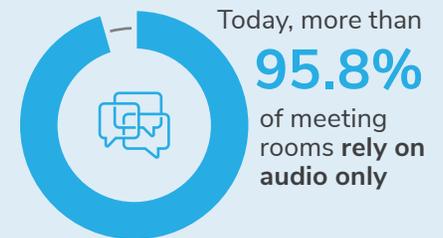


People multitask



THE PROBLEM

There are 32.4 million huddle spaces worldwide—the vast majority lacks the technology needed for productive meetings (Source: Frost & Sullivan).



Source: Frost & Sullivan

YOUR FOUR-PART PLAN TO SUCCESSFULLY EQUIP HUDDLE SPACES WITH THE RIGHT MEETING TECHNOLOGY

A thorough plan ensures usage, streamlines solution management and greatly enhances the success of your investments:



MAKE EASE-OF-USE YOUR TOP PRIORITY

Empower your users to simply invoke functionality from a single user interface (UI) for video, voice and data that also enables media switching and escalation (from chat to voice and video, from one-to-one, to multi-party).

IT and administrators must have intuitive, unified utilities to centrally deploy and manage room systems and an integrated suite of cloud-based collaboration apps.

Facilities teams must be involved in the creation of installation best practices that deliver consistent user experiences and IT support.



ENSURE USE CASE FLEXIBILITY

When deployed in huddle spaces, today's cloud-based conferencing solutions can replace any number of disparate, standalone tools.

High-value huddle room systems support diverse collaboration requirements across departments and industries, such as: employee training; legal depositions; distance learning; virtual medical visits; HR interviews; sales and marketing presentations; engineering reviews; and more.



DESIGN WITH SCALE IN MIND

Forward-looking choices power seamless scalability to support growing businesses, seasonal fluctuations and evolving use cases.

Users must have consistent access to collaboration capabilities regardless of location or endpoint device.

Deploying at scale breaks communications silos across groups and sites that result from disparate deployments.



MEASURE SUCCESS BY ANALYZING BUSINESS OUTCOMES

Many businesses are implementing video-enabled huddle and small meeting spaces as part of broader digitization initiatives aimed to improve operational efficiencies, agility, employee engagement, innovation and customer service.

Cloud-based analytics provide valuable insight into technology, meeting room systems and employee performance to identify problems and best practices.

EASE OF USE: SIMPLE TO JOIN, SHARE AND MANAGE



User confidence is pivotal to encourage usage, increase productivity and strengthen ROI. No matter how good the in-meeting experience is, conference sessions must be easy to join with minimal upfront training.

Tightly integrated software and hardware must provide capabilities that dovetail with workflows. Easy to navigate hardware and software menus enhance user confidence and experiences in meeting creation, participation and control.

Integration with popular office productivity suites (e.g., Outlook and Gmail email, calendars, etc.) and room scheduling solutions streamlines and simplifies the tasks of scheduling and joining conference sessions.

High quality cameras, microphones and speakers that support automation features for video focus, intelligent noise cancellation, beam-forming audio pick-up and superior audio delivery ultimately free hosts and participants to concentrate on the meeting at hand rather than on the technology.

Reliable, intuitive software features (scheduling, audio, video, content sharing, and more) promote more engaging, interactive and collaborative sessions.

Ease of use drives utilization, enhances meeting outcomes and dramatically reduces IT help desk tickets.



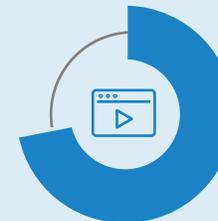
60% of workers said they view meetings as just another interruption to their ability to be productive

Source: Udemy

ENGAGEMENT



41% say **tech problems** cause engagement problems



72% feel more engaged when **multimedia is used within meeting presentations**

Source: Barco

IMPORTANT OR VERY IMPORTANT FOR IT STAKEHOLDERS IN SaaS SELECTION

Ease of Use

72%

User Request or Preference

55%

Source: Frost & Sullivan

FLEXIBILITY: AUDIO AND VIDEO MUST ADDRESS DIFFERENT SPACES AND USE CASES



Small meeting rooms and huddle spaces are not typically designed around the technology inside of them. Technology must appropriately fit into your rooms and spaces of differing sizes and configurations.

