



## THE I.T. GUIDE TO

# PERSONAL VIDEO CONFERENCING DEVICES

7 CONSIDERATIONS TO KEEP EMPLOYEES  
LOOKING AND SOUNDING GREAT

### ANSWERS TO KEY QUESTIONS

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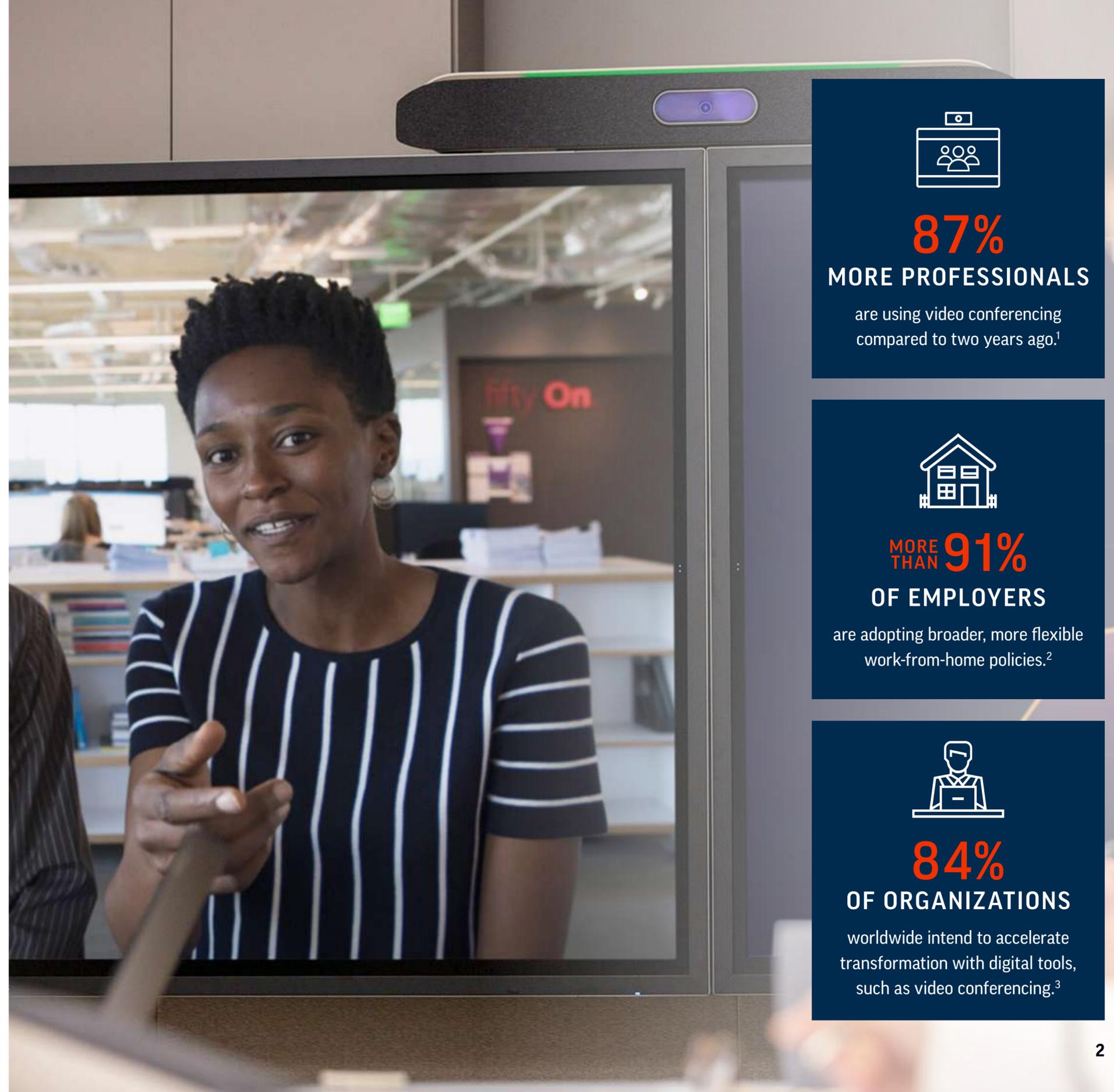


## Video conferencing and working from home are two trends that have skyrocketed during the pandemic and rocked the boat for IT.

