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Collaboration Without Limits

How to execute a successful web and video collaboration meeting strategy **for the long-term**.

Introduction

In an increasingly complex global marketplace, business as usual is often anything but "usual."

Teams can be scattered across companies and geographies, customers have increasingly high demands from everyone from line workers to the C-suite, and unexpected disruptions can range from a local weather event to a public health crisis to political upheaval. In this marketplace, businesses must be ready for anything. Phone and e-mail communication strategies are no longer sufficient to keep stakeholders, employees and customers connected.

Companies that want to position themselves for long-term success must adopt communication and collaboration strategies that include web and video conferencing.

Online conferencing has experienced steady adoption over the last decade. Even before the COVID-19 pandemic of early 2020, many companies had already integrated online conferencing tools as part of an overall communication strategy.

From enabling remote teams to disseminating information via web events, companies were already shifting communications to the online medium.

As of April 2020, US businesses participated in over

11 million
conferences per day

75% **of CEOs**
predict that video conferences will eventually replace conference calls

The global video conference market was valued at

$3.85 billion US
in 2019 and is expected to rise to

$8.6 billion
by 2027

A high quality collaboration tool

Many companies opt for free or low-cost solutions to address the new demand for online conferencing. Such tools may serve as a temporary stopgap measure, but they often come with poor security, lackluster quality and limited user options. Poor user experience can lead to real losses. Trouble joining meetings or staying connected may result in everything from frustration to lack of productivity to lost sales.

Companies need **a secure collaboration tool** that offers a **frictionless**, **high-quality user experience**. For companies that want to stay competitive in the modern global marketplace, a robust online conferencing and collaboration tool is mission-critical for long-term growth.
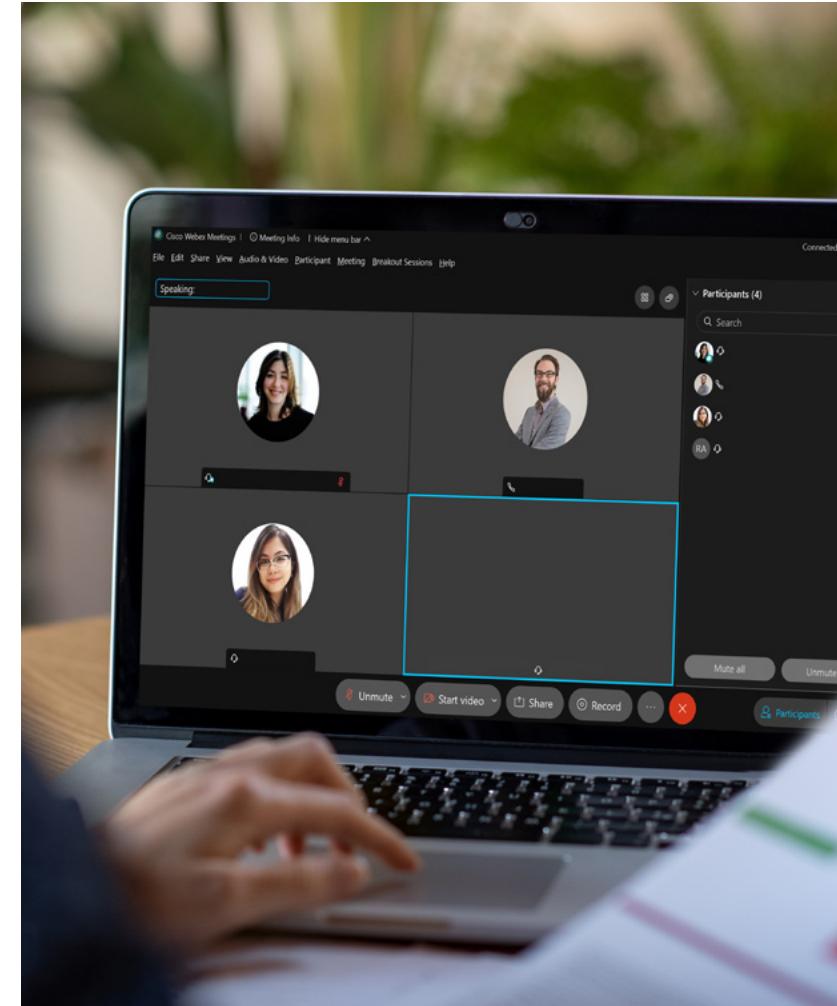
More Than Just Meetings

