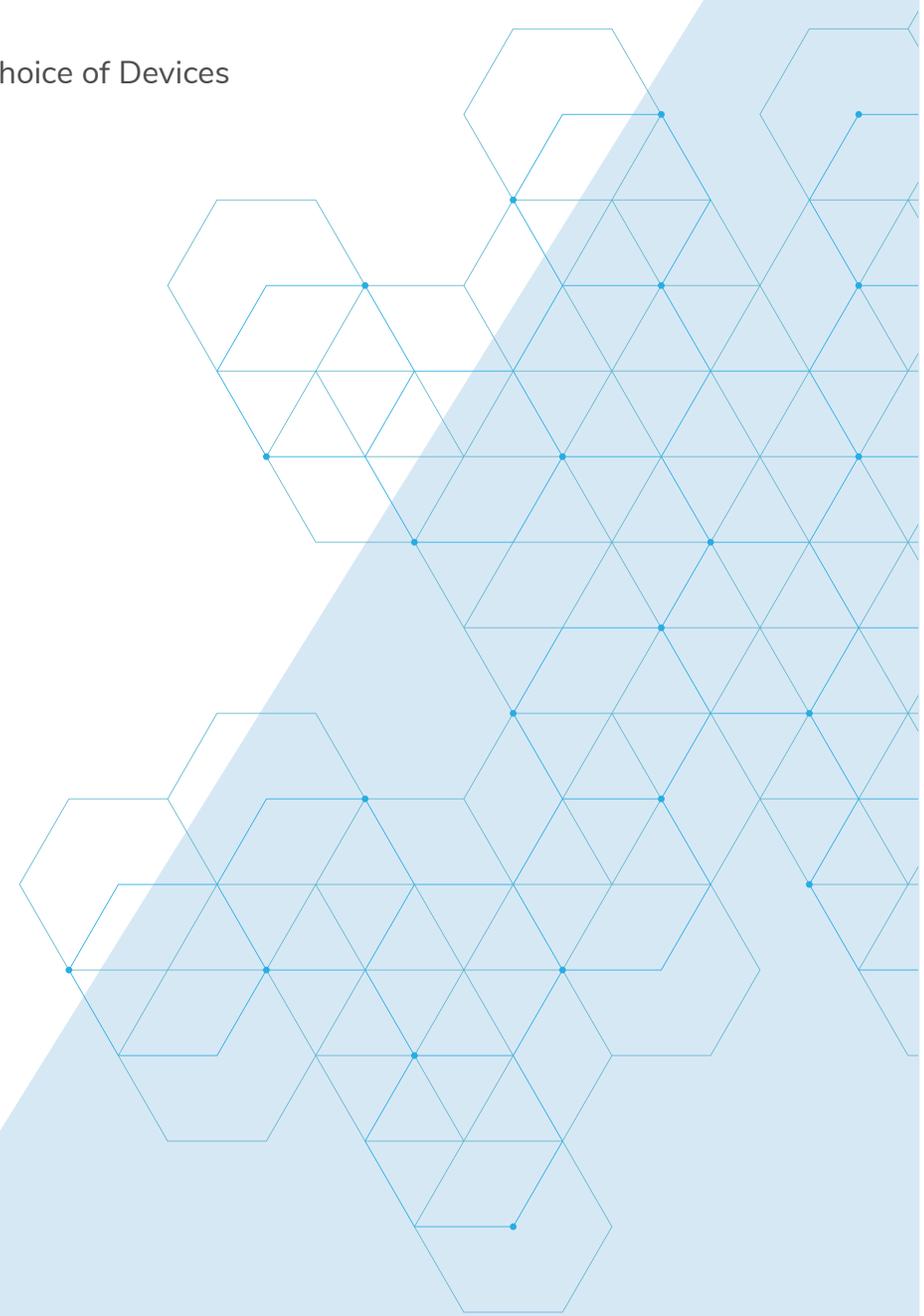# FROST & SULLIVAN

REVOLUTIONIZE THE MEETING EXPERIENCE WITH ROBUST ALL-IN-ONE VIDEO CONFERENCING BARS

FROST & SULLIVAN VISUAL WHITEPAPER
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EMERGENCE OF THE VIDEO-FIRST ENTERPRISE— AN EXPANDING CHOICE OF DEVICES

The emergence of hybrid work, and as a result the rapidly expanding distributed workforce, needs best-in-class communications that takes employees as close as possible to in-person interactions. Team chat, video and content collaboration have become pivotal to the new ways of working.