The number of employees working from home and using video conferencing continues to grow, but they represent only one facet of the new reality for IT. Your workforce needs the right technology to work from anywhere, but laptops with standard built-in cameras and microphones don't cut it for a professional video conferencing experience. **Poor sound and image quality can disrupt critical sales, service, and internal team video calls**, turn happy customers into frustrated complainers, and make your remote workers feel second class.

Hats off to you for using what you had to keep everyone connected. But now it's time to **ensure your home, office, and hybrid workers look and sound their best, no matter where or how they work**. To make this happen, you need solutions that elevate the individual experiences of your workers with professional-grade video and audio technology. Solutions that make home, office, and hybrid workers equal participants in critical conversations.

**This guide outlines how to identify the right video conferencing equipment, features, and workstyle compatibility for every individual in your workforce.** With these considerations in mind, you can ensure that your home, office, and hybrid workers are seen and heard with incredible clarity—consistently. Instead of just making do with default devices, you'll be enabling them to make the most out of every video conference.



**87%**  
**MORE PROFESSIONALS**

are using video conferencing compared to two years ago.<sup>1</sup>



**MORE THAN 91%**  
**OF EMPLOYERS**

are adopting broader, more flexible work-from-home policies.<sup>2</sup>



**84%**  
**OF ORGANIZATIONS**

worldwide intend to accelerate transformation with digital tools, such as video conferencing.<sup>3</sup>

# “WHY SHOULD OUR WORKFORCE AVOID BUILT-IN LAPTOP CAMERAS?”

Popular collaboration platforms like Zoom and Microsoft Teams make it easier than ever to participate in video conferences from anywhere. But the quality of the built-in video cameras in most laptop computers hasn't kept up with the needs of modern businesses.

These days you're likely to find a better built-in camera on a \$200 phone than on a \$2,000 laptop.<sup>5</sup> Most laptop cameras are limited to 720p resolution, resulting in poor image quality and framing. By contrast, external, pro-grade video cameras ensure that hybrid, office, and home workers look as good in their game room as they do in the boardroom.



## BUILT-IN LAPTOP CAMERAS

Often **limited to 720p resolution** causing grainy images.

**Tiny camera sensors** and optics are built to fit within very thin laptop lids. This results in images that are dark, grainy, noisy, and can't adjust in low-light conditions.

Typically use **low-cost camera components**, resulting in lower-quality images.

**Camera angle cannot be adjusted independently** and tends to point up at your face from the deck; resulting in an image that isn't always flattering.

**Lack of privacy** puts you at risk of being on camera at the wrong time.

VS.



## EXTERNAL, PROFESSIONAL-GRADE CAMERAS

Most support **full HD 1080p resolution**, resulting in sharper images to more clearly see facial expressions.

**Larger camera sensors and optics** deliver much better, consistent image quality and can compensate for low-light conditions.

**High-quality components** deliver natural-looking images.

**Adjustable camera** allows for personalized positioning that lets users achieve the most flattering angle.

**Integrated privacy shutter** gives you peace of mind with complete control over when you're on and off camera.

# KEY ATTRIBUTES FOR A PRO-GRADE VIDEO CONFERENCING EXPERIENCE

Today, employees work in all kinds of spaces—from home, a desk in the office, a huddle room, or on the go. Not all video conferencing solutions are built to adapt to these different conditions.

For a pro-grade video conferencing experience, users need vivid color and clear detail to detect subtle, nonverbal cues, such as body language and facial expressions—even in low-light conditions. They need to screen-out all kinds of background noise, move freely as they present, and turn off their camera as needed to maintain privacy.

