



PRIMARY RESEARCH RESULTS

# End-User Survey: The “Real” Benefits of Video

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**February 2013**

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## Introduction / Methodology

In December 2012, Wainhouse Research (WR) and Polycom jointly created and fielded a WR-branded survey focused on the benefits that organizations realize via the use of video conferencing. Invitations to participate in the survey were released in numerous ways including:

- Via email invites to a list of Polycom end-user contacts
- Via email invites to a list of WR end-user contacts
- Via clickable banners on numerous websites

This document provides a top-level view of the survey data, along with some additional findings and observations.

## Sample Set

Number of complete responses (n): 4,737  
Date of first response: 11 December 2012  
Date of last response: 7 January 2013

### Demographics:

More than half (63%) of respondents were based in North America (NA), with the remaining coming from the Asia Pacific (APAC) region (27%), Europe, Middle East, and Africa (EMEA) (9%), and the Caribbean and Latin America (CALA) (< 1%). The sample set included a diverse breakdown of respondents across company size and vertical markets.

The geographical breakdown and relatively high percentage of Polycom users within the sample set is the result of the invitations released for the survey and is NOT necessarily a representation of the video conferencing market at large.

## General Notes / Comments

- 1) While reviewing the data and observations, it is important to consider that this survey targeted frequent video conferencing users and NOT the general population. In fact, the data collection system was programmed to terminate the survey for users who responded that they do NOT use video conferencing or use video conferencing only once or twice a year.
- 2) Some of the observations and commentary included within this report are the result of deeper data analysis, the data-points and detail of which are NOT necessarily shown in the charts and tables within the report.
- 3) Throughout this report, the following terms apply:
  - VC = video conferencing and video collaboration
  - SME = Small to medium enterprises with <= 1,000 employees
  - LGE = Large enterprises with > 1,000 employees

## Key Takeaways

IMPORTANT NOTE: The key takeaways below are based on the results of a survey of people who use video conferencing at least a few times a year.

**Video Users Tend to Use Video Often** - the majority of people who use VC at least every few months tend to use it every day or every week. Based on this, video resellers should focus on getting users to try VC as this is likely to result in weekly (or even daily) usage and increased value for the organization.

**Validation that Video Has Gone Beyond the Meeting Room** – users of video conferencing are no longer forced to go to the conference room. Video users are using VC on their PCs and notebooks, on their video-enabled phones, on their tablets, and on their smartphones. In fact, more users participate in video calls using PCs / laptops / notebooks than in meeting rooms. In short --- if your company (or your enterprise customer) is only using video in meeting rooms, there's work to be done!

**Video is Right at Home on Tablets** – more than two thirds of VC users who use their tablets for business also use their tablet to conduct video calls (compared to less than half for smart phones). In other words, screen size matters when it comes to mobile video conferencing.

**Build it and They Will Come** – more than two thirds of VC users use more than one device to conduct video calls, and ~ 40% use three or more devices for video calling. Viewed another way ... given the option, users will spread their video usage across numerous devices (group systems, personal systems, and mobile systems).

**Opportunities Abound** – half of the organizations surveyed have video in 20% or less of their meeting rooms! Given the many benefits that video brings these organizations and the ever-decreasing price points of video solutions, the time is right to fully video-enable the enterprise!

**Multi-Vendor Deployments are Commonplace** – the days of a having to use only a single vendor's VC solutions to avoid issues are long gone. In fact, ~ 60% of the users surveyed use video solutions from 2 or more vendors. So end-users should find the solution(s) that best address their needs, and vendors / resellers should keep pitching – even if the competition already has a foothold.

**VC Will Soon Leave the Building** – while the overall usage of video conferencing is expected to grow significantly over the next year, VC usage "while on the road" is expected to almost double, and VC usage from the home office is expected to almost triple! So not only does video help organizations reduce business travel, it empowers workers during business travel. Also video in the home is likely to become an important use case (and revenue driver) for the VC space in the near future.

**Productivity Trumps Travel Savings** – travel reduction no longer reigns as the #1 driver for video conferencing. The ability to improve productivity and the ability to increase the impact of discussions were cited as the most important benefits of video conferencing. This is a wake-up call for enterprise video managers and video vendors alike --- video can still be justified by reduced travel, but the real benefits come from the softer side that lead to faster decision making and increased business agility.

**Opportunity #1 is “Who Can You Call?”** – although ease of use is still vital, these users said that the best way to increase their video usage is to video-enable more people. This is a classic case of Metcalf’s law. More users = more people to call = more value and benefits. Desktop and mobile video collaboration will be large contributors to this effect. Let the deployments begin!

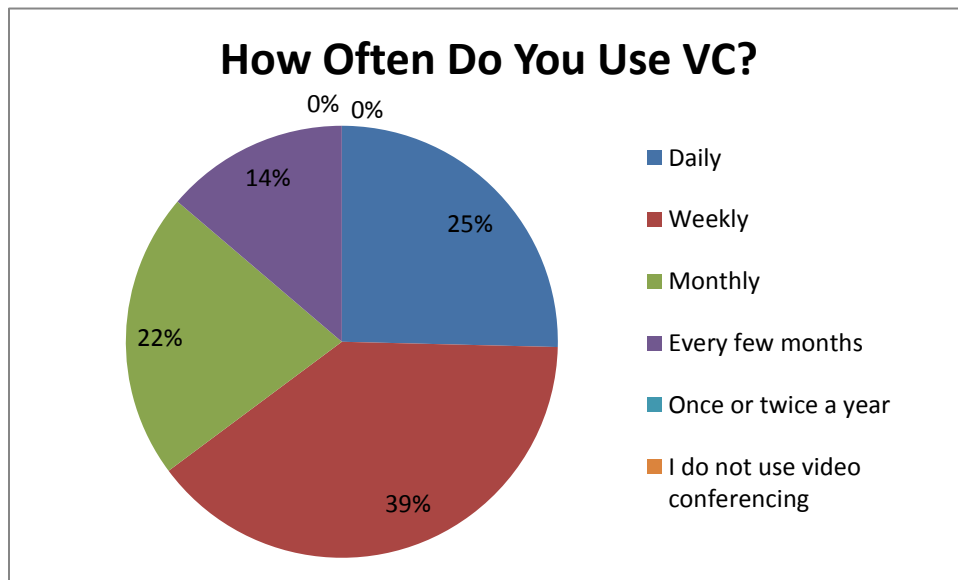
**The Users Know they’re Not Maximizing the Value of VC** – the typical video-enabled enterprise uses video for many different use cases (e.g. remote training, interviewing and recruiting, bringing remote experts to retail locations). However, the vast majority of these users believe that their company would be helped by using video in even more ways. It falls to video managers and vendors to help users “see the light” and apply VC across their business.