Adopting an online conferencing platform as part of a long-term strategy offers a host of advantages for businesses of all sizes across all markets. Beyond just being a substitute for phone calls and e-mail, web and video conferencing tools allow businesses to take nearly all the functions of a traditional office online, creating real collaboration across boundaries.

The right online conferencing tool can:

Enable remote workers

The remote work trend has been growing for decades as technology offers newer and better ways to connect and communicate from anywhere. In fact, according to FlexJobs, from 2005 to 2017, there was a **159%** increase in remote work; early in 2020, **4.7 million** Americans worked remotely. A significant factor in that increase is the availability of online collaboration tools, which give teams options beyond just face-to-face meetings. With tools such as document and screen sharing, teams can collaborate virtually in **real time** from **anywhere**, at **any time**, remaining connected across devices, time zones and geographies.

Lower travel frequency and expenses

In the past, having a national or global presence meant frequent, expensive travel. Online conferencing means many meetings that once required travel can now take place online. One survey found that **47% of 1,300** business professionals had **reduced their travel expenses due to the use of online conferencing tools**. From leadership meetings to product demos, taking meetings to **an online platform can result in greater productivity and reduced expenses** by eliminating unnecessary business travel.

Improve connection with customers

Increasingly, customers expect businesses to engage with them across multiple platforms and channels. **Web and video conferencing platforms give companies one more option for connecting with customers.** Whether it's a corporate statement delivered by webcast or a series of training sessions conducted via webinar, companies that use online conferencing to disseminate information and gather feedback can **improve the customer experience in a cost-effective way.**

Engage effectively with employees

Online meeting tools provide employers a way to **stay connected to employees across geographies, functions and roles.** Through options such as webinars and webcasts, decision makers, human resource departments and team leads can **share information and receive real time feedback**.

Reduce overhead costs

As employees and teams work from home or remote offices, companies may be able to reduce overhead costs. Between **reductions in leased space, reduced travel and improved employee productivity and wellness**, web and video conferencing platforms can provide significant cost savings.

Provide useful analytics for decision makers

The most robust conferencing tools give **detailed analytics that allow leaders to gauge the effectiveness of the tool.** From one comprehensive dashboard, decision makers can see reports that help them **evaluate engagement** and provide reassurance that the investment in online conferencing is worthwhile.
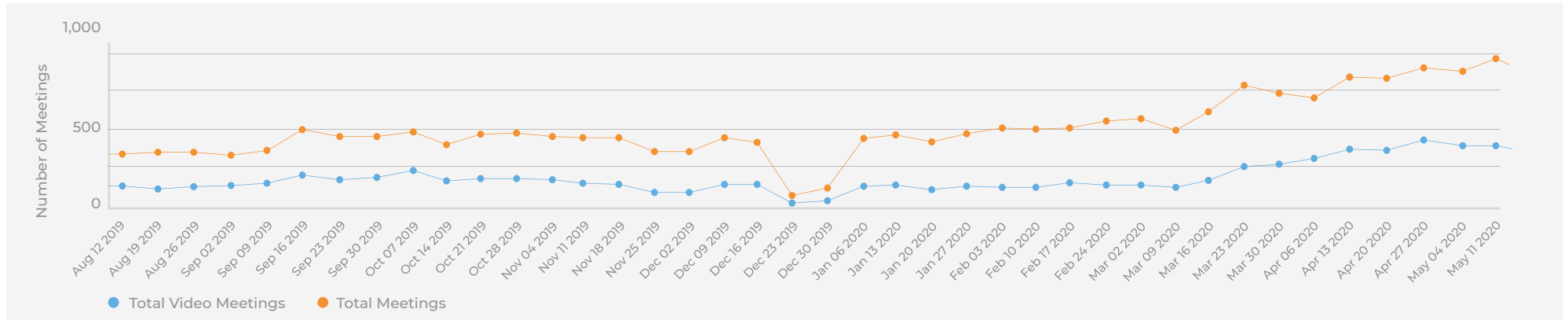
The Right Web and Video Conferencing Tool

Phone calls and e-mails can only take the modern workplace so far. To encourage teamwork and collaboration with colleagues and customers across boundaries, businesses need to implement a robust web and video conferencing tool.