So, what accounts for the difference in quality between pro-grade video solutions and consumer-grade technology? Take a look at the form factors and key enabling technologies that optimize the video conferencing experience for hybrid workers.

## “WHAT VIDEO CONFERENCING EQUIPMENT SHOULD WE LOOK FOR?”



### EXTERNAL WEBCAMS

Easy to secure to laptops or displays, these small, portable devices bring pro-grade video and a microphone to **home users and hybrid workers on the go**.



### USB VIDEO CAMERA BARS

These devices combine everything you need for a **top-of-the-line, clutter-free video and audio experience** in a sleek form factor that perches on top of your display.



### ALL-IN-ONE DISPLAYS

**Designed for the dedicated offices of executive-level users**, these systems combine pro-grade audio, video, and display monitors in single desktop units that connect easily to your PC or Mac.



### INTEGRATED VIDEO AND HEADSET BUNDLES

These bundled solutions combine external webcams with pro-grade headsets or speakerphones to deliver **exceptional video and audio in single packages** where everything works together.

## “WHAT VIDEO TECHNOLOGY IS MOST IMPORTANT FOR BUSINESS?”

- ❑ **Professional-grade camera optics with full HD 1080p resolution** that is optimized for video conferencing with brilliant, accurate colors.
- ❑ **High-performance image sensors** that deliver low noise and a greater depth of field.
- ❑ **Low-light compensation** that auto-adjusts to various light levels.
- ❑ **Automatic image framing** that keeps the speaker front and center, even while shifting or moving around the room.
- ❑ **Built-in privacy shutter** for users to control when they are on and off camera.
- ❑ **Desktop and cloud management software** that simplifies setup and use for workers and remote device management and analytics for IT.
- ❑ **Directional microphones** that focus on the speaker instead of background noise or nearby conversation.
- ❑ **Automatic noise-blocking technology** to further eliminate background sounds, in even the most hectic work environments.
- ❑ **Compatibility** with all video conferencing platforms for flexibility and freedom of choice to use the video services you already know, or those used by invitation from customers and partners.
- ❑ **Ease of use and setup** that maximizes uptime and user adoption while reducing support calls for IT.

## “IF WEBCAMS HAVE BUILT-IN MICROPHONES, DO USERS STILL NEED A HEADSET?”

While most professional webcams have built-in microphones, it's a best practice to also have a professional headset with noise-canceling technology and call controls to help users stay focused and productive in various locations. The background noise in many home and office workspaces can disrupt calls and keep employees from being able to concentrate. With professional headsets, workers can move between workspaces with confidence and ensure crystal-clear audio without picking up the noise of everything going on around them.



### PROFESSIONAL-GRADE HEADSETS

deliver a noticeably better audio experience than consumer earbuds and headphones. Wired and wireless noise-canceling headset options support different workstyles at home, the office, or on the go.

To learn more about selecting the right headsets for your workforce, download the

**ENTERPRISE PROFESSIONAL'S GUIDE TO HEADSETS EBOOK**

# “HOW CAN WE MATCH AUDIO AND VIDEO EQUIPMENT TO MEET WORKER NEEDS?”

Work is no longer a single place to go or a time of day. It's a wherever, whenever reality that continues to evolve. When it comes to outfitting your workers with video conferencing devices, one size won't fit all.

Different hybrid workers need different technology, depending on how and where they work. For example, workers who divide time between home, the office, and other locations will benefit from smaller, portable, and rugged solutions like webcams and headsets that can easily be packed and set up anywhere. Workers who share noisy spaces at home or the office will need headsets designed to minimize noise for better focus.

To help you determine the right video conferencing solutions for your business, consider first the workstyles and workspaces that define today's workforce.