Post-pandemic usage of video meetings has skyrocketed by as much as 400% over the prior year. As more organizations get ready to deploy video conferencing company-wide, they are realizing they have a plethora of options to choose from. The exponential growth in video meetings has resulted in an ever-expanding array of meeting room devices. While this growing choice is great news for technology buyers, it also requires a careful assessment of the varied options to select solutions that are the right fit for each organization.
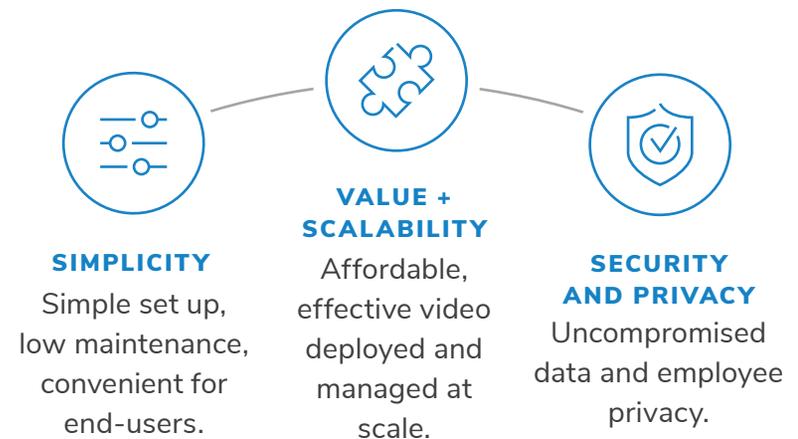
Mindful technology selection and meeting room design allows IT to implement video conferencing that is simple to deploy and manage, while ensuring easy, natural, and productive experiences for employees. As a result, there is a growing need to match the right device to the right meeting space and use case.

As video becomes the go-to communications mode the need for simplicity, manageability and control has never been greater. A new category of ALL-IN-ONE VIDEO CONFERENCING BARS has emerged at a fast pace to become a compelling form factor for IT buyers as well as end users.

VIDEO IS A BUSINESS NECESSITY

Post COVID-19, video conferencing is the number one investment priority, demanded by 1 in 3 employees worldwide

WHAT IT WANTS

SIMPLICITY
Simple set up, low maintenance, convenient for end-users.

VALUE + SCALABILITY
Affordable, effective video deployed and managed at scale.

SECURITY AND PRIVACY
Uncompromised data and employee privacy.

WHAT USERS WANT

EASY TO JOIN

EASY TO USE
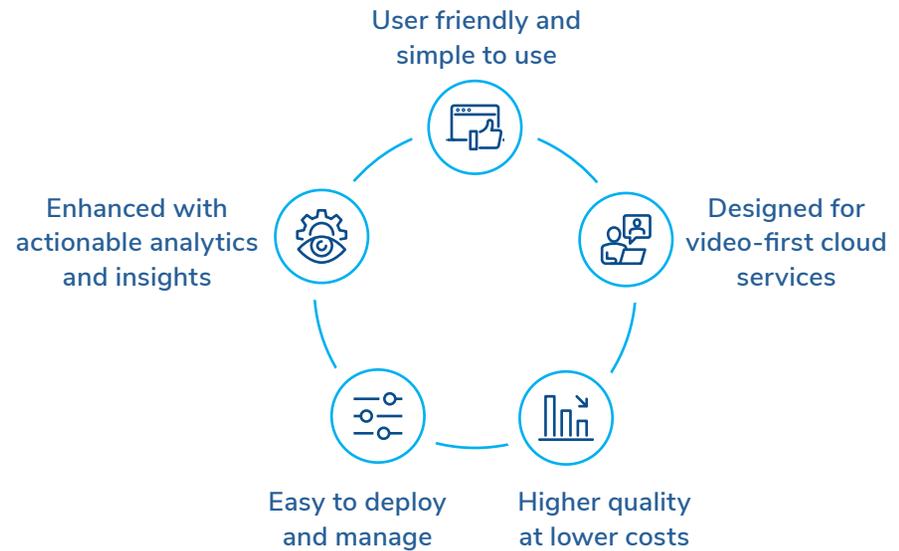
ROBUST AUDIO, VIDEO AND CONTENT SHARING

Sources: Barco Global Survey, October 2020, Frost & Sullivan.