## Key Data Points

- Among respondents who use VC at least every few months, the majority (64%) use video conferencing daily or weekly.
- Among respondents in EMEA, 38% use VC daily (vs. 29% and 22% for APAC and NA).
- 75% of respondents own a tablet, but less than half of those (34%) use it for VC today.
- 93% of respondents own a smart phone, but only 33% use it for VC today.
- Desktop PCs / laptops have become the most common device used by the respondents for VC, followed by group video systems and mobile devices.
- Large enterprises (> 1,000 employees) use group VC more than SMEs (<= 1,000 employees)
- Group VC penetration remains limited (49% of respondents said 0 - 20% of conf. rooms have VC)
- General conference rooms and offices are the most common places in which people use VC
- The percent of respondents using VC several times a day is expected to increase significantly in the next year as follows:
  - General conference rooms (from 11% to 17%), office with a door (from 10% to 17%), dedicated VC suite (from 10% to 15%), home office (from 7% to 13%), on the road (from 3% to 9%), and cubicle (7% to 12%)
- Improved efficiency / productivity is now the most commonly cited benefit of VC!
  - 94% of respondents agreed that VC allows them to improve efficiency / productivity
  - 87% of respondents indicated that VC allows them to reduce travel
- The #1 driver for increased use of VC is equipping more people with video (Metcalf’s law).
- Many of the respondents’ organizations are not realizing all possible benefits from VC
  - 36% indicated that using VC for remote inspections of items/designs would help them
  - 34% indicated that using VC in online buying or support environments would help them

**How often do you use video conferencing (group video, personal/desktop video/UC video, mobile video, etc.) or participate in a video meeting of any kind?**

Response	Chart	Percentage	Count
Daily		25%	1205
Weekly		39%	1871
Monthly		21%	1017
Every few months		14%	653
Once or twice a year		0%	0
I do not use video conferencing		0%	0
<b>Total Responses</b>			<b>4746</b>



The data collection system was programmed to terminate the survey for any user who responded that they do NOT use video conferencing or use video conferencing only once or twice a year.

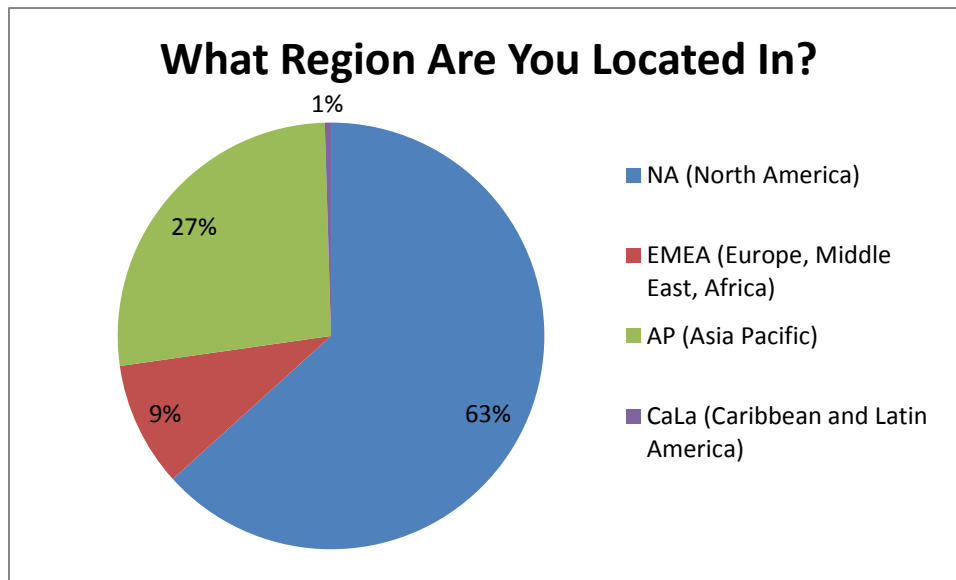
**OBSERVATIONS:**

- Among respondents who use video conferencing at least every few months, the majority are likely to use video conferencing at least weekly. This indicates that once a user starts to use VC, he is likely to use it frequently. (Data points: 64% use VC at least weekly, 25% daily).

- Survey respondents in LGEs use VC more frequently than SMEs. (Data points: 31% of LGE vs. 21% SME use VC daily)
- Survey respondents in EMEA use VC more often than those in APAC, who use VC more often than those in NA. (Data points: Daily use - EMEA 38%, APAC 29%, NA 22%. Weekly use – approximately the same across regions at 39% - 41%).

## What region are you personally located in?

Response	Chart	Percentage	Count
NA (North America)		63%	2975
EMEA (Europe, Middle East, Africa)		9%	444
AP (Asia Pacific)		27%	1259
CALA (Caribbean and Latin America)		0%	22
<b>Total Responses</b>			<b>4700</b>



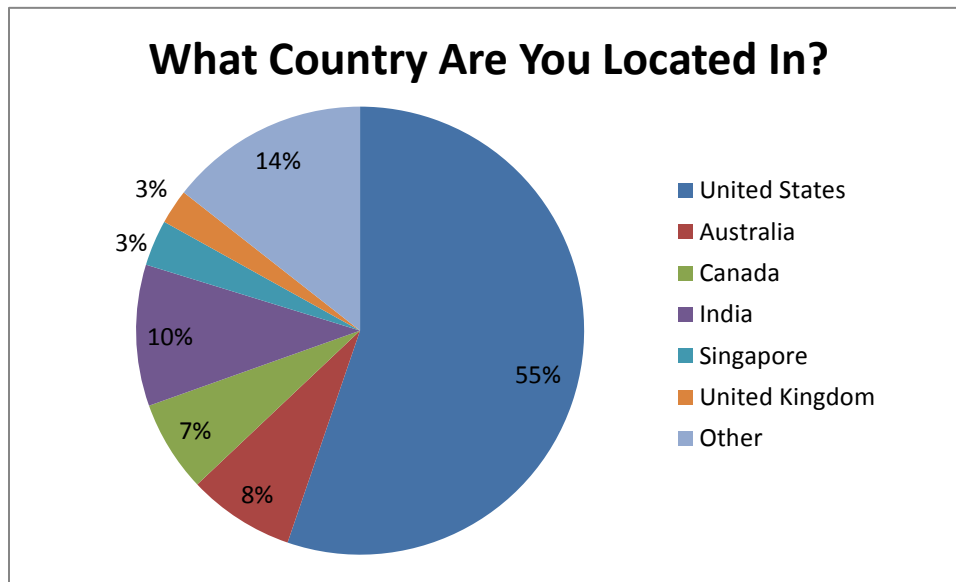
### OBSERVATIONS:

- As shown above, as a result of the breakdown of invitations released and language / cultural issues, the data set is very NA-centric.