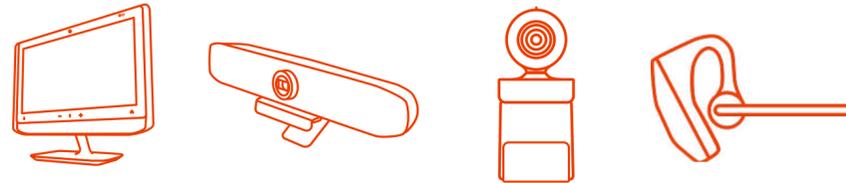
## WORKSTYLES



### CONNECTED EXECUTIVE

- Location: Home, Office, or On-the-Go
- Workspace: Private
- Video Usage: 79% or more
- Characteristics: Tech savvy, leadership role in meetings, may work in multiple environments throughout the day

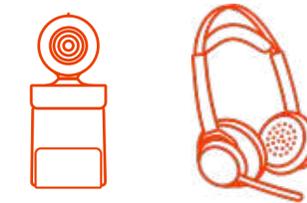
#### RECOMMENDED SOLUTIONS



### REMOTE COLLABORATOR

- Location: Home
- Workspace: Private or Shared
- Video Usage: 51% or more
- Characteristics: Techy savvy, highly collaborative, feels most productive at home

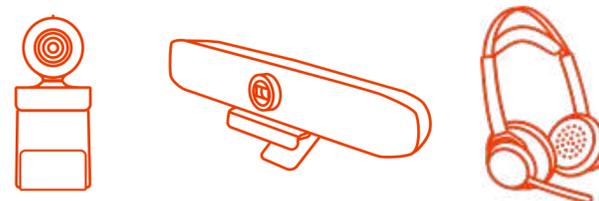
#### RECOMMENDED SOLUTIONS



### FLEX WORKER

- Location: Home and Office
- Workspace: Shared
- Video Usage: 47% or more
- Characteristics: Highly mobile between home and office, needs consistent experience between locations

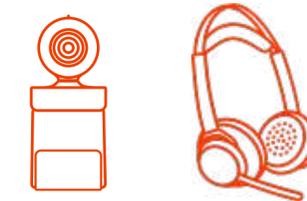
#### RECOMMENDED SOLUTIONS



### OFFICE COMMUNICATOR

- Location: Office
- Workspace: Shared
- Video Usage: 46% or more
- Characteristics: More traditional workstyle, late adopter of tech, feels more productive in the office at their personal desk

#### RECOMMENDED SOLUTIONS





## PERSONAL WORKSPACES



### **PRIVATE WORKSPACE (HOME OR OFFICE)**

These dedicated personal spaces at home or at the office offer privacy and minimal background noise to support focused work and virtual collaboration. These private spaces can take advantage of hands-free or open speakers with rich audio. Outfit them with everything needed for a professional video conferencing experience, including solutions that reduce clutter and project a professional image with tasteful, efficient design.



