



### Top 10 Reasons to Deploy Cloud Based Videoconferencing

*"Bring people together from anywhere on any device at any time"*

Executives understand how video conferencing, especially when used in combination with traditional room based systems, can save time and money while improving team collaboration. Video-enabling your teams can save tens of thousands of dollars in travel costs, simplify your meeting scheduling and calendaring, and improve the overall productivity of your team.

#### Benefits

##### 1. Ease-of-use and ultra-high reliability

Everyone understands that if a solution is not easy to use, it will not be adopted across the enterprise. The solution simply works the first time and every time.

##### 2. Freely downloadable client that supports the majority of end-user devices

The solution provides a freely downloadable client that is available on Windows, Apple iOS, and Android devices. The solution includes firewall traversal making deployment and adoption much easier. Bring your own device (BYOD) is the new normal and is well positioned to help our client adopt this goal.

##### 3. Beyond Anywhere Access

Our free client makes it easy for any user to join our video conferencing platform. We provide our clients with dedicated Virtual rooms available 24/7. Our solution features embedded firewall traversal and automated, free client downloads regardless of OS.

## CONNECTING THE WORLD

Mobility. Compatibility. Simplicity.

#### **4. Interoperability with room based video system**

The solution provides interoperability with all standards based room systems from Radvision, Lifesize, Polycom, Cisco, etc. both inside and outside of the company. The service communicates with these systems supporting voice, video and data/content-sharing.

#### **5. High definition (HD) video**

End-user devices continue to improve. Clients that wish to leverage HD ready devices can rest at ease knowing the service will support both HD room systems as well as any HD enabled PC or Mac. Deploying the solution ensures that teams can receive the best possible video quality available on any device.

#### **6. Support for both scheduled and Ad-hoc conferences**

Providing the greatest scheduling flexibility to our clients. Enabling clients to individually or collectively schedule meetings or participate in ad-hoc conferences.

#### **7. Recording and streaming capabilities**

For individuals that can't make the meeting or to broadcast meetings out to the masses. Our solution will provide a seamless solution to cover both needs. Meetings can be streamed and/or recorded and can be played back at times and are more convenient to the viewer.

#### **8. Superior infrastructure architecture**

To support an enterprise deployment, we are based on the TrueDNA platform that supports worldwide deployments with built-in redundancy. With our scheduling and end-point directory integration, our clients receive all the benefits of an on-premise solution without the price tag, and with built in toll-free support when needed.

#### **9. Continuous presence multi party meetings**

Continuous presence may seem like a standard offering for providers, but the ability to provide this functionality while maintaining the end-users video quality is very important for users. We provide a platform that supports continuous presence calls where all of the participants have the ability to choose their own video layout. Other services limit the number of participants or need to use voiceactivated-switching where only the current speaker can be seen. We support continuous presence for up to 28 participants on screen at any given time.

#### **10. Encryption**

With the adoption of Bring Your Own Device (BYOD) and the varying access location of your employees, clients and partners, it is essential to have a solution that provides secure meetings through encryption. We use enterprise grade encryption to help protect your meetings and discussions.