## What country are you personally located in?

(Filtered to show responses with count >= 50)

Response	Chart	Percentage	Count
United States		56%	2617
Australia		8%	365
Canada		7%	313
India		10%	483
Singapore		3%	157
United Kingdom		3%	119
Other		14%	683








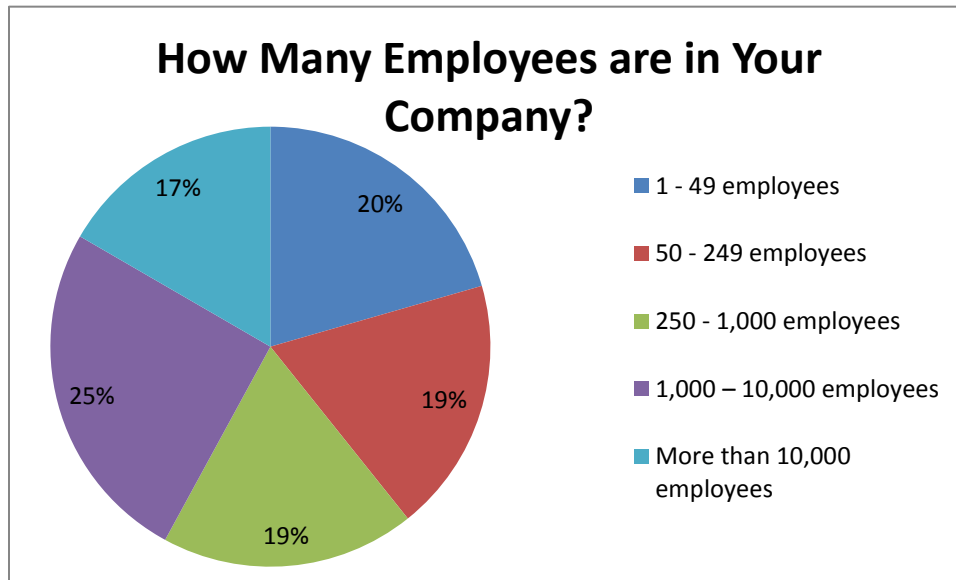
### OBSERVATIONS:

- As shown above, as a result of the breakdown of invitations released and language / cultural issues, the data set is very US-centric.



## How many employees are in your company?


















Response	Chart	Percentage	Count
1 - 49 employees		21%	970
50 - 249 employees		19%	884
250 - 1,000 employees		19%	882
1,001 – 10,000 employees		25%	1200
More than 10,000 employees		17%	786
<b>Total Responses</b>			<b>4722</b>



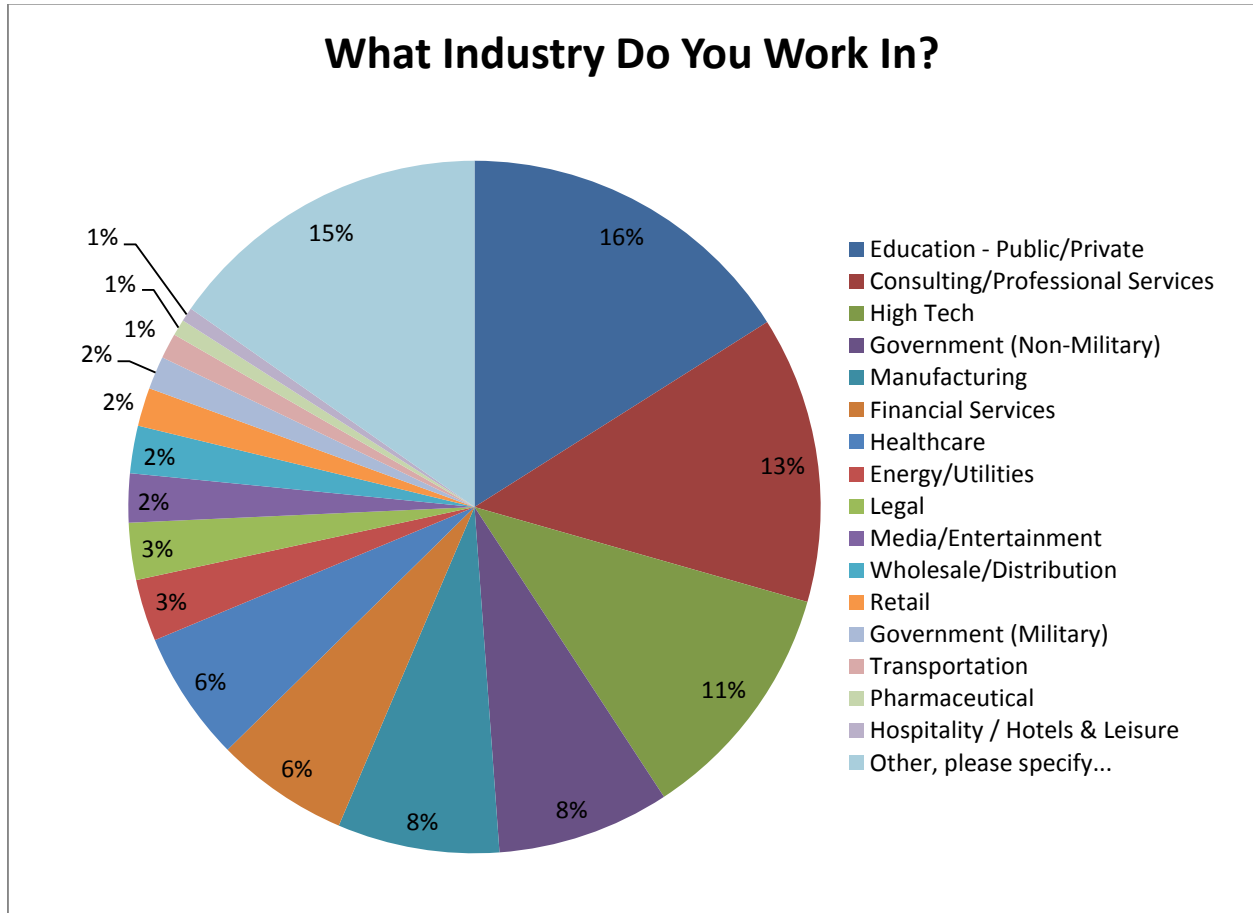
### OBSERVATIONS:

- The survey respondent set includes a good distribution of company sizes with SMEs representing 58% of the respondents and LGEs representing 42%.

