
BLACK BOX WHITEPAPER:
WIRELESS
PRESENTATION
SYSTEMS: THE FUTURE
OF COLLABORATION

LEAVE THE TECH TO US





WHY IS OPTIMAL COLLABORATION IMPORTANT?

Harvard Business Review provides a very telling quote:

“According to data we have collected over the past two decades, the time spent by managers and employees in collaborative activities has ballooned by 50 percent or more.”

This is the fundamental reason why carefully managing collaboration is so critical to businesses - it is the activity that takes up the most time on any given day. Harvard Business Review noted that the average employee spends 80 percent of the workday on emails, phone calls and meetings. Bringing that number down might not be possible, but ensuring that time spent on these collaborative processes generates real returns on value is very achievable.

Improving efficiency is especially important given that the U.S. Bureau of Labor Statistics determined American businesses spend \$37 billion on meetings each year. With that high of a price tag, leaders need to be sure that these meetings are managed as efficiently as possible.

What's more, meeting effectiveness - or the lack thereof - affects virtually everyone within a meeting, up to and including top-level executives. A Bain & Company study found that total portion of company time devoted to meetings has risen steady since 2008, reaching 15 percent in 2014, and the average senior executive spent more than two days per week in meetings with three or more coworkers.

Critically, the study also noted that given the typical meeting length, a five-minute delay to start times cost meeting participants eight percent of their total time - “a loss that would be untenable in any other resource category.”

Some questions you may want to ask regarding the efficiency of your collaborative processes include:

- ◆ How much time is being spent on setting up the necessary collaborative environment?
- ◆ Does the current collaborative framework support all the devices in use?
- ◆ How many tools are being used to connect employees in a meeting?

INTRODUCTION

Collaboration, communication and meetings have been proverbial battlegrounds when it comes to modern corporate technology deployments.

Countless innovations have hit the market in the past several years, providing companies with the opportunity to drastically improve and refine their collaborative capabilities. However, some business leaders might not understand their audio-video collaboration potential and, without first recognizing it, there will be no chance to realize it.

Some of the key benefits of optimized AV include more efficient and effective meetings, streamlined communications across departments and locations, time savings and increased employee engagement.

In this white paper, we will discuss what your AV potential is, why you should strive to attain it, and why wireless presentation technology can play such a powerful role in these efforts.

If organizations do not have the right communication capabilities in place, much of the time dedicated to these activities may not be adding real value.

To avoid such wastefulness and increase productivity, leaders should consider utilizing progressive technologies. In particular, wireless presentation tools offer a powerful means of improving meeting efficiency and AV collaboration potential for personnel throughout the organization.

UNDERSTANDING AV POTENTIAL

To see why wireless presentation technology is so useful, consider these key elements that define effective collaboration:

- ♦ **Video:** Going above and beyond simple screen mirroring, and instead attaining truly interactive multi-user collaboration.
- ♦ **Mobility:** Highly integrated systems that connect all types of mobile devices and users- – and support collaboration and content sharing from tablets and cell phones as well as traditional computer devices
- ♦ **Networks:** Systems with WiFi support capable of integrating with existing enterprise networks and supporting all devices and any number of users.
- ♦ **User-friendly:** Systems and solutions that do not require much expertise or time to setup, manage and optimize.
- ♦ **Quality:** Connections must be reliable, and video fluid and sharp especially when meetings involve customers and prospects.
- ♦ **Continuous improvement:** Solutions that are easy to upgrade through software, and consistently receive improvements to keep up with technological innovation.
- ♦ **Seamless sharing:** The ability to share information through all formats in a secure, efficient and frictionless fashion.

Notably, all of the above categories will tend to shine through during meetings and presentations. A strong wireless presentation solution will fulfill all of the requirements and demands of participating employees.

REALIZING AV POTENTIAL: ADOPT WIRELESS PRESENTATION TECHNOLOGY

Business leaders need the ability to create meeting environments that work for their users. The right wireless presentation technology will provide the following benefits:

- ♦ Instant, seamless sharing capabilities that truly keep teams on the same page, especially from an innovation standpoint.

