New Videoconferencing Solutions Power Hybrid Work for SMBs

Robust videoconferencing and collaboration capabilities are critical to small and medium-sized businesses (SMBs) as they adapt to the future of work.

Why Videoconferencing Is a Priority

- Enhances external communications and collaboration with partners, suppliers, and customers
- Engages distributed employees to help them feel better connected
- Increases employee productivity and efficiency across all work scenarios (office, mobile, work from home, or hybrid)
- Fosters company innovation via support for brainstorming, ideation, mashups, prototyping sessions, and more
- Improves employee collaboration for faster decision making and time to market
- Promotes inclusiveness and equitable collaboration experiences
- Mitigates employee turnover and burnout

Numerous companies responded to the pressures of a business world that had to respond to rapid shifts in working models and service models to support a hybrid mode of working.

Many plans to continue to enhance their videoconferencing and collaboration capabilities.

Adoption of Collaboration Tools Accelerates

- 59% of small and medium-sized businesses (SMBs) plan to enhance their videoconferencing and collaboration priority over the next 12 months.
- 51% identified video collaboration or video conferencing as a technology priority in the next 12 months.
- 44% of small and medium-sized businesses plan to increase spending on unified communications services in the next 12 to 24 months.
- 51% identified video collaboration or video conferencing as a technology priority in the next 12 months.

SMBs Should View Videoconferencing Investments as a Strategic Imperative

- Enhance meetings and collaboration via videoconferencing can solve operational issues, boost market opportunities, and offer an array of advantages to business.
- Consider new videoconferencing solutions to support initiatives such as:
  - Integrating and embedding videoconferencing solutions with business applications and processes to significantly boost business productivity.
  - Increasing the overall value of video collaboration versus simply viewing it as a technology purchase.
  - Improving the employee, customer, and partner experience.
  - Transitioning to digital technologies.
  - Embracing the future of work (i.e., in-office, work from home, hybrid, mobile).
  - Driving company innovation.

Message from the Sponsor

Videoconferencing and collaboration solutions that work for businesses of all sizes, including small and medium-sized businesses, can offer an array of benefits to companies, helping them navigate the challenges of the new normal.