## What industry do you work in?

Response	Chart	Percentage	Count
Education - Public/Private		16%	759
Consulting/Professional Services		13%	634
High Tech		11%	538
Government (Non-Military)		8%	382
Manufacturing		8%	358
Financial Services		6%	295
Healthcare		6%	288
Energy/Utilities		3%	137
Legal		3%	126
Media/Entertainment		2%	108
Wholesale/Distribution		2%	105
Retail		2%	85
Government (Military)		2%	73
Transportation		1%	56
Pharmaceutical		1%	36
Hospitality / Hotels & Leisure		1%	31
Other, please specify...		15%	724
<b>Total Responses</b>			<b>4735</b>

## What industry do you work in?

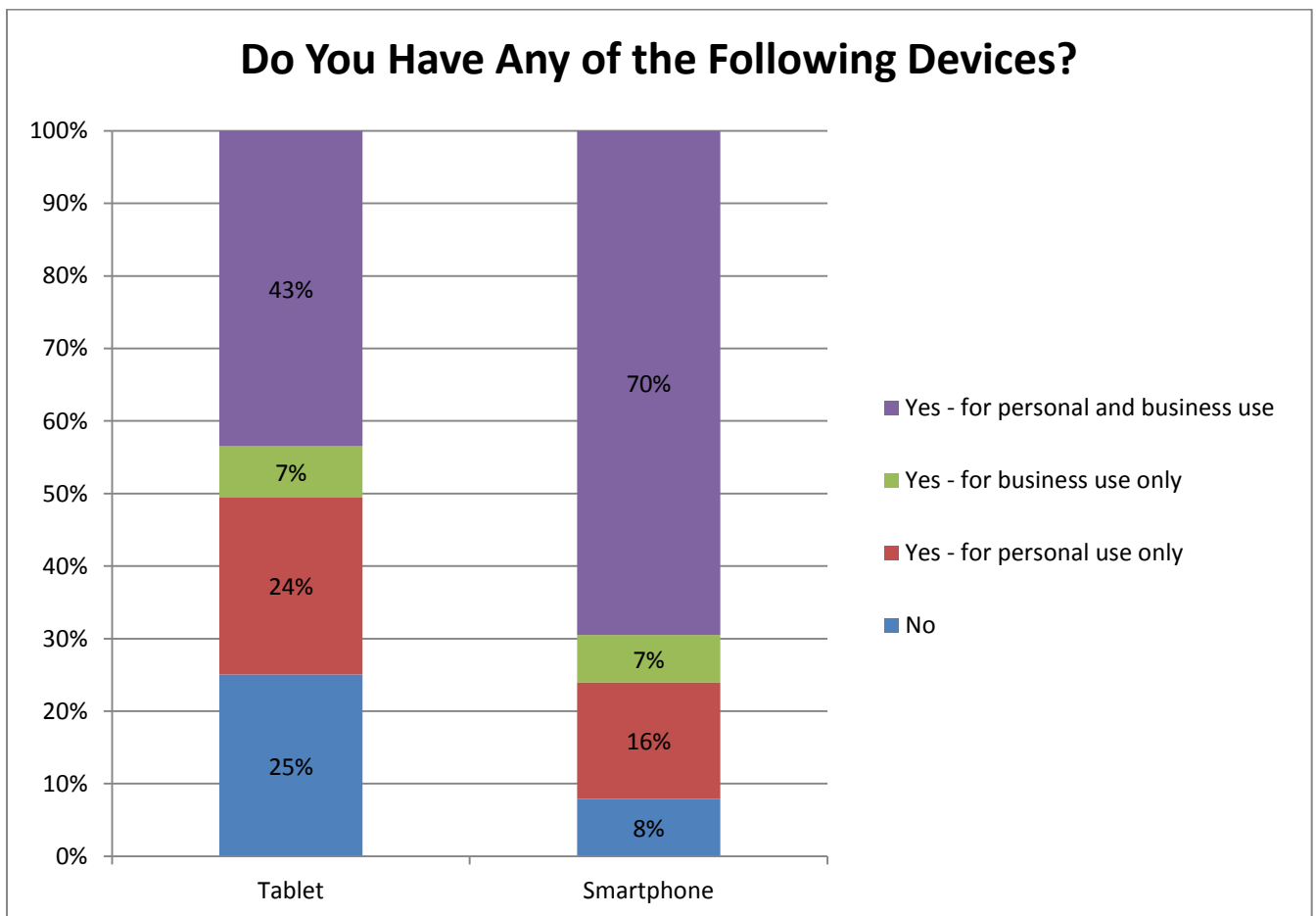


### OBSERVATIONS:

- The survey respondent set includes a good distribution of industries / vertical markets.

## Do you have any of the following devices?

	No	Yes - for personal use only	Yes - for business use only	Yes - for personal and business use	Total Responses
Tablet	1105 (25%)	1078 (24%)	309 (7%)	1917 (43%)	4409
Smartphone	368 (8%)	747 (16%)	304 (7%)	3236 (70%)	4655