But while the business case for adopting these tools may seem clear, **the array of options available today raises many questions and concerns:**

- **How fast and frictionless is the user experience for joining a meeting?**
- **What kind of security options and measures does the platform include?**
- **Will users readily adopt this tool out of the box? If not, are there ways to set up this tool that will encourage adoption?**
- **How do we maintain voice and video quality, especially as groups increase in size?**
- **How does this integrate with our other collaboration tools?**
- **Does this platform give us the analysis tools we need to gauge key metrics?**
- **How can we creatively use this tool to connect with customers?**
- **Is this solution future-proof, allowing us to scale as technology scales?**

Allstream's Web and Video Conferencing tool is the solution you need to **make your web collaboration a success** for the business, employees and customers.

Quality

A common complaint from those who try to hold large meetings or events through video conferencing tools is that quality degrades as the size of the meeting increases. Though these issues won't affect most meetings with only a few attendees, companies that need to hold large events—internal or external—require consistent quality no matter how many people join the meeting.

Allstream's Web and Video Conferencing tool offers robust quality across all meeting types—whether it's a one-on-one video conference or a 1,000-attendee corporate event.

With Allstream's solution:

- 1,000 attendees or more can join an event and receive **1080p video quality.**

- **Custom virtual background** options maintain a professional, polished appearance.

- The same app can be used for **meetings** but also for **calling and team collaboration.**

- Enterprise customers can **turn a traditional conference room into a presentation hub** with a variety of device options, allowing high-quality, global reach to connect with employees and customers.

Security

After anecdotes of hacked online meetings and virtual classrooms bombed with content inappropriate for school-aged children in early 2020, companies became understandably cautious about conducting meetings online. And it's not just the fear of someone sharing inappropriate content; for legal and proprietary reasons, companies need to know that their virtual meetings are as secure as in-person, closed-door meetings.

Allstream's Web and Video Conferencing tool provides unparalleled security to all online meetings, events and webcasts

- Users can set their personal rooms to **lock in advance**, eliminating the need to remember to manually lock the room.

- Hosts can **admit users when they are ready**, eliminating the need for passwords that can be difficult to recall and compromise security.

- **Content shared during meetings is not stored on servers** after the meeting, so participants can be assured that sensitive or proprietary information can be shared safely.

- Advanced encryption **automatically protects data in transit and at rest** to prevent stream decryption and limit encryption key access to meeting hosts and attendees.

- Encrypted media streams during web and video conferencing sessions. **End-to-end encryption (E2EE) can be enabled** to prevent stream decryption.

- Shields data at rest with **hashed, salted and encrypted passwords.**

Integration

Key to the success of any remote team is full, consistent integration across apps and software so that collaboration doesn't suffer when team members aren't in the same room.

Allstream's Web and Video Conferencing tool provides deep integrations with popular productivity tools such as Microsoft Teams, Office 365, Google G Suite, Slack and many other apps and APIs.

- **Suite of options** includes calling, meetings, collaboration and customer care options delivered under one license.

- Scheduling team meetings is simple with **calendar integrations.**

- Simplified, secure and fast join method with **corporate directory integrations** and Single Sign On (SSO).

- Launch or attend meetings from **any device, anywhere in the world.**

- Connection with existing and future physical devices such as Video Conferencing units in a **cost effective and seamless fashion.**

Analytics

In some sense, rolling out a conferencing tool to workers is the easy part of implementation. Much more difficult is gauging adoption and usage. Are employees using the tool efficiently? Is productivity rising? Has the tool positively impacted customer and employee engagement?