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INTELLIGENT MEETING ROOM SOLUTIONS ARE HERE

Organizations are rapidly migrating to cloud communications to drive business continuity, agility, and productivity. Growing investments in video conferencing cloud must be matched by best-in-class endpoints that truly harness the power of intelligent, agile solutions.

Yesterday's videoconferencing forced businesses to choose either a multi-component, modular approach that is not truly scalable or invest in complex and proprietary endpoints that are rigid and expensive. Businesses that are extending video across an array of meeting spaces need a fresh look at modern devices that are not only equipped with today's advanced technologies, but are also designed to meet a fast expanding set of needs of IT and users.

Today's video conferencing devices are:

- User friendly and simple to use
- Designed for video-first cloud services
- Higher quality at lower costs
- Easy to deploy and manage
- Enhanced with actionable analytics and insights

GAME CHANGING INNOVATIONS TRANSFORM THE MODERN MEETING EXPERIENCE

- Touch controllers for one-click easy join
- Seamless wired and wireless content sharing
- Crisp and clear audio with beam-forming mics and high-fidelity speakers
- Lifelike video with 4K ultra-HD clarity and auto framing

- Intelligent light and sound sensors for audio video optimization
- Cloud-based centralized management and monitoring
- Easy plug-and-play deployment with streamlined cable management for clean installation

- APIs for extensibility and video-enabled workflows
- AI-infused meetings include voice-activated commands, adaptive audio and background noise suppression, people detection through computer vision, and actionable room analytics

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RISE OF THE ALL-IN-ONE VIDEO CONFERENCING BAR
Packing the Punch in a Compact Purpose-Built Form Factor

The DIY approach that relies on multi-vendor components may initially seem appealing as a low-cost and flexible alternative. However, it offers limited ability to IT for implementing consistent, standardized, and centrally managed assets that are also easy to procure and install. Furthermore, the user experience can be sub-par if the approach is primarily based on using applications designed for a single user on a laptop rather than a group of people in a meeting room. Users walking into meeting rooms with a laptop to connect to a meeting can often run into usability challenges while the multiple components can't be centrally managed and supported.

For a long-term viable approach that is focused on greater ease of buying, installing, using, and managing multiple rooms and sites, IT is increasingly tapping into the next generation all-in-one video conferencing bars that integrate all the required hardware and software into a single form factor. True all-in-one design combines the camera, built-in software, speakers, and microphones into a turnkey device.

ALL-IN-ONE SLEEK FORM FACTOR
offers simple, clutter-free video conferencing. With all the required software, hardware and connections to the cloud service built into a single device, IT admins benefit from simpler installation with minimal cabling. Cloud-first support, with native integrations to Zoom, Microsoft Teams, and Google Meet among others, ensures easy connection to any cloud service that IT chooses.

FRONT-OF-THE-ROOM EXPERIENCE
provides natural alignment of sound and video, by moving the technology away from the meeting room table and eliminating audio issues like mic blocking and unwanted sounds created by meeting participants. In addition, best-in-class audio video technologies like background noise suppression, speaker detection, and motorized lenses with automated PTZ strengthen the collaboration experience.
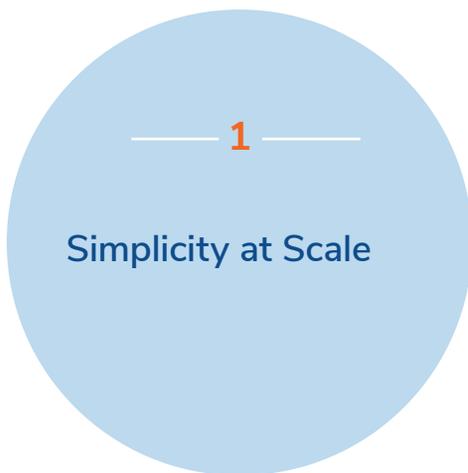
A BUILT-IN COMPUTING APPLIANCE
eliminates the need for an external PC or Mac in the room, offering not only a single point of management and control, but also one less component to buy and connect. Native software integration and elimination of the PC component speeds initial setup and simplifies device management.