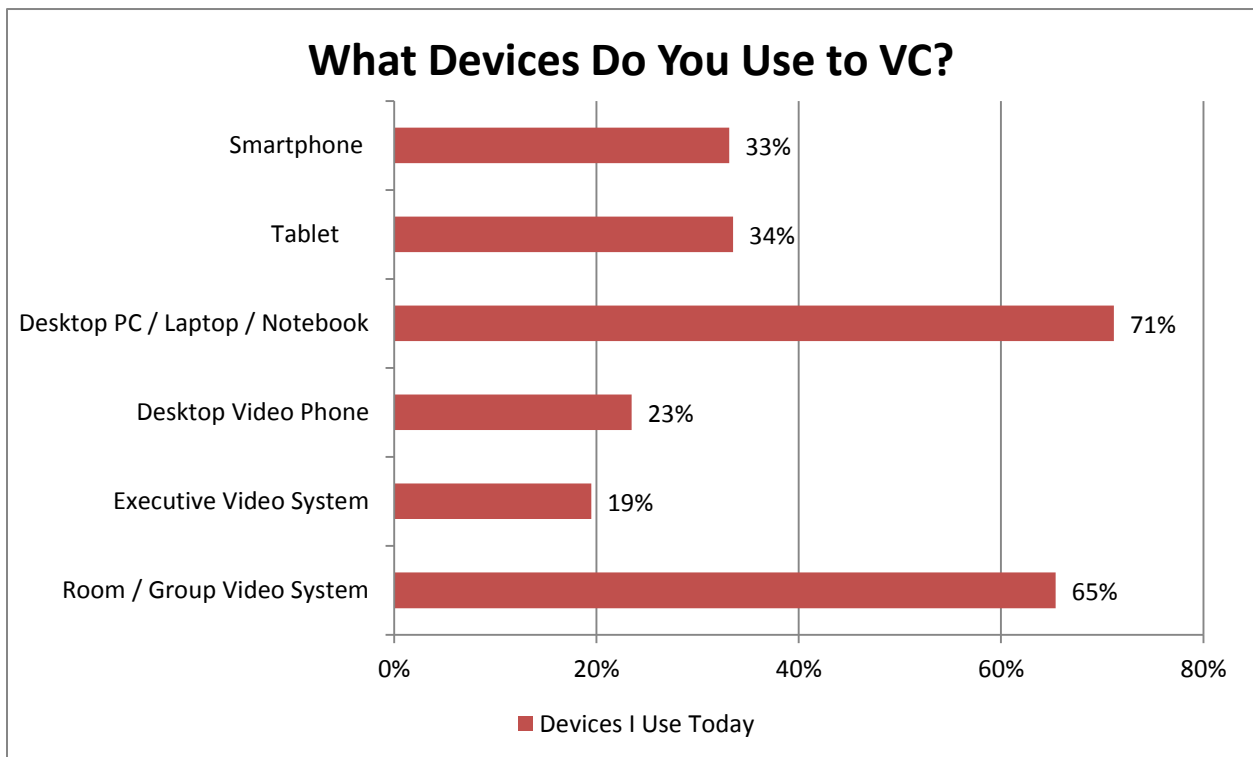


#### OBSERVATIONS:

- The age of the mobile device has clearly arrived. Over 90% of respondents have a smartphone, and 75% have a tablet. Over 3/4's (77%) of respondents use their smartphone for business, and half (50%) use their tablet for business.
- The overall ownership of mobile devices is relatively consistent across the geographical regions. However, the regional distribution of respondents who use their mobile devices for business purposes (combination of two categories – “Yes – for personal and business use” and “Yes – for business use only”) is somewhat stronger in NA than EMEA / APAC. (Data points: Percent of respondents using tablets for business: NA 53%, EMEA 43%, APAC 47%, Percent of respondents using smart phones for business: NA 79%, EMEA 73%, APAC 70%).
- Having a smartphone and using it for business vs. personal use is fairly consistent across organizational sizes.
- A higher % of SMEs use their tablets for business than LGEs (Data point: SME 53%, LGE 48%)

## What devices do you use to video conference?

	Room / Group Video System	Exec Video System	Desktop Video Phone	Desktop PC / Laptop / Notebook	Tablet	Smartphone	Total Responses
Devices I Use Today	2510 (65%)	748 (19%)	901 (23%)	2731 (71%)	1286 (34%)	1271 (33%)	3838



### Important Note:

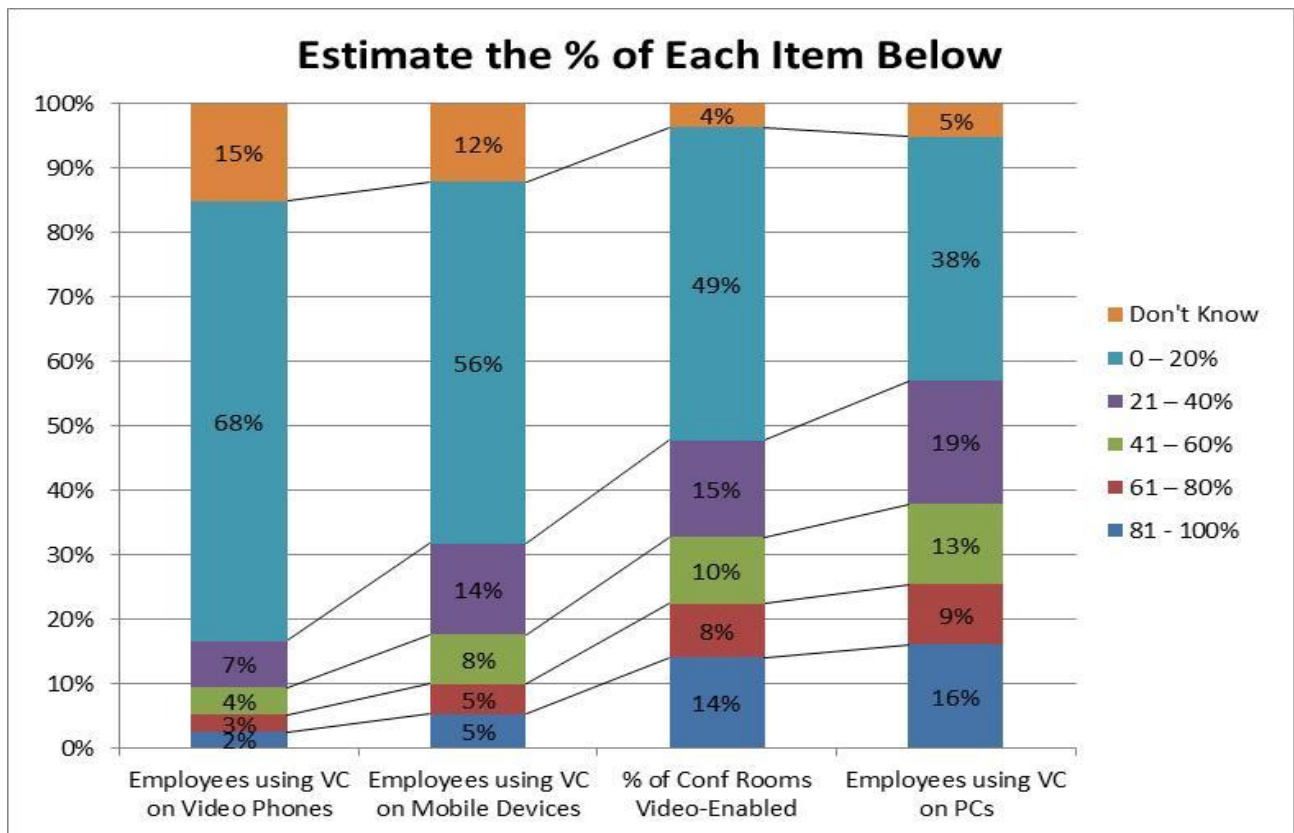
Within this same question, respondents were also asked to indicate the devices they expect to use one year from now for video conferencing. The resulting data, however, reveals that a high percentage of respondents skipped the second part of the question. As a result, the data for which devices they expect to use for VC one year from now is not valid and has not been presented here.