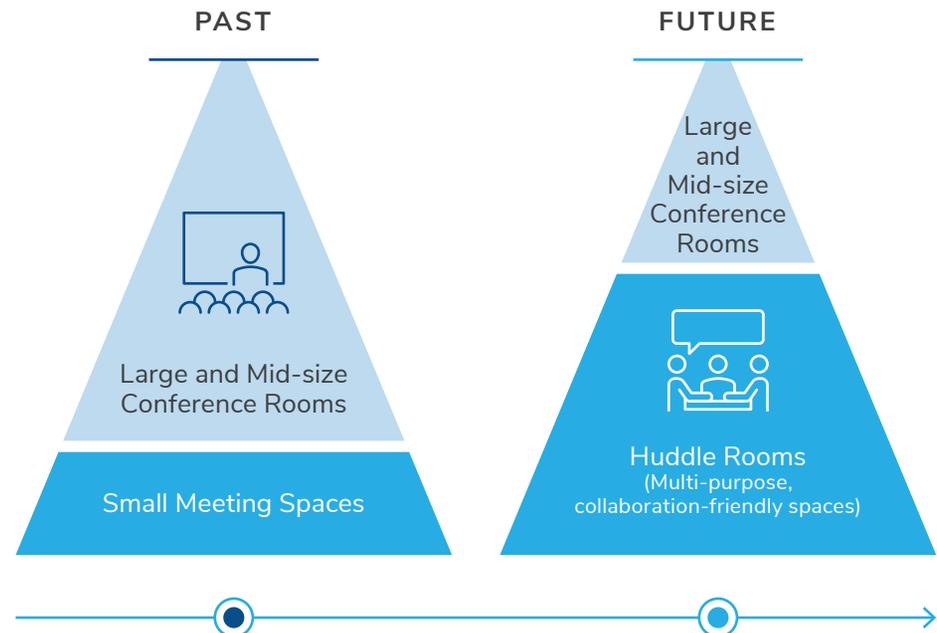
In the past, a majority of meeting rooms were architected for large, scheduled and formal group interactions for which most participants were in the same room—a narrow range of configurations was often sufficient.

Today, we meet anywhere, at any time for scheduled and impromptu collaboration in one-to-many, several-to-many and one-to-one interactions (e.g., town halls, all-hands, board meetings, webinars, interviews, etc.).

As a result, the number of smaller and mid-size meeting spaces that are multi-purpose is on the rise worldwide.

Your conferencing solution must also extend a uniform set of collaboration capabilities across differing meeting spaces and user interfaces (i.e., room systems; web, mobile and desktop soft clients) with centralized administration and control.

STANDARDIZATION IS REQUIRED for user familiarity and scalable support



By 2022,
huddle-rooms will represent
69.8%
 of all video conferencing room meetings

Source: Frost & Sullivan

ACHIEVING SCALE WITH AUTOMATED SYSTEM UPDATES AND UNIVERSAL MONITORING



Effectively reaching distributed locations, groups and workers is as important as the ability to support a higher number of users. Without the proper solutions, both can strain IT resources.

First and foremost, conferencing solutions must be comprised of streamlined components—self-provisioning devices supported by centralized management to reduce the burden on your taxed IT resources.