Allstream's Web and Video Conferencing platform has the right tools to help IT departments and decision makers analyze adoption, usage and overall organizational health.

- Control hub captures best practices and **reveals usage and adoption challenges.**
- **Comprehensive dashboard** gives insights into employee and customer engagement.
- Monitoring tools help **troubleshoot across cloud and premise.**
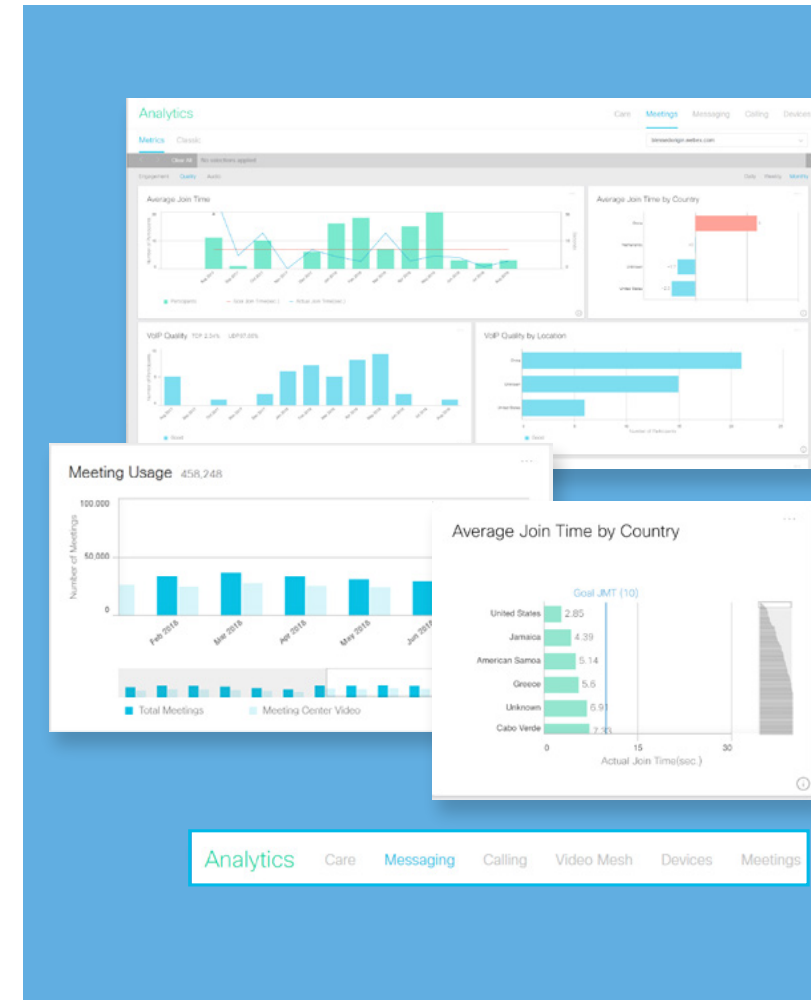
Customer Experience

Customers expect the same quality of interaction now as they did when all interactions were face-to-face.

Allstream's Web and Video Conferencing tool gives companies what they need for successful customer interactions that only heighten the experience.

- **Flexible options for joining meetings** such as one-touch or call back options, eliminating the need for complicated passwords or procedures that frustrate customers.

- **Automatically create a "round-up" e-mail** after the meeting that can include notes, documents, and other information shared in the meeting.

- Powerful **text transcription** of recorded meeting

- **Breakout sessions built-in** to place participants into smaller groups

- **Unified app** for meeting, calling and team collaboration

- Multiple audio options that **allow participants to connect or dial in from anywhere** on any device—even a traditional landline.

Collaboration Without Limits

The future work environment does not have to spell the end of business—though it may mean the end of "business as usual." **Allstream's Web and Video Conferencing tool can be one key to long-term growth and success as the business moves increasingly online.**

If your company is ready to take the next step into the future of business, contact Allstream to find out how our Web and Video Conferencing tools help you create a long-term strategy for collaboration without limits.

![Allstream logo]