

# BYOD AND GROUP COLLABORATION

How to Collaborate with Ease on Any Device

## INTRODUCTION

With 65% of white-collar workers requiring mobile connectivity to do their jobs<sup>i</sup> and 81% of employed adults using at least one personally owned electronic device for business use<sup>ii</sup>, there is a clear trend toward employing personal, mobile devices for an array of work-related tasks—not just for travel or checking email at home. However, the preference for Bring Your Own Device (BYOD) in the workplace is a disrupting development for IT and business managers. Adapting to the increasingly mobile workforce means IT leaders need to address important security concerns while adding mobile-friendly infrastructure.

Part of the challenge for IT leaders will be to determine how to manage BYOD collaboration expectations. With increased access to mobile devices and a wide-variety of popular cloud-based collaboration applications, employees want the same control over how they collaborate as they do over other aspects of how or where they work. Yet, traditional group meeting rooms are typically appliance-based and often have proprietary solutions that don't allow for using personal devices or cloud-based services to video conference, stream media or conference call.

This white paper discusses how IT and business leaders can empower employees to use their own devices to create effective, collaborative group meetings, regardless of which meeting room is available or what type of device, operating system or application is used.

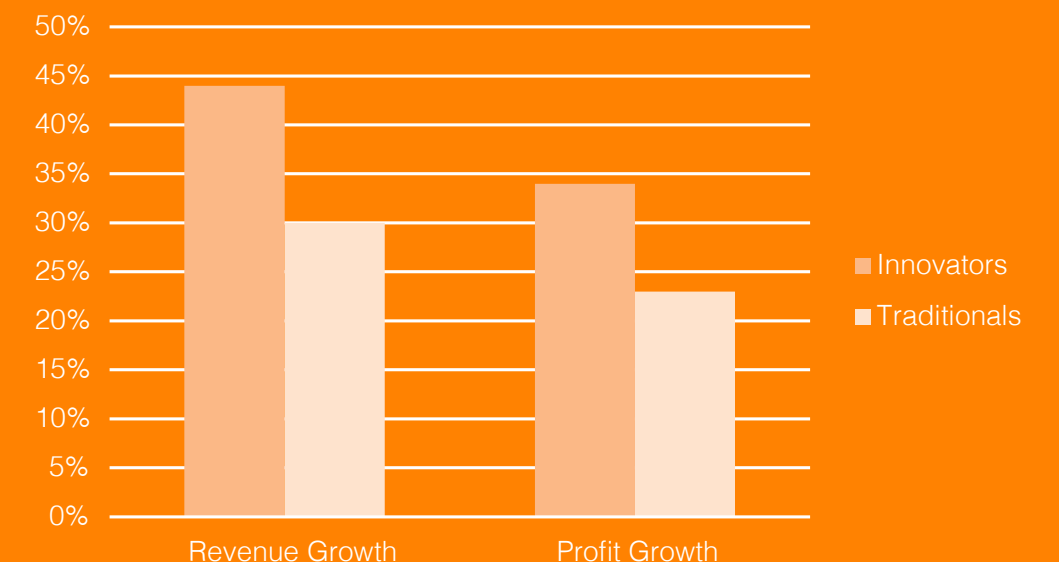
## FUELING THE BYOD TREND

With the widespread “consumerization” of technology and the increasing availability of cloud-based applications, employees want the ability to use their favorite device and applications anywhere. From young millennial-workers used to being constantly plugged in, to talented, high-powered workers of all ages, there is a strong desire for significant flexibility and control in how and where they work. Therefore, companies that want to remain competitive, recruit the best talent, and increase employee satisfaction and retention rates must embrace the BYOD revolution.

Even for those companies resistant to BYOD, their efforts will most likely be futile. According to a recent MokaFive survey, 88% of respondents said their companies had some form of BYOD, whether sanctioned or not.<sup>iii</sup> With such high numbers of BYOD use, like it or not, BYOD is here to stay.

