

Six steps to creating a highly collaborative video culture.



Polycom and Quocirca surveyed over 800 business video conferencing users around the world on the state of video adoption. The global findings have identified the top six key things to consider when creating a highly collaborative video culture.



HR

CEO

Facilities

IT

01

It's not just about reducing travel...

The value that video adds goes far beyond the removal of the need to travel.



The **top three** most important benefits of video conferencing after travel savings, were improved teamwork, productivity and decision making.

02

Video for everyone...

Why should the CEO have all the fun? Video oriented cultures thrive when everyone has access to video.



One in two people surveyed indicated that having more access to video would increase use.

03

Video everywhere...

Video isn't just in a 'conference room' – it's wherever people choose to work.

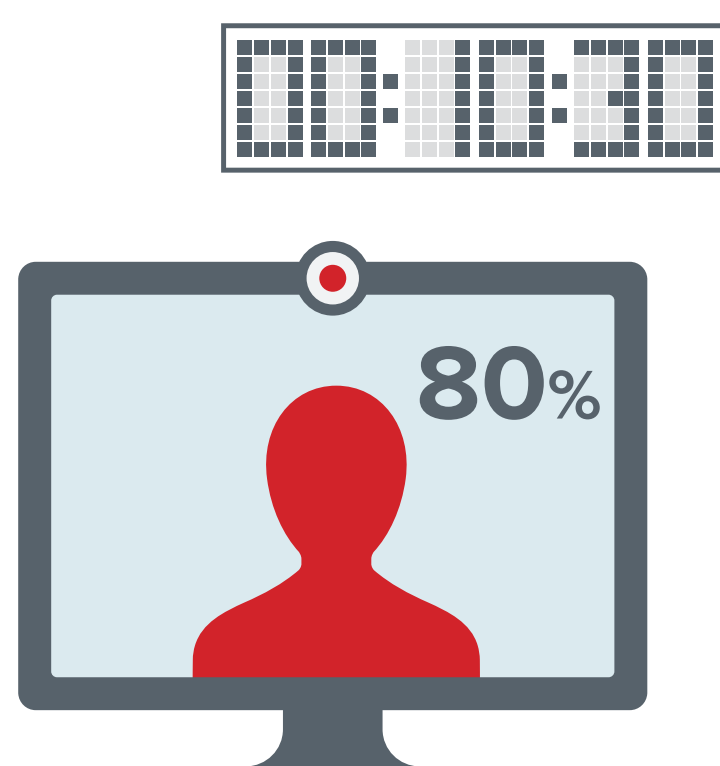


When video is **'democratized'** and in widespread use for team meetings, the cost appears less of a concern.

04

It's easier than you think...

Use video for your next meeting to overcome the expectation that ongoing help and support is required.



Over **80%** of the respondents indicated that their video conference didn't take too long to set-up.

05

It's not just for internal meetings...

Hold your next external meeting over video to give it that personal touch.

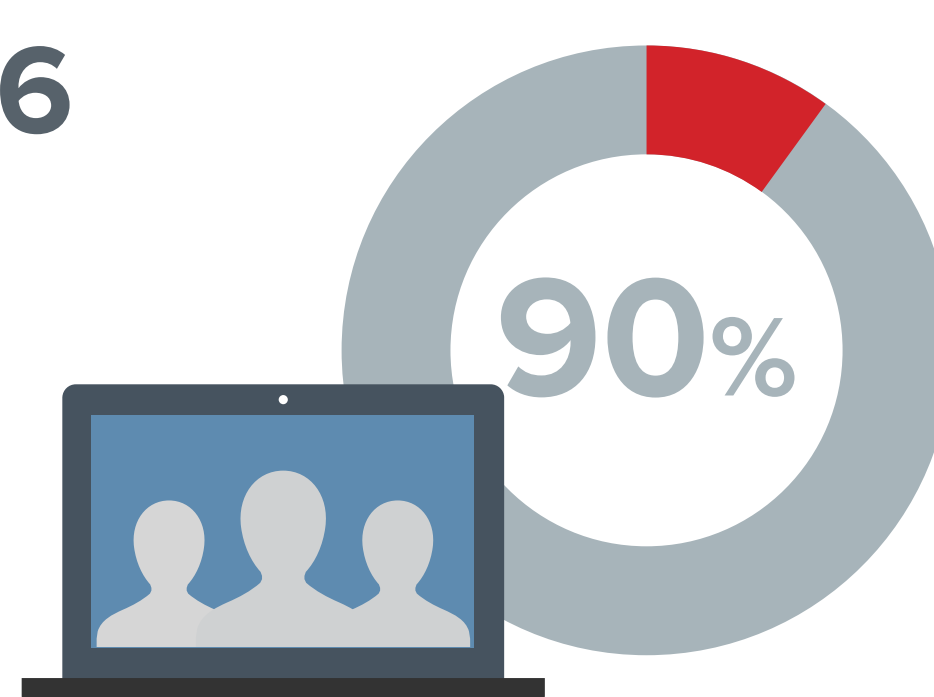


85% of high frequency external users are now using video like the background tool it should be.

06

Use it like a phone...

Video conferences are often planned as an 'event' in a way that most telephone calls or emails are certainly not.



A US technology company switched from the scheduled use of video to ad hoc. Two years on around **90%** of all meetings use video.

[Download the full survey report](#)