

A recent report based on interviews with over 300 users finds that "Video Conferencing will dominate Business Communications"; the focus will be on improving the user experience



28 June 2007. Perceptions of using videoconferencing are changing. "The Perfect Storm: Why Video Conferencing Will Dominate Business Communications", the latest report of Brockmann & Company, the customer insight firm, analyses the experiences of 350 peers and competitors.

There is good news for the industry. Peter Brockmann, author of the report, concludes: "All the ingredients are present for huge growth in business video conferencing products and services. The 350 respondents told us that although conferencing is very important to their business, it is definitely not a very satisfying experience."

Brockman found that videoconferencing had been notorious for poor audio and picture quality, high cost, complicated setup and unreliable operation. But all that is changing now:

- Breakthroughs in camera, VoIP quality and flat panel monitors make it very easy and pleasant to participate;
- Video conferencing creates time, something business people need more now than ever before. Unlike face-to-face meetings, video meetings have no travel time associated with them and no need for expense reports. Video conferences are 10% shorter than face-to-face meetings;
- Video conferencing can now effectively leverage the Internet or converged Wide Area Network services, instead of complicated and costly phone company circuits;
- Users expectations for home theatre-quality and cost are driving the leading solution providers to focus on improving the user experience.

Brockmann added, "Probably the greatest factor driving the growth is the link to higher business performance." The report compares the business performance metrics of the Top Performers who had invested 50 times more time attending video conferences than their Poor Performing peers and found that Top Performers had: 20% more very satisfied customers, 72% more very satisfied employees, 85% more revenue per employee, 20% more market share and 5.5 times higher satisfaction with the conferencing experience

The report is available for free download for a limited time at:
<http://www.brockmann.com>.

There you will find that Brockmann met Craig Malloy, CEO of LifeSize and Casey King, CTO of LifeSize at InfoComm07 who told him:

"Craig uses his office HD VC system every day ... Demonstrating the technology to potential customers Talking with resellers around the world (they have about 100 of them)." Significantly, LifeSize is growing the entire market by enabling businesses and organizations that had never before used video conferencing. Roughly 1/3 to half of the company's 700 customers to-date are in this category.