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AN ULTIMATE OWNERSHIP EXPERIENCE

All-in-one video Conferencing bars offer an end-to-end streamlined experience for procurement, manageability and ease of use.

By consolidating all components into a single device, the turnkey approach brings a new elegance and power into meeting rooms, while enabling greater intelligence, analytics, and admin controls.

Though typically higher priced than the modular multi-component approach, the simplicity, usability and manageability of all-in-one video bars position them as the right solution for large-scale deployments. These devices eliminate the headaches for IT to maintain heterogeneous components deployed across various meeting rooms.

1

Simplicity at Scale

2

Flexibility to Collaborate Your Way

3

Manageability With Actionable Insights

When **DEPLOYING VIDEO ACROSS THE ORGANIZATION**, IT's top needs are easy procurement, fast installation, and a full-stack management experience.
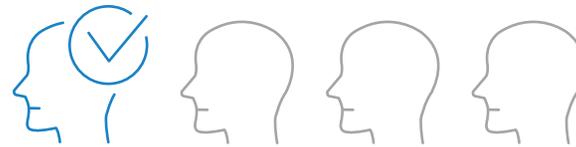
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1 Simplicity at Scale

Video collaboration bars ensure simple and frictionless procurement and installation and a stellar user experience that promotes team collaboration.

Easy Procurement. A single product from a single technology provider simplifies the ordering process.

Easy installation. Pre-configured components and smaller footprint deliver intuitive out-of-the-box installation without requiring expensive proprietary equipment and complex configurations.

Ease of Use. Users experience smart meetings through AI enhanced audio video such as auto framing, and high fidelity adaptive audio and actionable analytics and insights.

One in four

IT decision makers and business leaders cite **ease of use and quality as a key concern** when evaluating investments in video conferencing solutions.

Source: End-User Priorities in Communications and Collaboration Investments; Frost & Sullivan, February 2020

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2 Flexibility to Collaborate Your Way

Modern video conferencing bars are multi-modal, flexible and customizable to address a range of work styles and use cases.

Greater User Choice. Users have the option of BYOD, USB plug and play with any PC or Mac, and the ability to run native video conferencing applications—such as Zoom or Microsoft Teams.

Time to value. Standardized deployments at scale are faster to configure, install and turn-up.

Always current. Updates are automatically delivered from the cloud.

Adjustable. A full portfolio of peripherals, such as controllers, mic pods, speakers, cables, and secondary cameras that enable right-fitting rooms and use cases.

Among organizations that use video conferencing, adoption has been limited due to key IT concerns

34%	66%

made it available to
all employees
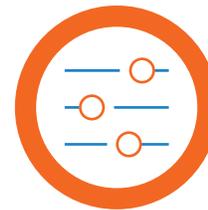
deployed it to **select
locations or employees**

KEY IT CHALLENGES

FLEXIBILITY

MANAGEABILITY

SIMPLICITY

Source: End-User Priorities in Communications and Collaboration Investments; Frost & Sullivan, February 2020

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3 ## Manageability With Actionable Insights

With all the required audio video components built into a single form factor, video conferencing collaboration bars allow IT to monitor and manage across all endpoints and software.

Manage anywhere, anytime. Monitoring and administration can be performed across hardware and software from a central web-based portal. Moreover, "cloud-agnostic management" ensures that IT can manage every room regardless of the device or cloud-platform the rooms are on.

Full stack administration. Instead of managing patches and updates across multiple components, the all-in-one appliance enables unified and integrated management of all devices, natively integrated cloud services, scheduling displays, as well as room scheduling and calendar integration using the same portal.