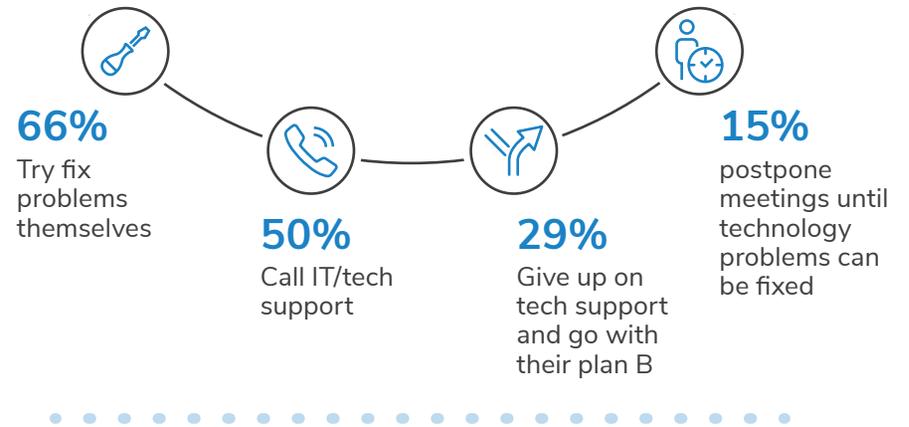
Automated system updates assure all components are always up to date and eliminate time-consuming, manual management tasks associated with yesterday’s monolithic video conferencing systems.

Universal monitoring and diagnostics, particularly for environments with distributed meeting rooms, creates the visibility to identify and address potential performance and security issues before they become problems.

An ideal conferencing solution can scale and be managed consistently as user adoption grows across various meeting spaces and user interfaces (e.g., room systems; web, mobile and desktop soft clients).

Meeting room technology that does not work seamlessly is a **HUGE HINDRANCE TO PRODUCTIVITY.**

Save Time and Effort Through Ease of Use



Source: Barco

MEASUREMENT: MAP UTILIZATION TO BUSINESS DRIVERS



In order to calculate business impact and ROI, it's essential to measure the effect technology investments have on your business outcomes.

According to Frost & Sullivan, 66% of IT decision makers say comprehensive visibility into usage is important/very important to SaaS selection.

Although a majority of IT stakeholders perceive usage data as important, the correlation between usage and key business metrics must be evaluated.

All businesses are unique. As such all businesses should identify their own KPIs that technology investments are intended to improve.

Several metrics are commonly evaluated by most companies.