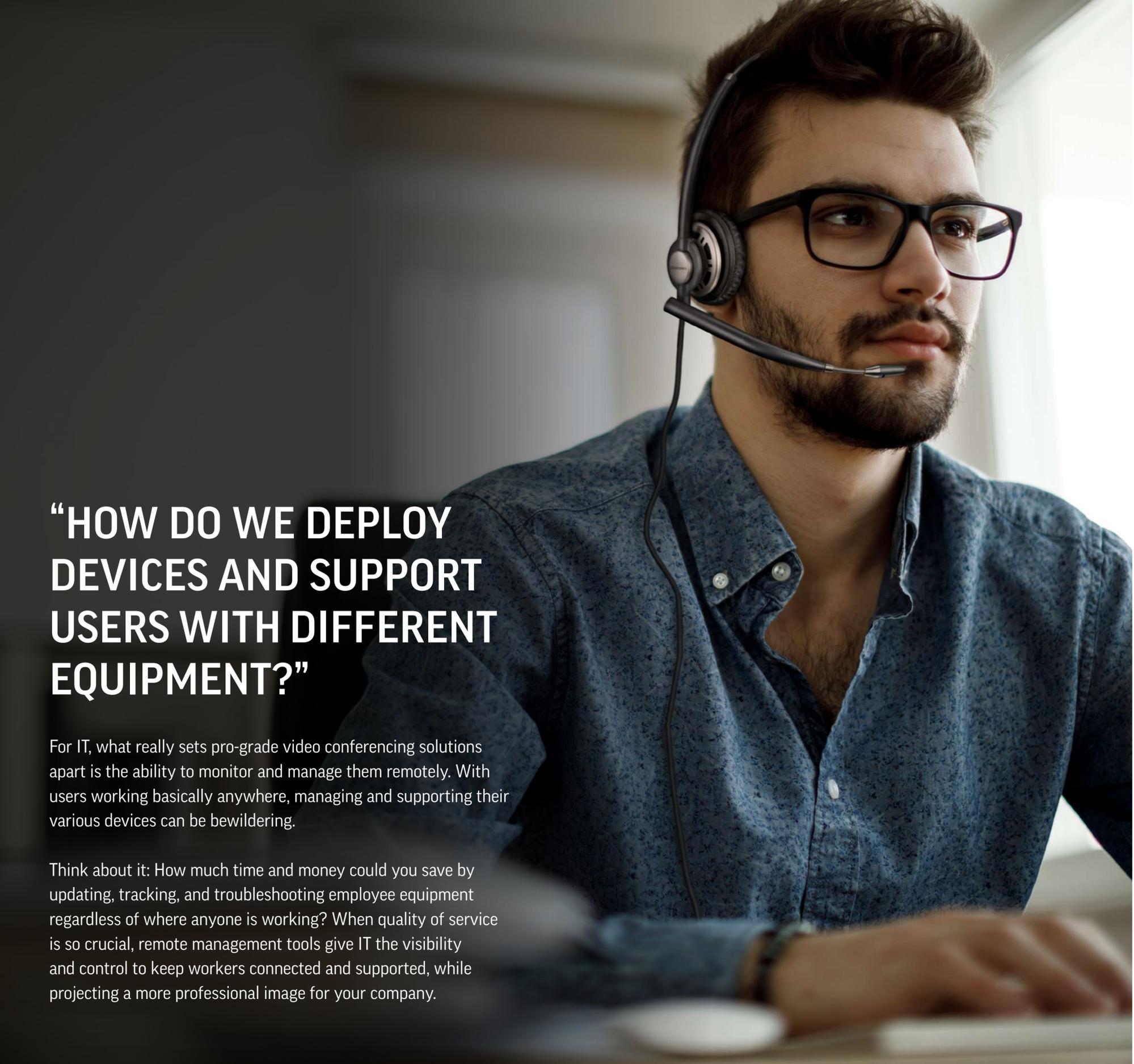
### **SHARED WORKSPACE (HOME OR OFFICE)**

These shared spaces include a desk, at home or at the office, co-working spaces with open floor plans, or alternative locations like airports, hotel common rooms, and coffee shops. What they have in common is background noise and a lack of privacy. The employees who work in these spaces need portable, flexible video conferencing solutions combined with pro-grade headsets to screen out distractions.



### **CUBICLE OR HOT DESK**

These dedicated office spaces include workers' personal desks and visitor workstations and may or may not lack privacy. Elevate the video conferencing experience in these spaces with external webcams that are easy to set up and use. Combine them with pro-grade headsets that cancel-out background noise and help workers stay focused.



## “HOW DO WE DEPLOY DEVICES AND SUPPORT USERS WITH DIFFERENT EQUIPMENT?”

For IT, what really sets pro-grade video conferencing solutions apart is the ability to monitor and manage them remotely. With users working basically anywhere, managing and supporting their various devices can be bewildering.

Think about it: How much time and money could you save by updating, tracking, and troubleshooting employee equipment regardless of where anyone is working? When quality of service is so crucial, remote management tools give IT the visibility and control to keep workers connected and supported, while projecting a more professional image for your company.

