

WebEx Telepresence: Beyond the Boardroom

Take the conversation anywhere

The business world is changing. Today's workforce is more global than ever before. Not only are teams spread out around the world, but people are also working from a greater variety of places – workstation, home office, coffee shop, and anywhere in between.

Business moves faster these days, too. Scheduling a large group meeting is often too slow for fast-paced projects and industries. Today, meetings occur ad hoc when they're needed, wherever they're needed.

The enterprise personal video conferencing market is forecast to grow more than 50% per year, driven by adoption of Unified Communications, reduced business travel, and a new class of high performance systems.

WebEx Telepresence enables you to adapt your video conferencing solution to effectively accommodate this new working environment. Enable your employees to attend video conferences from wherever they happen to be at the moment, by providing different video devices to each, all linked together by WebEx Telepresence.

Unified company culture

A cohesive company culture can be hard to maintain when employees are spread around the globe. With video, employees get to see remote colleagues on a regular basis. People become more than just a voice on the phone or an email signature. This face-to-face interaction helps employees avoid miscommunication and feel more included in decision making.

For managers, it can be hard to gauge if company goals are understood and internalized by customer-facing employees. With telepresence, everyone can see and experience the same organizational messages – and stay on the same page.

Helpful Hint

WebEx Telepresence works with a variety of video devices, allowing you the flexibility you need for each desktop – no matter if it is in a medical office, home office, or the field. You can provide the right solution to enable each person to easily participate in meetings.

Visual telecommuting programs

Concern over work/life balance and environmental sustainability are driving the rise of telecommuting programs around the world. Organizations with telecommuting initiatives save money via reduced office rental expenses and greater energy efficiency. They also find that telecommuting employees have higher retention rates and use fewer sick days.

But there remains a hesitation on the part of many managers – as well as employees – to implement large-scale telecommuting programs. Employers worry that “off-site” means “out of sight.” They

wonder – are employees really working? On the other side, workers fear that promotions and other rewards will go to the more visible employees who show up in the office. Equipping home workers with telepresence can make these telecommuting programs more sustainable and help organizations more fully realize the potential benefits of these initiatives.

Business continuity

Telepresence can play an important role in any organization’s business continuity plan. With telepresence, you can enable employees to work from anywhere and allow them to work together even in separate locations. This flexibility equips them to better adapt to crisis or disaster situations – whether natural or manmade. In an unexpected situation, effective business communication can resume sooner as employees can communicate via video conference during times when getting to the office is difficult.

In a crisis, telepresence also serves as a powerful information-gathering tool, allowing for accurate reconnaissance directly from the field. It reduces the chances of misinterpretation and allows for immediate confirmation of information – creating a cohesive, coordinated crisis response. And, regardless of location, experts can be brought into the crisis response team and aid in the decision-making process.

What type of “personalized” video is right for your organization?

By offering a variety of choices to your organization, you allow users to “personalize” their telepresence experience. Executives may want an EX90. Those who often find themselves on the road or in home offices may look for a software-based solution such as Cisco Jabber Video. And, if people are looking to combine their desk phone with WebEx Telepresence, a Cisco IP Video Phone E20 may be right for them.

You have various personalities, communication styles and business needs within your organization. One size does not fit all. By taking telepresence out of the boardroom and putting it on the desk you can offer a variety of options to help everyone be more productive.