Organizations and IT managers worry about security risks and the inherent difficulties in supporting a wide array of devices and operating systems. Yet, there is increasing evidence that the benefits of BYOD are worth the risks and the headaches. “BYOD is one of the most important directions in enterprise IT, with enormous potential benefits in productivity and cost savings,” said Craig Mathias, a principal with the wireless and mobile advisory firm Farpoint Group.<sup>iv</sup>

In a recent Symantec 2013 State of Mobility Survey, top reasons organizations listed for adopting mobile use included greater productivity, efficiency and business agility. These organizations also felt that the mobile use improved their brand value, customer happiness, overall competitiveness, and their ability to make better business decisions.



\*2013 Symantec State of Mobility Survey

The greatest benefit however, for organizations embracing mobile deployment, was the effect on the bottom line. For “innovators,” those who embraced early adoption of mobile device use, they are seeing significantly higher revenue growth and profits than traditional organizations.<sup>v</sup>

Employees also cite increased productivity (more collaboration) and greater job satisfaction as the top two perceived benefits of BYOD.<sup>vi</sup> In a recent Microsoft survey, 40% of respondents said social tools have resulted in more collaboration at their workplace and 77% of respondents felt that using social tools at work had made them more productive.<sup>vii</sup> Given the prevalence of social tools (instant messaging, texting, Facebook, etc.) used on personal mobile devices, it is likely that many of the social tools used in workplace collaboration are either being accessed or were first introduced to employees on personal devices.

## TRADITIONAL MEETING ROOMS DON'T SUPPORT BYOD

More mobile, personal devices being used in the work place means increasing expectations that these devices can be used in group meetings and remote collaboration. Employees want to be able to walk into a meeting room and share from their own device—whether it's a tablet, phone or laptop. They want to have access to files and video clips already stored on their device as well as the ability to use the applications they are most comfortable with for video conferencing or document sharing—like Skype, Lync, WebEx, etc.

Right now, however, bringing your own device into the meeting room is problematic because these rooms are technology-centric. This means they were built for a specific purpose. AV capabilities such as video conferencing, web meetings and conference calls all require separate appliance-based and often proprietary solutions. Not only does this type of group collaboration solution come with a high price tag, but it is often too costly for small or mid-size businesses. Because it is so expensive to install a

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single room with all the equipment necessary to accommodate every AV capability, group collaboration rooms become designated by their specific use (video in the video conferencing room, presentations in the presentation room, speaker phone only in the other meeting room). However, this type of AV setup has the additional downside of some rooms sitting idle while other rooms are in high demand and require “waiting in line” for use.

In addition, because there is no access to the network and these systems are often proprietary, they do not allow users to take advantage of the growing number of cloud-based services and applications available for group collaboration. With voice based apps and video conferencing now accounting for almost a quarter of the “most preferred applications” accessed on smart devices<sup>viii</sup>, organizations who wish to remain competitive, agile and productive, are now looking for a more innovative solution for group collaboration. The ability to create a high-quality remote group meeting that is relatively inexpensive, flexible (i.e. can be used for any AV capability: video, audio, or web), and easily connectable with any device, operating system or application is the type of solution needed in the new, BYOD world.

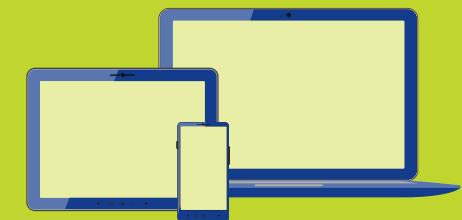


78%

OF U.S. WHITE-COLLAR EMPLOYEES USE A MOBILE DEVICE FOR WORK PURPOSES.

3.3

BY 2014, THE AVERAGE NUMBER OF CONNECTED DEVICES PER KNOWLEDGE WORKER WILL REACH 3.3



## CREATING BYOD-READY CONFERENCE ROOMS THAT MEET EMPLOYEE NEEDS

To accommodate BYOD preferences, group meeting room design must abandon the appliance-based, proprietary solution model. Instead, group meeting rooms need to be equipped in a way that allows participants to use their preferred device as the centerpiece of the collaboration experience—whether it is a laptop, tablet, smartphone, PC, or Mac. With the device as the engine, users then can use whatever application they want (WebEx, Skype, YouTube, etc.) to collaborate.

