Seamless Intelligent Collaboration From the Room to the Road

GoTo | CIO FROM IDG

GONE ARE THE DAYS when employees reported to an office daily for work. While many still do, the office isn't the only place work gets done in the modern business environment. As companies become more distributed or remote-only, your employees will be more likely to dial in to meetings from a co-working space or a coffee shop than they are to get together in person. This presents a challenge for IT leaders, who are under pressure to deliver the same high-quality virtual meeting experience no matter where the participants are or what devices they're using.

If you're considering new or upgraded employee collaboration tools, you're on trend. In an August 2018 IDG survey asking IT leaders what communication and collaboration tools they planned to buy or upgrade in the next 12 months, 56% cited a web conferencing solution, 46% cited video conferencing, and 26% mentioned virtual collaboration spaces for teams. Which criteria should businesses consider in choosing a solution that works for the modern, remote workforce?

Collaboration investment expected to rise
Collaboration tools that IT leaders plan to upgrade or purchase in the next 12 months

Web conferencing	56%
Video conferencing	46%
Virtual collaboration spaces for teams	26%

Better than being there

The mechanics of making sure everyone can set up, join, and participate in meetings distract your employees from the point of those meetings: sharing key information with each other and your customers. Making those connections easy and seamless all the time actually enables your company to derive more value from digital meetings than it does from in-person interactions.

"In today's environment, a truly leading collaboration solution needs to meet users where they are, anywhere, any time, in any way they want, without disruption or connectivity issues," says Mark Strassman, senior vice president and general manager of unified communications and collaboration at LogMeIn, Inc., one of the world's top ten SaaS companies. "At the same time, meeting tools need to add value beyond simply connecting people. They should help elevate key ideas or insights and play a more active role in driving business forward."

To make this possible, a solution must deliver three core capabilities.

1

Ability to connect in any way

Your users should be able to expect the same consistent, cohesive, high-quality experience in every meeting. At a bare minimum, that calls for a solution with clear, reliable audio and video, and the ability to accommodate both one-on-one and multiuser conferences. More critically, it requires a platform-agnostic solution that lets them join, participate, and even initiate and host a meeting with full access to all meeting tools, no matter what device or operating system they use.

2

Ability to share information that is simple, seamless— and intelligent

A modern meeting solution needs to deliver the important content of a meeting— ideas generated, deals closed, and decisions made— in a way that moves the business forward. At the very least, that requires seamless audio, video, and screen sharing that doesn't distract users from the meeting's content. Beyond that, look for tools like meeting recordings and AI innovations that make it easier for users to find, digest, and share key content.

3

Ability to work from anywhere at any time

A meeting solution needs to be convenient and easy to use no matter where your users are. It should replace confusing single-use passcodes with a unique, unchanging personal meeting room URL for each user. It should also include easy-to-manage conference room functionality that accommodates group sizes and spaces from huddle rooms to large conference halls.

And because your users need a desktop meeting experience even when they aren't on Wi-Fi, look for a solution that includes a full-featured mobile app with calendar sync, one-click joining, and mobile hosting capabilities. Ideally, the app should also include a streamlined commuter mode that minimizes data use and maximizes bandwidth for clear audio even on unstable cellular networks.

Vendor considerations

As you consider which meeting solution will best support your remote workforce, evaluate the vendor behind it as well. An established brand won't go out of business without warning. A vendor that guarantees 99.9% uptime and has a reputation for reliability and security isn't likely to drop critical conversations, mess up scheduling, or be at risk of a data breach. A global product that supports millions of users a day won't have any problem scaling to the needs of your organization. And a vendor that builds with the end user in mind will provide a solution with a clean, professional-looking interface that won't make your customers wonder whether you take their business seriously. It will even let you customize the interface with your own company's brand identity for seamless integration into the rest of your digital presence.

Concluding thoughts

Globally, 70% of full-time professionals work remotely at least one day a week, and 53% work remotely for at least half the week—not including contractors, freelancers, and consultants. As people spend less time working face to face, they'll expect even more from remote conferencing. IT leaders looking to support the business by facilitating more intelligent collaboration should choose a collaboration solution that's ready to deliver the highest-quality service at scale, both today and in the future.

GoTo by LogMeIn is the industry's most comprehensive portfolio of UCC solutions, including award-winning products like GoToMeeting and GoToWebinar.

For more information visit: GoTo.com

GoTo