OBSERVATIONS (For “Devices I Use Today” Portion of the Responses):

- Among the survey respondents, desktop PCs / laptops have become the most common device used for video conferencing - followed by room / group video systems and mobile devices. The results show that the respondents expect that the use of mobile devices will continue to surge over the next year. Desktop video phones and exec video systems, while least popular, appear to fill a role in some organizations.
- Room Systems - A higher percentage of EMEA-based respondents use group video systems than those in APAC or NA. (Data points: EMEA 77%, APAC 65%, NA 64%)
- Executive Systems – A higher percentage of EMEA-based respondents use executive video systems and desktop video phones than the respondents in APAC and NA. (Data points: EMEA 26% executive systems, 29% video phones, NA 19% and 23%, APAC 19% and 22%)
- Desktop PC / Laptop / Notebook – A higher percentage of EMEA and NA respondents use desktop PCs / laptops / notebooks for VC than those in NA (Data points: EMEA 76%, NA 75%, APAC 61%)
- Tablets and Smartphones – Respondents in EMEA (36%, 34%) and NA (36%, 36%) also use more tablets and smartphones for video conferencing than respondents in APAC (27%, 28%).
- SMEs compared to LGEs
  - SMEs use more Desktop PCs / laptops / notebooks for video conferencing (73%) than LGEs (69%).
  - LGEs use more group video conferencing, executive systems, and desktop video phones (78%, 28%, 28%) for video conferencing than SMEs (57%, 13%, 20%).
  - The use of mobile devices for video conferencing is roughly equivalent across organizational sizes (31% - 34%).

**Please estimate each of the following for your company.**

	0 – 20%	21 – 40%	41 – 60%	61 – 80%	81 - 100%	Don't Know	Total Responses
Conference rooms with a VC system	2282 (49%)	701 (15%)	486 (10%)	394 (8%)	659 (14%)	169 (4%)	4691
Employees using a desktop PC, laptop, or notebook for video conferencing	1769 (38%)	893 (19%)	584 (13%)	435 (9%)	751 (16%)	237 (5%)	4669
Employees using a mobile device (tablet, smartphone) for video conferencing	2597 (56%)	655 (14%)	358 (8%)	212 (5%)	248 (5%)	563 (12%)	4633
Employees using a video phone for video conferencing	3128 (68%)	330 (7%)	194 (4%)	124 (3%)	114 (2%)	694 (15%)	4584



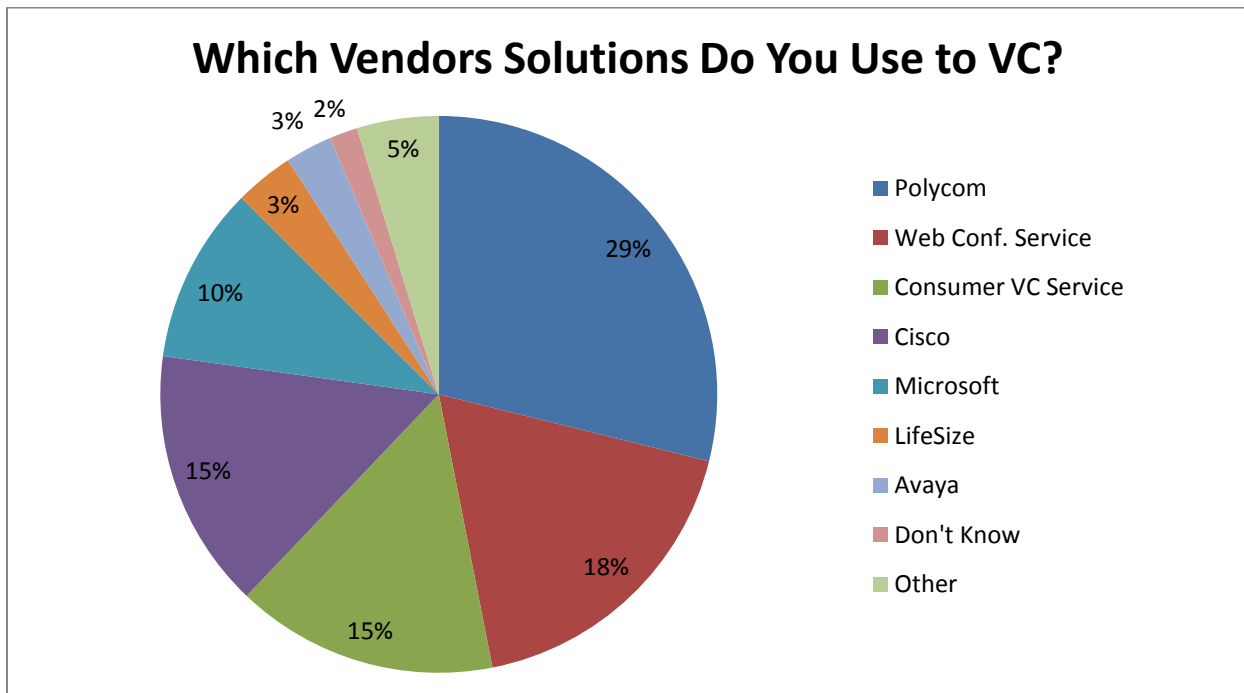
**OBSERVATIONS:**

- 49% of respondents indicated that 20% or less of their conference rooms are equipped with VC. This highlights the low penetration of group video conferencing systems within the enterprise.



## What vendor equipment or software do you primarily use to video conference?

Response	Chart	Percentage	Count
Avaya		6%	274
Cisco		32%	1519
Huawei		1%	46
LifeSize		7%	345
Microsoft		22%	1035
Polycom		61%	2908
Radvision		2%	95
Vidyo		3%	135
Consumer Video Calling Service		32%	1532
Web Conferencing Service		38%	1817
Don't Know		3%	164
Other, please specify...		4%	203
<b>Total Responses</b>			<b>4,732</b>

