Get back to a productive virtual meeting.

COLLABORATION

How-To Guide: Creating Exceptional Virtual Meetings

Your virtual meetings can change for the better.

Businesses are changing more rapidly than ever before. Distributed teams, organizations, and business communities are the norm, and virtual meetings are the norm for collaboration. It's time to change your old virtual meetings to new, more productive and engaging face-to-face experiences.

Old Meeting Types	Description	New Virtual Meetings
Impossible to join	Most of the meeting is spent instructing attendees on how to join, trying to add remote participants, and troubleshooting content sharing and interoperability.	People can easily and reliably attend from any location or standards-based device. Now you can focus on the meeting, not the technology.
Chaired by the dog	Someone's dog, child, or chatty neighbor at the coffee shop is providing the background "music" for the meeting.	Productive virtual meeting solutions add meeting control and intelligent audio so what you see is what you hear.
Narrow conference room syndrome	Long, narrow conference rooms make some faces microscopic and whiteboards illegible.	Everyone has a front-row seat, even if they are in a large room, with intelligent virtual meeting solutions.
Anonymous	Everyone has to introduce themselves every time they speak.	Know who is attending and who is speaking without introductions every minute.
Frankenstein	Using Don's audio conference bridge and Sue's web-conferencing tool.	Integrated virtual meeting solution technologies allow everyone to participate and share easily.
Headless participants and halved whiteboards	Whiteboards are sliced in half and participants appear beheaded.	Intuitive virtual meeting technology helps everyone see what they need to see and interact naturally.

The new virtual meeting—not only can you have a successful virtual meeting where everyone can easily join and participate, you can also have an exceptional video experience. Imagine feeling like you're all in the same room, even when half the attendees are on the other side of the world. Imagine starting an audio conference call in your car and continuing it on video in your office, and the change is so seamless that the meeting continues with no disturbance. Imagine your customers connecting with your experts over video, but feeling like they're connecting in person. With Cisco® Collaboration tools, you won't have to imagine. From video conferencing rooms to mobile devices, our leading collaboration products can be designed to allow your evolving workforce to work with anyone from anywhere, anytime.

The Cisco TelePresence® DX70 and DX80 endpoints help turn virtual into in person.

Unlocking the true potential of video collaboration.

Technology is supposed to help you get stuff done, not get in your way. And when the right technology is deployed correctly, it:

- Allows employees to use video as easily as they do voice, wherever they are

- Enables busy employees to meet face-to-face with remote teams and partners without leaving the office

- Builds trust by allowing high-quality video into meetings to convey body language and facial expressions

- Elevates and personalizes communications to improve the quality and speed of decisions

- Reduces total cost of IT ownership with a single infrastructure, simplified management, and user empowerment and personalization

- Increases meeting productivity with real-time content sharing, editing, and collaborating

Cisco DX80, DX70, and DX650 endpoints bridge the distance right from your desktop.

And the impact can be significant:

- Companies that are considered leading users of video report 120 percent quantitative ROI for video implementations. *– Aberdeen Group 2011*

- Eighty-seven percent of remote users feel more connected to their team and process when using video conferencing. *– Gigaom 2014*

- Seventy-five percent of extensive users of video conferencing say it improves collaboration and productivity across dispersed teams. *– Frost & Sullivan 2014*

- Using video delivers 35 percent greater year-over-year improvement in time to hire and 32 percent greater reduction in cost per hire. *– Aberdeen Group 2014*

Creating truly exceptional virtual meetings.

Start with user-centric design.

· Exceptional collaboration begins and ends with the user experience. You should never have to wrangle the way you work so it fits a solution. Always start from the experience you, your employees, and your customers want and work backward so that the technology implementation and experience naturally fit.

· That's why Cisco's new video collaboration solutions were created with a single objective to transform the collaboration experience around user expectations. From the Red Dot Award–winning design to intuitive multitouch screen interfaces to effortless deployment and setup, Cisco ensures that your collaboration technology is always defined by your user's needs.

Then focus on seamless integration.

· We've all experienced cobbled-together collaboration solutions. You know, the desktop speakers plugged into the laptop with the clip-on camera and your tangled ear buds. Or the conference room with the conferencing solution that looks like it was compiled via swap meet. Or the devices that don't work together. The simple fact is that more components from more vendors just equal more integration issues and, ultimately, more user issues that get in the way of effective and affordable collaboration.

· From Cisco integrated HD cameras to intelligent proximity that activates a suite of features on your mobile device, seamless integration and interoperability lets users focus on collaborating instead of configuring. Cisco focuses on innovative designs that integrate everything from cable connectivity and upper covers–letting individuals easily assemble devices and start meetings in under a minute–to preintegrated top applications right into the OS of the device. And Cisco solutions embrace multiple platforms: mobile, cloud, video, and voice. Our collaboration technology runs through a range of platforms for interaction anywhere.

And finally–never compromise on quality.

· We prioritize features and make trade-offs all the time for any number of reasons–from budgets to resources to titles and roles. But the simple fact is, business quality matters. Sound quality, video quality, design and build quality–they all define the overall quality of the collaboration experiences you have with your employees, your partners, and even with your customers.

· Cisco takes a no-compromise approach to collaboration, delivering fully integrated solutions that reduce the complexity of collaboration without compromising on features and capabilities, providing the highest-quality user experience on any device, on any desktop, and in any room.

· We make the complex simple. Our award–winning professional and technical services, with global support, bring it all together. Collaboration solutions come with a lot of moving parts, and we reduce the complexity so your systems are efficient and easy to use.

Go from expected to exceptional with Cisco Collaboration.

The integrated video collaboration experience from Cisco turns virtual meetings into more than just touch-and-go connections and hard-to-follow project status updates. This next generation of exceptional virtual meetings can transform the way people work. Remote expert consultations, virtual trainings, virtual product demonstrations and launches, virtual war rooms, virtual board meetings, and virtual product trainings can all open up opportunities and drive productivity and engagement.

Create exceptional collaboration experiences in every room, on every desk, and in every pocket.

- Learn more about exceptional Cisco DX, SX, MX, and IX lines of video endpoints.

Integrate voice, video, mobile, social, and presence effortlessly across any device.

- Discover Cisco market-leading unified communications platforms for midmarket and enterprise.

Connect anyone, anywhere, anytime with high-quality, secure WebEx® conferencing.

- In the cloud or on premises, see how Cisco lets you create your perfect conferencing solution.

Increase customer satisfaction and loyalty with breakthrough customer collaboration.

- Find out how Cisco customer collaboration solutions are making service personal again.

For more guidance, check these helpful resources:

Book a Collaboration Xperience Demo

TelePresence Etiquette Tips Video

Cisco Collaboration Use Case Tool

Cisco MX200/300 devices bring collaborators from across the globe right into the room.