It is increasingly easy for employees to collaborate one-on-one. They can use apps like FaceTime® on a smartphone or connect a webcam to their desktop and use Skype® or Microsoft Lync®. The challenge arises when they try to use their preferred one-on-one collaboration methods in a group setting. Webcams and mobile devices don't work well in group meetings and can leave participants frustrated by fuzzy video or tinny audio. Another barrier to effective meetings is proprietary video conferencing hardware that locks employees into a single collaboration tool they may not want to use.

An effective conference room audio and video design enables employees to walk into any conference room and use the device and application of their choice to collaborate in the way that best meets their needs. These BYOD-ready conference rooms need to be equipped with an HD video camera, HD display, and high-quality microphones and loudspeakers. This setup transforms laptops and tablets into profession-grade audio, video, and web collaboration devices. Employees can use any application on their laptop or tablet — white boarding, online meetings, video streaming, browsing web sites, presentations, video conferencing, or audio calls — and be heard and seen loud and clear by all meeting participants.

With a BYOD-ready system, the tablet or laptop connects to a control dock through a USB or HDMI port, which attaches all audio and visual peripherals in the room to that device. The user can then launch the app they want to use, such as a Lync video call or a presentation. By allowing the laptop or tablet to be the collaboration engine, rather than proprietary appliances, employees are able to choose the tools and applications they most want to use. And, it eliminates any potential for interoperability issues. In the BYOD conference room, AV components do not “drive” the system, the users do.

## A BETTER WAY TO COLLABORATE

GroupSTATION and HuddleSTATION, by Vaddio, make it easy to create BYOD-ready rooms and define an important new direction for group collaboration. They bring simplicity and flexibility to the meeting room by offering a completely new, yet instantly familiar, way to collaborate. By providing a single solution that connects to the user's device, Vaddio empowers employees to collaborate the way they want.

How does it work? The Vaddio solutions include the necessary professional AV components to create a high-quality multi-use room and group collaboration experience: an HD PTZ camera, loudspeakers, microphones and a control dock. Users simply connect personal devices to the GroupSTATION or HuddleSTATION control dock via a USB or HDMI connection and begin using their favorite collaboration tools.



GroupSTATION loudspeaker with built-in HD PTZ camera, Control Doc with mics

Employees can collaborate remotely with PowerPoint or Keynote presentations, engage in high definition videoconferencing using Skype, Microsoft Lync, WebEx, or any other application, as well as record meetings for review and provide record keeping of participants who could not attend the meeting. Users can also use SIP-based Voice over IP (VoIP) for multi-person audio conferencing or stream videos over IP using YouTube, Vimeo, or any other application of their choice.

It's that simple: whatever device employees want to use, whatever operating system they have, whatever way they want to collaborate, and whatever application they want to use—they can.

The Vaddio GroupSTATION is designed for mid- to large-size groups meeting rooms. The HuddleSTATION is designed for small group meeting spaces of 3-4 people.

## ABOUT VADDIO

Vaddio, based in Minnesota, makes robotic camera technology easy to use and even easier to install. Vaddio serves integrators and operators with broadcast-quality PTZ cameras and control systems to deliver the performance needed with the convenience demanded.

To learn more about the GroupSTATION or HuddleSTATION solutions, please visit: [www.vaddio.com](http://www.vaddio.com) or call 800.572.2011.



### REFERENCES

<sup>i</sup>BYOD and Virtualization: Top 10 Insights from Cisco IBSG Horizons Study, Cisco IBSG Horizons, 2012

<sup>ii</sup>Harris Interactive Survey, conducted between February 8-10, 2012

<sup>iii</sup>IT Professionals Concerned about BYOD Privacy Breaches, MokaFive Survey, July 2012

<sup>iv</sup>Ibid.

<sup>v</sup>2013 State of Mobility Survey, Symantec

<sup>vi</sup>Ibid

<sup>vii</sup>Microsoft survey on enterprise social use and perceptions, survey conducted March 25, 2013 – April 24, 2013

<sup>viii</sup>2012 IT Decision Maker' Views of Mobile Enterprise Device and Application Trends, January 29, 2013