Customer satisfaction



Sales pipeline



Length of research and development cycles



Length of sales cycles

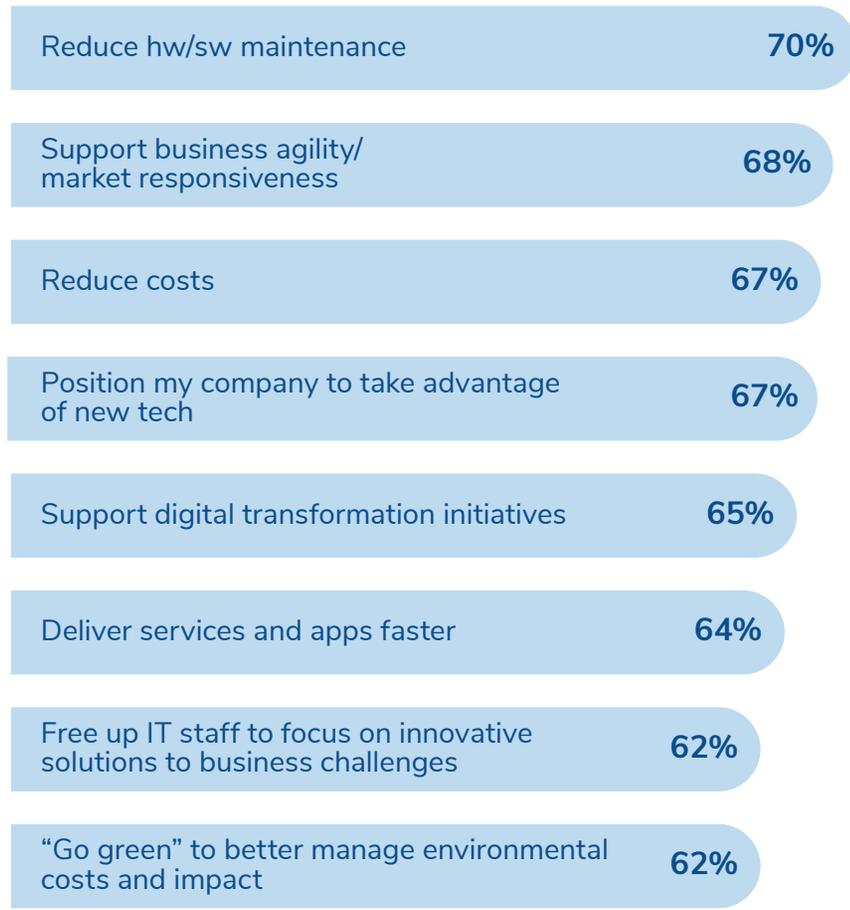


Employee scores for training sessions



Time and expense saved from travel reduction

Important/Very Important Drivers for Cloud Solutions Implementation, US 2018



Source: Frost & Sullivan

SOLUTION SPOTLIGHT: BLUEJEANS ROOMS FEATURING DOLBY VOICE ROOM

BlueJeans and Dolby have partnered to create a high-quality converged meeting room solution that marries Dolby's advanced video and audio technology seamlessly with BlueJeans' market leading video conferencing software for room-based meeting environments.

Designed for ease of deployment, management and end user adoption, BlueJeans Rooms software provides a consistent, easy to join, user-centric meeting room solution with seamless calendar integration. BlueJeans Command Center provides comprehensive management, monitoring, analytics and reporting for the entire room environment.

Dolby Voice Room is a complete, out-of-the-box room solution powered by Dolby's highly differentiated audio and video expertise that intelligently adapts to rooms and participants

to deliver everyone a superior meeting experience. The hardware kit includes:

- the wide-angle 4K Dolby Voice Camera with HDR Video Mapping
- the Dolby Conference Phone with unique spatial audio technology for exceptional range and precision
- the Dolby Voice Hub for processing and hardware connections

BlueJeans Rooms-as-a-Service featuring Dolby Voice Room, an all-inclusive subscription service, brings together a BlueJeans Rooms license with Dolby Voice Room hardware and premier maintenance and support for a predictable monthly price. The subscription provides an easy way to upgrade meeting rooms and huddle spaces with the BlueJeans Rooms and Dolby Voice Room solution while avoiding time consuming hardware purchase cycles.

With features such as intelligent scene framing, voice placement and dynamic leveling, BlueJeans Room featuring Dolby Voice Room **INSTANTLY MODERNIZES AND ELEVATES THE MEETING ROOM EXPERIENCE.**

BLUEJEANS ROOMS WITH DOLBY HARDWARE CUSTOMER STATISTIC

Overall, 97% of surveyed customers are satisfied with their BlueJeans Rooms with Dolby hardware.



Source: TechValidate survey of 75 users of BlueJeans Rooms with Dolby hardware

BlueJeans

TechValidate

Validated Published: Oct. 31, 2018 TVID: FCE-DAD-286

A PRAGMATIC APPROACH TO HUDDLE SPACE SOLUTIONS ENSURES LONG-TERM SUCCESS

Many conferencing service providers make the same high-level claims. The right focal points reduce the marketing hype while real-world functionality and customer references validate claims from leading providers.

ENSURE you have a proactive plan and roadmap to address the evolving workforce and workplace.

FOCUS on ease of use and management as key attributes of your go-forward huddle space solutions.

DESIGN with flexibility in mind by selecting a solution that effectively satisfies multiple use cases and environments without compromise.

ENABLE scalability through standardization, centralized administration, automated updates and universal monitoring.

MEASURE key performance data and map usage metrics to business outcomes to calculate business value and ROI.

ALIGN with a leading provider that maintains a technology partner ecosystem to ensure customization to your business' unique requirements without the traditional complexity and expense.

BlueJeans Rooms-as-a-Service featuring
Dolby Voice Room





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