



Managed Video Conferencing

Brennan's Managed Video Conferencing makes it possible for companies to utilise technology to enable groups to meet without the constraints of location, reduce operational overheads and share material interactively.

Challenge

The rise of the Internet, improvements in telecommunication services, and affordable air travel, have enabled many companies to find and support clients beyond traditionally defined geographical boundaries. Many businesses now provide and support services to geographically remote clients, as physical presence is no longer a requisite of doing business.

The structure of companies has also changed – they are less reliant on traditional centralised offices, and now operate across multiple sites – whether it's working from home, offices or offsite and remote locations. The affordability and convenience of air travel meant that if client and supplier needed to meet face-to-face, it was easily accommodated.

Today however, the market has changed. Companies are increasingly keen to reduce operational overheads, decrease travel costs, and become more environmentally conscious whilst sustaining the degree of face-to-face interaction required to maintain business relationships and collaboration. The geographic de-coupling of business provider from customer location, means that technology is critical to maintain this direct human interaction.

Video conferencing saves more than 30% compared to the costs of travelling, is more environmentally conscious, yet maintains that face-to-face business relationship without geographic constraints.

Solution

Video conferencing has long been a feature in the boardrooms of Australia's larger corporations providing a convenient and effective means of keeping in touch with clients, business partners and colleagues. Cost and the complexity of the technology precluded many smaller businesses from deploying video conferencing. Add to this the quality of service and it was all but impractical other than for the enterprise market.

The situation today is very different. Gone is the degree of complexity that requires specialist technicians not only to install the system, but to maintain, manage and supervise its use. Also gone are the big cameras and grainy television images with out of sync audio and video signals. Today's technology provides a much improved, richer audience experience. With multifunction capability today's video conferencing technology can link multiple sites simultaneously – both point to point, point to multi-point and multi-to-multi point – all capable of sharing documents, images and video easily.

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Benefits

There are genuine benefits of video conferencing to business.

Savings in travel and associated costs

It's not just the cost of airfares that will be saved but also the incidental expenses such as taxis or car hire charges, accommodation, meals and telephone costs.

Increase employee productivity

Employees can expect to be more productive when not waiting in departure lounges, or queued at security and checking counters, hiring cars or sitting in taxis. It is not just the physical time wasted which impacts productivity but the tedium of travel and the anxiety of 'clock watching' ensuring meetings are wound up in sufficient time to commute to the airport and catch a departing flight. Video conferencing negates the tedium of travel and allows meetings to derive a 'natural' conclusion.

Enhancing Customer Relations

Customers appreciate face-to-face time, to discuss issues and opportunities and to feel 'valued'. There will always be business relationships and scenarios which are best addressed person-to-person however; video conferencing provides a convenient and cost effective alternative when face time is all that is required. For small businesses, video conferencing can project a 'larger company' image and enhance customer perceptions.

Team Building

As businesses operate in a more decentralised structure, maintaining team dynamics and relationships is important. Video conferencing allows more face time among dispersed team members creating a greater sense of familiarity; community and loyalty, helping businesses feel more intimate and improving collaboration and communication amongst team members regardless of their location.

Reduction in Carbon Footprint

Air travel is one of the worst contributors to greenhouse gases, causing two percent of total emissions globally and 40 per cent of travel related emissions. According to the UN International Civil Aviation Organisation's (ICOA) carbon emissions calculator, a single passenger travelling on a return flight from Sydney to Melbourne will contribute 200kg of CO2 emissions. To offset this requires the planting of two trees with a minimum life expectancy of 20 years. If not in the practice of planting trees, then business can expect to pay an emissions offset tax in the future.

Cost-effective

When comparing the costs of travel, meeting and incidental costs in relation to video-conferencing, it is not hard to see that there are significant cost-benefits associated with video-conferencing. Even with the cheapest air fare between a major Australia CBD being \$200, the cost of a comparable video-conference will likely compare to be less than \$50 – a cost saving of more than 75%, even when excluding incidental costs and additional expenses.

To discuss a complete range of solutions, phone 1300 500 000
or visit: www.brennanit.com.au