- ♦ Orchestration and oversight tools for managers to use on all networks through a user-friendly, centralized interface.
- ♦ Tight security regardless of where users are, or if there are certain individuals collaborating who are not employed at the business.
- ♦ Support for virtually all devices, and the ability to cast screens during meetings from any user's mobile or desktop device.
- ♦ Unlimited sharing capabilities across teams and departments.
- ♦ Easy setup and installation to ensure meetings begin on time, rather than five to ten minutes later due to technical issues.
- ♦ Seamless updates and upgrades to always be current without spending too much time or money on such activities.
- ♦ Security protocols, tools and features to keep networks and information safe.
- ♦ No limit to the number of users who can be involved in a given meeting.





There is simply no reason why leaders should ever settle on a solution that only meets some of the criteria listed above.

A Verizon study revealed that 89 percent of professionals believe that technology can be used to improve each meeting's value. However, technology, policies and management need to work in concert to improve matters.

Before a business can realize its full AV potential through wireless presentation deployments, it needs to know the roadblocks that could throw them off track.

AVOIDING COMMON IMPEDIMENTS

Some of the more common impediments that prevent companies from realizing their full AV potential include poor functionality, excessive downtime, convoluted policies, a lack of user-friendliness, and failure to garner employee buy-in, among others. Inc. magazine reported that 46 percent of employees do not get anything out of meetings, and these hurdles are leading culprits.

Business leaders can ensure quick and seamless improvements of their collaborative frameworks by following this guidance:

- ◆ Only invest in wireless presentation technology that is easy to use, and does not take too much time to set up.
- ◆ Be as inclusive as possible with respect to the variety of devices supported.
- ◆ Ensure that wireless and wired users are able to use the same, central system.
- ◆ Maximize the volume and variety of items that can be shared.
- ◆ Do not limit the number of potential participants in any meeting or presentation.
- ◆ Incorporate flexible modes into the policy from the start to allow for meeting moderation.
- ◆ Choose a solution with encrypted connections to avoid compromising security

When leaders keep these issues in mind while choosing a wireless presentation solution, they will avoid major issues down the road that could potentially prevent them from achieving their core meeting goals. Conversely, choosing a wireless presentation platform that doesn't meet these criteria will likely lead to delayed start times, less productive

discussions and other inefficiencies which contribute to the high meeting costs and wastefulness.

Beyond avoiding these obstacles through the selection of the right wireless presentation technology, policy and strategic oversight will also need to be streamlined.

REALIZING AV POTENTIAL: POLICY POINTS

A POPin survey revealed more than half of leaders believe a lack of employee buy-in and adoption of new technologies is to blame for poor returns on investment and performance. Out of all categories, this was the greatest threat to successful implementation.

Make sure the following considerations are covered when building out the wireless presentation policy and strategy:

- ◆ **Buy-in:** Managers and employees have had an opportunity to offer their advice, demands, preferences and more, and those points are used to directly inform strategies and policies.
- ◆ **Structure:** If 80 percent of an employee's day is being spent on collaboration, there needs to be structure. Make sure every individual understands what is expected of them, how to quickly troubleshoot and where to go for support.
- ◆ **Monitoring:** Ensure that there are policy measures in place to monitor the full range of meeting performance metrics, including efficiency, uptime, effectiveness and outcomes.

By taking all of these steps toward paving the way for a successful wireless presentation solution deployment, meeting and collaboration will be dramatically refined - reducing waste, driving productivity and stimulating employee engagement across the business.

Sources: <https://hbr.org/2016/01/collaborative-overload> | www.blackbox.com/en-us/blogs/technology/details/2016/09/15/7-tips-for-removing-corporate-collaboration-barriers | www.blackbox.com/en-us/store/Detail.aspx/Coalesce-Wireless-Collaboration-System/WC-COA | www.blackbox.com/en-us/solutions/technology-solutions/byod-wireless-collaboration | www.bls.gov/news.release/history/sept_042897.txt | e-meetings.verizonbusiness.com/global/en/meetingsinamerica/uswhitepaper.php | www.inc.com/minda-zetlin/its-official-half-your-meetings-are-a-waste-of-time.html | <http://www.prnewswire.com/news-releases/cio-find-lack-of-employee-buy-in-to-blame-for-failed-technology-initiatives-according-to-popin-survey-300206898.html> | www.bain.com/about/press/press-releases/Busy-ceos-spend-nearly-one-day-each-week-managing-communications.aspx