Enhanced security. A single unified device and a single point of control reduce security threats across multiple components.

Reduced support costs. These devices are easy to use, which reduces the burden on IT—faster user training and less help desk tickets.

Room insights and intelligent meetings. When paired with next-generation cloud-based management and monitoring, IT can capture rich data on how people use rooms and devices, allowing businesses to have more productive and efficient meetings.

One in three

IT decision makers and business leaders cite **manageability challenges and complex integrations** as a key concern when evaluating investments in video conferencing solutions.

Source: End-User Priorities in Communications and Collaboration Investments; Frost & Sullivan, February 2020

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As a business and technology leader, your top mandate is to **drive better teamwork and collaboration** throughout your organization.

To prepare your business for disruptive shifts in the workplace and drive technology deeper into the organization, look for **inherent simplicity and superior control**. Do not settle for anything less than the best-in-class video conferencing solutions.

SOLUTION SPOTLIGHT: LOGITECH

Next Generation All-In-One Video Conferencing Bars Simplify Deployment while Offering Industry Leading Audio Video

The new Logitech Rally Bar and Rally Bar Mini are all-in-one appliances that consolidate intelligent audio, video and content sharing in a compact, sleek form factor. Simple to use, manage, and deploy at scale these devices offer best-in-class optics, motorized lenses with automated PTZ, and high performance audio for natural and productive video meetings. The all-in-one form factor eliminates additional costs associated with complex installation and support for multiple components leading to a significantly improved ROI.

RALLY BAR MINI AND RALLY BAR
Checking all the boxes

✓ Ultra HD 4K cameras that deliver premium video quality

✓ Ultra low distortion speakers for rich, natural sound

✓ Meeting Automation—RightLight™ for light and color optimization; RightSight™ for auto-framing; and RightSound™ for noise suppression, echo cancellation and auto leveling

✓ AI enhanced optics—RightSense™ technology and a second camera dedicated to computer vision; AI Viewfinder provides persistent awareness of the entire room and finds human figures to inform and improve auto-framing and camera control

✓ Cloud-based real time monitoring and management via Logitech Sync, including People count functionality and insights about each meeting room. Plus Open APIs for Sync to allow centralized, cross-platform solution monitoring, management and analytics of devices from a growing partner ecosystem

✓ Flexible join modes that allow users the option of BYOD, USB plug and play with any PC or Mac, and the ability to run in appliance mode enabled by native video conferencing applications—such as Zoom and Microsoft Teams—without the need for a dedicated meeting room computer

✓ Built-in cable management and flexible mounting options for clutter free rooms

Rally Bar Mini

- Designed for small meeting rooms and huddle spaces

- Mechanical P/T camera adapts to the environment, not the other way around

Rally Bar

- Designed for Mid-sized meeting rooms

- Mechanical, adaptive PTZ and 15X total zoom

Rally Plus with RoomMate

- Designed for large meeting rooms

- Appliance mode enabled with Logitech RoomMate

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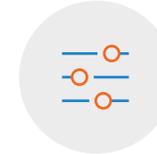
MAKING THE RIGHT CHOICE FOR YOUR ORGANIZATION

SIMPLE TO DEPLOY

- Slash deployment times with turnkey devices that offer out-of-the box functionality.

- Implement cost effective solutions that allow the technology to scale throughout the workplace

- Leverage all-in-one compact footprint that eliminates the need for multiple components for clutter free rooms.

SIMPLE TO USE

- Ensure ease-of-use with exceptional UX for touch-to-join video meetings that save time and are as natural as face-to-face interactions

- Enable easy content sharing that adds value to collaboration

- Allow flexible join options that range from USB connectivity with any PC or Mac to using the built-in computing appliance.

SIMPLE TO MANAGE

- Ensure a single pane of glass view for easy monitoring and management of device and meeting room performance.

- Leverage native integrations with leading cloud services for a "better together" experience.

- Invest in technology providers that offer a broad portfolio of solutions to fit the needs of all your meeting spaces and deployment choices.

- Look for solutions with open APIs for easy integrations.

For more information on Logitech's
All-in-one Video Collaboration Bars:

www.logitech.com/vc ❯

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