## LOOK FOR DEVICE MANAGEMENT THAT ENABLES:

### REMOTE TROUBLESHOOTING

Access devices in real time to reduce downtime and head-off problems before they escalate.

### REPORTING AND ANALYTICS

Capture data directly from webcams, headsets, and other devices to gain insights and make better decisions about deployment and user adoption.

### BULK UPDATES

Eliminate the time-consuming hassle of physically updating devices one-by-one.

### CENTRALIZED INVENTORY MANAGEMENT

Keep track of all devices inside and outside of the office to optimize inventory, plan upgrades, and increase uptime.

### CLOUD-BASED CONTROL

Reduce the need to maintain capital equipment by monitoring and managing devices from the cloud.

### UC INTEROPERABILITY

Manage devices seamlessly across UC platforms and vendors.

# “WHEN SHOULD WE CONSIDER SERVICES?”

Managing the end-to-end device lifecycle helps boost the ROI of video conferencing solutions and ensures the success of rollouts and new initiatives. This includes planning, selection, installation, deployment of video conferencing solutions, the cleaning and reconditioning of headsets, and having peace of mind by selecting the right level of support for your personal conferencing solution. Yet, your business might not have the staff to do all of this in-house. That’s where support and professional services can help your team with these common scenarios.

## SCENARIOS

## SERVICES SOLUTIONS

<p><b>You’re rolling out new video conferencing equipment</b> and need to make sure it is being effectively deployed and used. But you can’t dedicate the onsite resources to support the full initiative and rollout.</p>	<p>Consider engaging a partner for tasks like helping your users set up devices, connect to a cloud-based app, and learn best practices. It will free up your IT team and accelerate adoption and ROI, while improving productivity and the user experience.</p>
<p><b>You’re deploying a large number of video devices onsite</b> and you only have the IT resources to do it very gradually.</p>	<p>A faster deployment means faster productivity gains. A partner can speed up deployment and free up your IT team from the repetitive and time-consuming tasks of unpacking, assembling, connecting, and charging your devices. After initial installation, they can act as floorwalkers to assist users and troubleshoot any issues, increasing user confidence and adoption.</p>
<p><b>You’re deploying a cloud-based service</b> to monitor, manage, and maintain your video conferencing device environment and need to help with the initial onboarding and ensure you roll it out quickly across your organization.</p>	<p>Getting everyone to use the video conferencing software in the same way makes things easier all round. Jumpstart your use of your cloud subscription and accelerate getting devices connected to the Cloud for increased connection rates and a consistent user experience.</p>
<p><b>Your company is purchasing new video conferencing devices for hybrid workers</b> to use in the office and at home, and you need to be able to support them wherever they are working from.</p>	<p>Choosing the right support service for your devices is key to ensuring your staff has access to support when they need it. Look for a partner that can provide 24/7/365 support globally and advance hardware replacement next business day to your employees’ chosen destination.</p>

# HOW CAN POLY HELP?

There's no better time to develop your work-from-anywhere strategy. Giving your employees best-in-class solutions and support to work anywhere, at any time, isn't just good for them, it's good for your business.

Poly can help you bring your vision to life, allowing teams to connect, collaborate, and perform at their best. With a winning combination of innovative technology, consultative services, and a constant eye to the future, we can help you create a work-from-anywhere strategy that meets the needs of today and is ready to scale for future needs.

Whether employees are in the office, on the go, at home—or a combination of all three—together, we'll work with you to create an environment that helps them succeed.

## CONTACT A POLY PRODUCT EXPERT



- 1 Grandview Research, Video Conferencing Market Analysis, April 2020
- 2 Nemertes Research, Enterprise Survey, April-May 2020
- 3 IDC Report: Digital Work Transformation: Equipping the Hybrid Workforce Across the World, January 2021
- 4 Frost and Sullivan, Industry Forecast, June 2020
- 5 Digital Trends, Webcam Report, April 2020

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