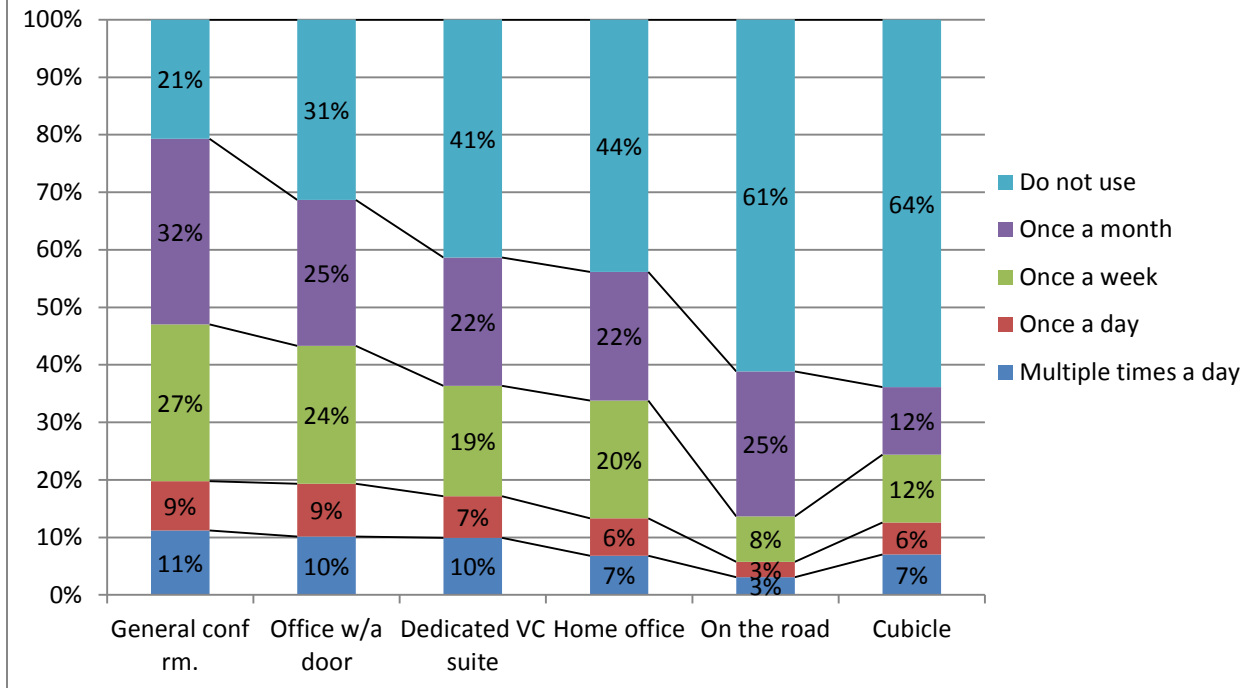


**Important Note** – The high percentage of Polycom users across the pool of respondents stems from the fact that the invitation to participate in this survey was sent to a large database of Polycom contacts (in addition to other databases and lists). As a result, this metric does not necessarily reflect the video conferencing market at large.

**How often do you use video conferencing in each of the following environments TODAY?**

	Multiple times a day	Once a day	Once a week	Once a month	Do not use	Total Responses
In a general conference room	514 (11%)	394 (9%)	1254 (27%)	1484 (32%)	953 (21%)	4599
In dedicated VC room / suite	447 (10%)	326 (7%)	866 (19%)	1005 (22%)	1863 (41%)	4507
In an office (with a door)	456 (10%)	411 (9%)	1077 (24%)	1141 (25%)	1407 (31%)	4492
In a cubicle	303 (7%)	241 (6%)	510 (12%)	509 (12%)	2764 (64%)	4327
In a home office	305 (7%)	291 (6%)	918 (20%)	1002 (22%)	1963 (44%)	4479
On the road (airport, hotel, client site, etc.)	137 (3%)	119 (3%)	350 (8%)	1119 (25%)	2716 (61%)	4441

## How Often Do You Use VC in Each Environment Today?



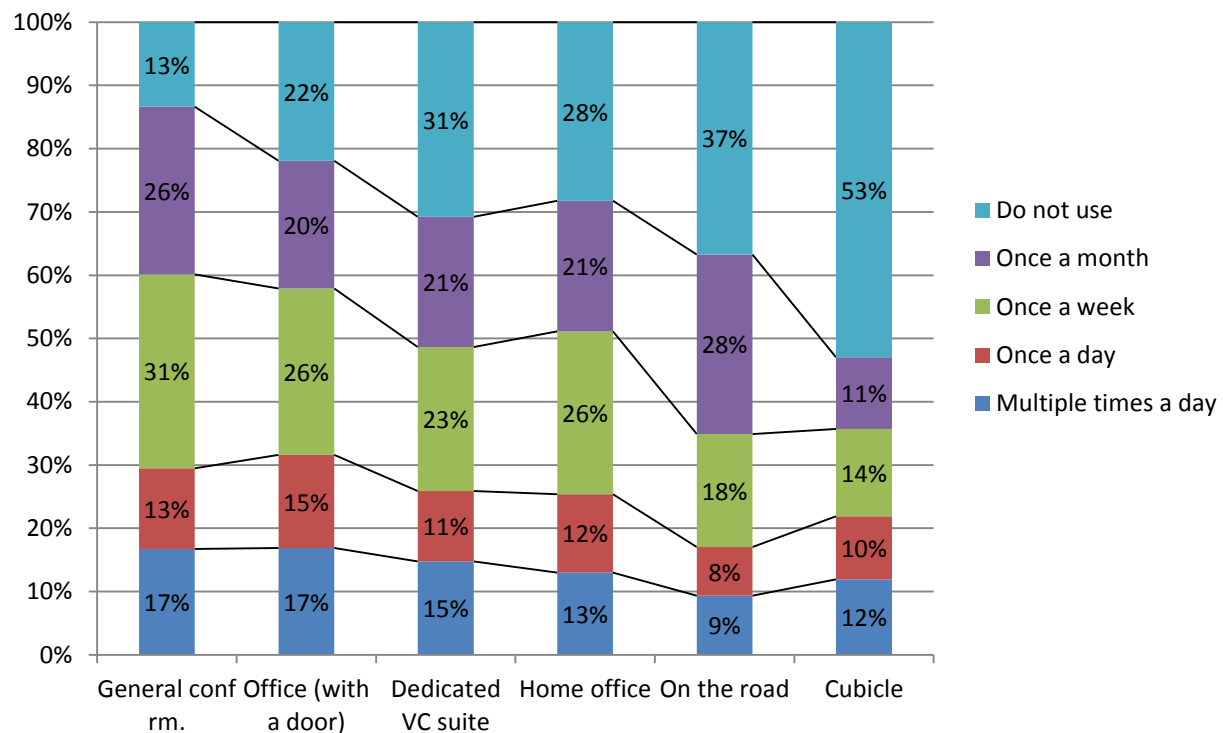
### OBSERVATIONS:

- General conference rooms and traditional offices are the most popular environments in which the respondents are using video conferencing (Data points: 79% use VC in general conf. rooms, 69% use VC in offices).
- The fact that most of those who use video while on the road do so once a month (25% out of a total of 39%) is likely a reflection of how often these respondents travel and work while out of the office.
- NA posted the lowest utilization rates across all environments. (Data points: Adding together video conferencing usage of more than once a week across all environments, the averages by region are NA 29%, EMEA 39%, APAC 40%).
- LGEs use video more in general conference rooms, dedicated VC suites, and cubicles than SMEs (Data points: Usage once a week or more, LGEs: 51%, 41%, 30%, and SMEs 45%, 33%, 20%).
- SMEs use video slightly more in home offices and on the road than LGEs (Data points: Usage of once a week or more, SMEs: 34%, 15%, LGEs 32%, 13%).
- Usage of video conferencing in offices with a door is the same for both SMEs and LGEs at 43%.

