



5 Considerations for better video conferencing rooms

Insider tips for optimizing meeting rooms for hybrid work





Key considerations

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In a distributed work environment, nearly every meeting has at least one remote participant who must be able to take part equally.

At a time when collaboration is more important than ever, 44 percent of hybrid workers say they do not feel included in meetings.*

Is your video conferencing up to the task? It's time to ensure that every room – from focus spaces to the board room – is equipped to provide a rich experience for all participants. Read on to learn five key considerations for developing a flexible, scalable, and effective video strategy.

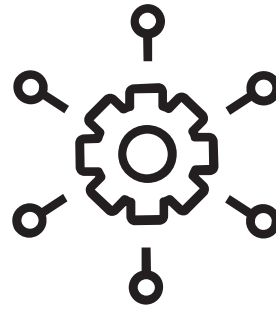
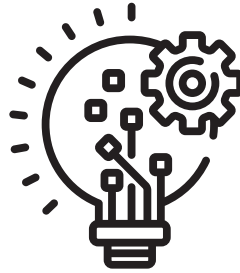

01

Equipment

Perhaps the most critical question you need to ask while developing your in-room strategy is:

How do we want users to interact with the video gear in the conference room?

There are three ways to launch and run virtual meetings in rooms, each with its own benefits and considerations:

	 What is it?	 Benefits	 Considerations
01 Bring your own device (BYOD)	Employees bring their own laptops to run the application for a unified communication (UC) platform, such as Microsoft Teams, Google Workspace, or Zoom. They can plug into a video and audio solution supported over USB and HDMI so everyone in the room can participate in the meeting.	<ul style="list-style-type: none">▪ Low-cost and flexible way to deploy group video conferencing.▪ Users connect using any video app on their laptop for the ultimate flexibility.	<ul style="list-style-type: none">▪ Can be cumbersome for users to connect cables and ensure the proper audio and video settings for the platform they are using.▪ Requires a user to host calls on their laptop, limiting their ability to take notes or multitask.
02 Dedicated PC in the room	A PC in the meeting room that is dedicated solely to cloud-based video calls. When users arrive in the meeting room, the PC pre-configured with all peripherals, such as displays, cameras, mics, speakers, and a tabletop controller.	<ul style="list-style-type: none">▪ Turnkey for end-users.▪ Creates a high-quality experience.▪ In some cases, the PC can be reconfigured for other native cloud video apps if your UC vendor preferences change.	<ul style="list-style-type: none">▪ Requires additional endpoints to secure, patch, and manage.▪ Wired connections between PC and peripherals can create clutter.▪ While the PC is usually inexpensive, the total cost for all equipment can add up.
03 Video conferencing appliance	A video conferencing appliance that touts processing, camera, and audio in an all-in-one solution, plus a tabletop controller. Alternatively, it can be integrated more tightly into the room instead of designed as an all-in-one appliance, with hidden processing (known as a “codec”) and configured with various camera, microphone, and control options.	<ul style="list-style-type: none">▪ Runs native cloud conferencing apps.▪ Has a hardened and optimized OS that doesn’t require virus scans and security patches.▪ Robust management options, including video and audio settings, network management, and display customization.▪ Simple, uncluttered set up.	<ul style="list-style-type: none">▪ Upfront costs can be more expensive than PC-based solutions.▪ Device management may require a specific platform or cloud service.▪ Apps may have slightly different features, which can lead to an inconsistent user experience.

02

User expectations

Your approach to video conferencing equipment should be based on the user experience you want to create for employees, partners, and customers. Ask yourself these questions to determine your employees' video conferencing needs so that you choose the approach that will drive the highest adoption and ROI.

01

Workforce

Are most of our employees in offices, on the go, or at home? Will this change in the near future?

02

Unified communication platform

Will users need to accommodate different UC platforms due to client or partner preferences?

03

Do in-room video meetings tend to happen in smaller focus spaces, mid-size rooms, larger conference rooms, or a combination of all?

04

Collaboration tools

How do employees work and collaborate? Do they require certain features in meeting rooms and spaces, such as the ability to whiteboard ideas?



In designing your meeting experience, it's just as important to consider employees joining remotely as those in the room. Look for features that make it easy for remote participants to keep up with and contribute to the conversation, including:



Seamless, high-quality content-sharing capabilities.



Smart video technology that automatically adjusts to follow the conversation flow.



Robust audio that broadcasts everyone's voice clearly no matter where they are in the room.



Technology that blocks distracting noises both inside the room and outside the meeting space.

03

Security and Management

When every meeting space is equipped with video, a key requirement for success is a security and management process that anyone can handle – whether it's someone from IT or an admin at a remote location with limited tech resources. Things to consider as you narrow down your options:



Security

Do you need to handle security in-house or would you prefer to delegate it to a reliable unified communication vendor? In many cases, vendors can meet the requirements of even the most security-conscious organizations and industries. Offloading security lowers your total cost of ownership and overall risk, especially when weighing the time and bandwidth it takes to cobble together different solutions to meet regulatory requirements. In addition, a UC vendor can help you manage the security/patching needs of meeting endpoints, and provide safeguards for the actual cloud communication.



Device monitoring and management

Optimize your technology investment by choosing a solution that offers rich monitoring and analytical capabilities. This can help the IT team keep a constant pulse on meeting performance and end-user experiences by centralizing performance information across your workforce. It also helps IT troubleshoot issues to determine if a problem is user-based or a platform issue. Proactive management helps boost employee morale and overall excitement about in-room meeting experiences so you can advance adoption.



04

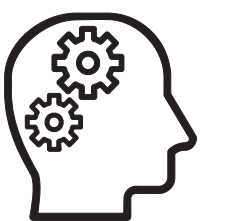
Flexibility

Your in-room video conferencing technology must be flexible and adaptable to all employees' needs – not just today but as you open additional offices, evolve work-from-home practices, switch unified communication platforms, expand collaboration options, and even acquire new companies.

Video conferencing equipment that adapts as you change or add UC vendors and cloud providers gives you the flexibility to avoid:



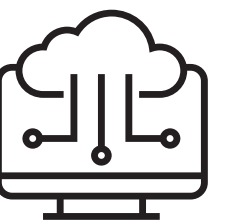
Significant one-time costs that must be amortized over several years.



Time-consuming employee training on how to use equipment.



Spending time and effort removing and replacing gear.



Extensive configuration and management of new equipment.

05

Service and support

Supporting a distributed workforce means you must be able to help employees no matter where they are. This makes support critical to your video conferencing success.

Services to consider include:

- 24/7 support services for your video conferencing solution to ensure that mission-critical services like video can be fixed in hours, not weeks. In a work-from-anywhere world, minimizing downtime is a must.
- Design services that pair the right technology and meeting spaces for optimal functionality and accessibility.
- Consulting services that ensure your network environment has the bandwidth, security, routing, and user adoption required for UC success.
- Installation and remote monitoring and management services that can take the burden off over-stretched IT staff.





Develop a future-proof strategy with Poly

At Poly, we understand what makes meetings more human and equitable for everyone – whether they're in the room or dialing in from around the world. With solutions that are easy to install, easy to manage, and easy to use, we help your users make the most out of every meeting. When you take advantage of the broad Poly and HP ecosystem of innovative communication solutions, you can choose room video that maximizes collaboration for all your employees, now and as your environment evolves.

[Learn more about meeting rooms solutions](#)

[Contact a Poly video conferencing expert](#)



*Microsoft, Work Trends Index 2022, Great Expectations: Making Hybrid Work Work, March 2022.

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