



Build a Business Case:

Reduce TCO and Improve Productivity With Cloud-Enabled Video Conferencing and Collaboration

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The business value of video conferencing has been well documented over the past several decades, enabling organizations to reduce travel costs, improve productivity, and increase collaboration. In today's environment, with the proliferation of mobility and cloud computing, organizations can drive the business value of video conferencing and collaboration to new heights through significant cost savings and productivity gains.

As with many innovative technology initiatives these days, the path to the next generation of video conferencing and collaboration solutions goes through the cloud. This white paper examines the business case for moving video conferencing and collaboration to a cloud-based model, with solutions that leverage existing investments in on-premises conference rooms. In addition, the paper examines key features to look for in a cloud-based solution to minimize costs and maximize business value.



Reduce Your Total Cost of Ownership

Using a cloud model for video conferencing and collaboration will typically be much less expensive than an on-premises model because you don't incur capital expenditures for equipment. Equipment has a limited lifecycle and must be replaced and upgraded every few years, which is another major expense. In addition, having on-premises equipment means you need staff to operate and maintain it, and you will also likely have a maintenance contract with your supplier.

With a cloud-based service you don't have any of those costs, and you typically pay using a subscription model based on number of users. As an example, customers of Zoom can purchase a plan for \$14.99 a month that allows up to 50 people to meet indefinitely. It is easy to see the dramatic cost advantages of this approach when compared with an on-premises solution that can cost \$250,000 or more up front.

Importantly, even though you are paying much less using a cloud-based model, you are not sacrificing quality, reliability, or security. In fact, Zoom will deliver levels of quality, reliability, and security that are at least on a par with on-premises solutions and will typically exceed them. In addition, cloud-based solutions better support mobile and remote users, enabling them to participate in meetings from any location using any device while taking advantage of a full set of collaboration tools.

Here are few more points to consider in comparing the total cost of ownership (TCO) for a cloud model with an on-premises model:

- **Predictable costs:** Costs are not just lower with a user-based subscription model, but they are also more predictable, which helps with budgeting, scaling, and cost control.
- **Less travel:** Because mobile and remote workers are supported more easily in a cloud environment, people will not need to physically attend meetings as often, leading to financial benefits from travel savings.
- **Business improvements:** Enhanced productivity through simpler collaboration will lead to better business

performance, which will drive improved profitability and competitiveness.

- **Investment protection:** By using a cloud solution that easily connects with traditional H.323/SIP room systems, you can leverage your existing investments.

Improve Productivity—Among Users and IT

Organizations that have embraced the cloud model for video conferencing and collaboration have often made the move in large part because it is simpler and more convenient to deploy. With Zoom, users can participate in highly collaborative environments using any device from any location, sending and receiving high-quality audio and video streams within an interface that has a minimal learning curve. Because users find it simple and convenient, they participate more frequently in video-enabled meetings than if they have to travel to a conference room.

In addition, the convenience of the cloud model means users can bring high-level video and collaboration to huddle rooms and smaller conference rooms, which typically do not offer video conferencing technologies. In fact, research shows that video conferencing systems and personal computers are the collaboration technologies that are least deployed in huddle rooms.¹

It's not just the convenience and availability of high-quality video and audio that enables productivity gains among users—it is also the quality and quantity of tools that are available to support collaboration. Users can easily participate in cloud video conferences, simple online meetings, or video webinars using tools such as group messaging, screen sharing, remote control, co-annotation, and whiteboarding.

The organization will also benefit from improved productivity within IT, particularly when comparing the cloud model to an on-premises solution. The on-premises solution needs IT staff for ongoing management and maintenance, as well as

¹ "The Collaborative Enterprise," Wainhouse Research sponsored by Logitech, January 28, 2015

for procurement and deployment when the system needs to be scaled or upgraded. These expensive and time-consuming processes are eliminated when using the cloud model.

Other productivity benefits of the cloud model include:

- **Reducing downtime:** You never have to take down the cloud system for maintenance or repair and it will typically be more reliable than an on-premises solution.
- **Meeting the needs of today's workforce:** The cloud model is more agile, thereby enabling the organization to support bring your own device (BYOD), work-at-home programs, huddle rooms, and other initiatives that advance workplace transformation.
- **Leveraging innovation more quickly:** One of the challenges with legacy platforms is that new features take time to be deployed. With a cloud model, new features are available to users immediately.

What to Look for in a Cloud Provider

In building a business case for moving to a cloud model and choosing a provider, you will typically want to evaluate a number of key factors, including:

- **TCO:** You should be looking at solutions that offer dramatic cost savings over on-premises solutions. In moving to the cloud for video conferencing and collaboration, you want to make sure your solution deploys a user-based subscription model to help you save money, scale quickly, and have a predictable cost structure as your deployment grows. You also want a system that can work with your legacy rooms and equipment so you can leverage existing investments.
- **Enterprise-grade quality, reliability, and security:** Collaboration is mission-critical, so you need solutions that offer the highest levels of quality, reliability, and security. You don't want users exposing your company to risk by turning to consumer-oriented products just because they are convenient and easy to use. Your cloud solution should be just as convenient and easy to use, but it should deliver a user experience of the highest quality along with enterprise-grade security.

- **Support for mobile workers and mixed devices:** Your solution should support the changing workplace, enabling employees to easily use and access real-time video on any device from any location. It should be accessible from PCs, laptops, tablets, smartphones, and room systems, and compatible with all major operating systems as well as H.323/SIP room systems.
- **A full set of collaboration tools and features:** Users on any device and at any location should have access to the same set of feature-rich collaboration tools, including group messaging, screen sharing, remote control, co-annotation, and whiteboarding. Users should be able to access high-definition voice and video, and they should be able to easily screen share documents, photos, video clips, and Web content.

Taking the Next Step

Zoom is the cloud provider whose solutions meet all of the above criteria. Zoom is a cloud service that provides a 3-in-1 meeting platform with HD video conferencing, online meetings, and group messaging. Zoom also offers a cloud-based video webinar platform as well as a software-based conference room system.

Zoom cloud solutions are extremely cost efficient and simple to use and deploy, with a growing reputation for innovative features such as Zoom Rooms and iPhone/iPad screen sharing. In addition, Zoom solutions offer the highest levels of video and audio quality, along with a broad range of enterprise-grade security features such as AES 128-bit encryption, SSL encryption, single sign-on, HTTPS access, role-based access control, and more.

To learn more about how cloud-based video conferencing and collaboration can help transform your organization, please request a [live demo](#) from Zoom.

Zoom unifies cloud video conferencing, simple online meetings, group messaging, and a software-based conference room solution into one easy-to-use platform. Our solution offers the best video, audio, and screen-sharing experience across Windows, Mac, iOS, Android, Blackberry, Zoom Rooms, and H.323/SIP room systems. Start Zooming today at <https://zoom.us>.