## How often do you expect to use video conferencing in each of the following environments 1 YEAR FROM NOW?

	Multiple times a day	Once a day	Once a week	Once a month	Do not use	Total Responses
In a general conference room	764 (17%)	581 (13%)	1398 (31%)	1208 (26%)	610 (13%)	4561
In a dedicated video conferencing room / suite	660 (15%)	495 (11%)	1016 (23%)	919 (21%)	1373 (31%)	4463
In an office (with a door)	759 (17%)	660 (15%)	1183 (26%)	907 (20%)	984 (22%)	4493
In a cubicle	506 (12%)	424 (10%)	587 (14%)	482 (11%)	2249 (53%)	4248
In a home office	582 (13%)	554 (12%)	1151 (26%)	922 (21%)	1262 (28%)	4471
On the road (airport, hotel, client site, etc.)	416 (9%)	343 (8%)	796 (18%)	1265 (28%)	1638 (37%)	4458

## How Often Do You EXPECT to use VC in Each Environment 1 Year from Now?



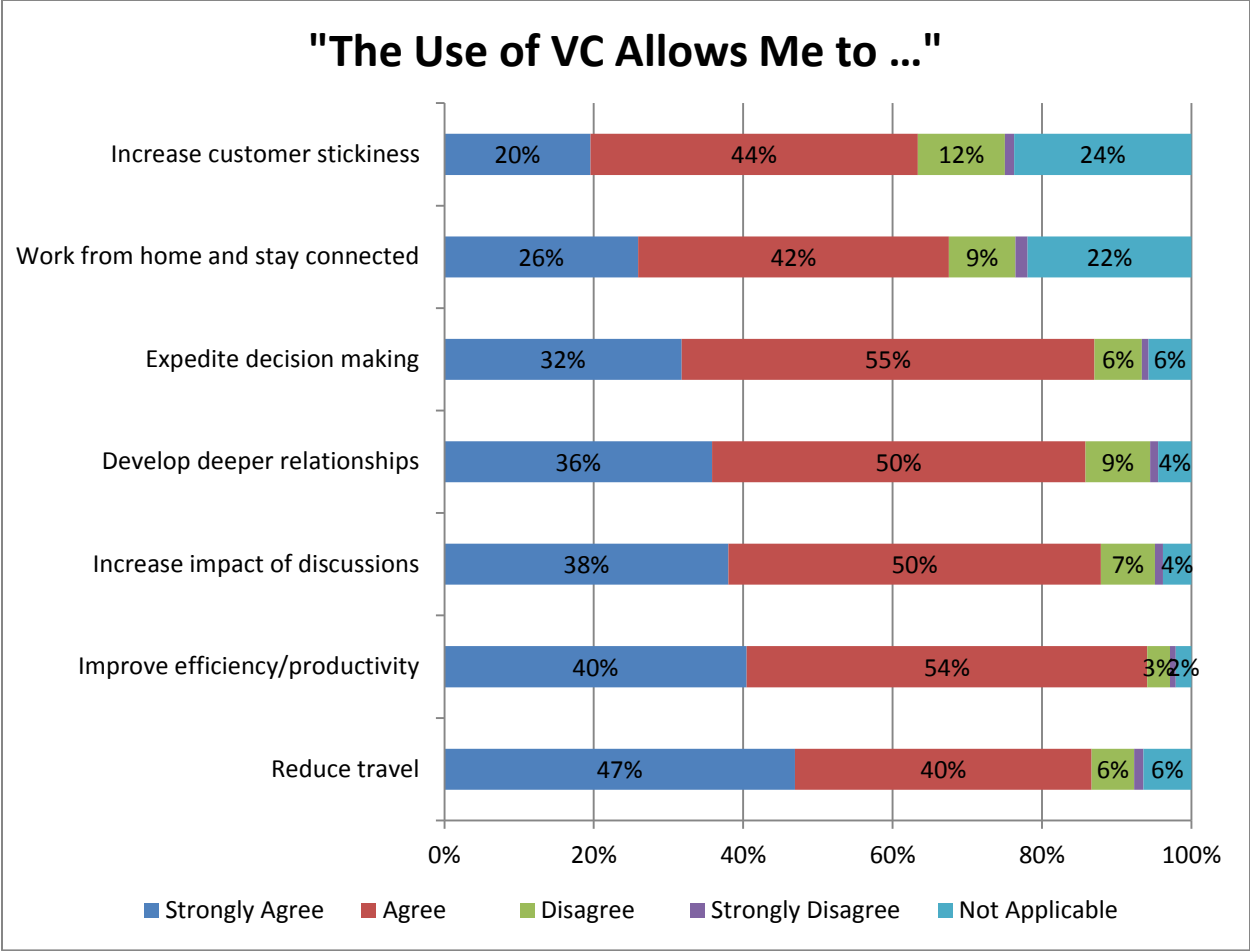
### OBSERVATIONS:

- The percent of respondents using video conferencing in each of the environments is expected to grow over the next year.
  - Growth on a “use daily or more” basis is fairly consistent across the board.
  - Growth on a “use weekly or more” basis branches out a bit with the strongest growth in on the road use (a 21% increase) and home office use (an 18% increase).
- On a regional basis, the most significant expected growth is in the following areas:
  - EMEA and APAC home offices (Data points: “use weekly or more” – EMEA up 21%, APAC up 23%)
  - NA, EMEA, and APAC on the road (Data points: “use weekly or more” – NA up 18%, EMEA up 30%, APAC up 27%)
- In terms of company size, the data predicts increases in the percent of respondents using video in all environments across all company sizes.
  - LGE use of video in home offices will increase more than SME use (Data points: “use weekly or more” – LGE up 20%, SME up 16%)

**Please indicate your level of agreement with the following statements about your use of video conferencing at work:**

**“The use of video conferencing allows me to ...”**

	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Applicable	Total Responses
Reduce how much I have to travel	2214 (47%)	1873 (40%)	268 (6%)	58 (1%)	303 (6%)	4716
Expedite decision making	1491 (32%)	2597 (55%)	297 (6%)	43 (1%)	269 (6%)	4697
Improve efficiency and productivity	1904 (40%)	2525 (54%)	142 (3%)	36 (1%)	99 (2%)	4706
Increase the impact of my discussions (compared to phone calls or IM sessions)	1784 (38%)	2341 (50%)	339 (7%)	51 (1%)	178 (4%)	4693
Develop deeper and stronger relationships with partners, peers, and subordinates	1683 (36%)	2350 (50%)	407 (9%)	51 (1%)	208 (4%)	4699
Foster increased customer loyalty / stickiness	915 (20%)	2050 (44%)	545 (12%)	59 (1%)	1110 (24%)	4679
Work from home without feeling disconnected from my colleagues	1213 (26%)	1947 (42%)	416 (9%)	76 (2%)	1026 (22%)	4678

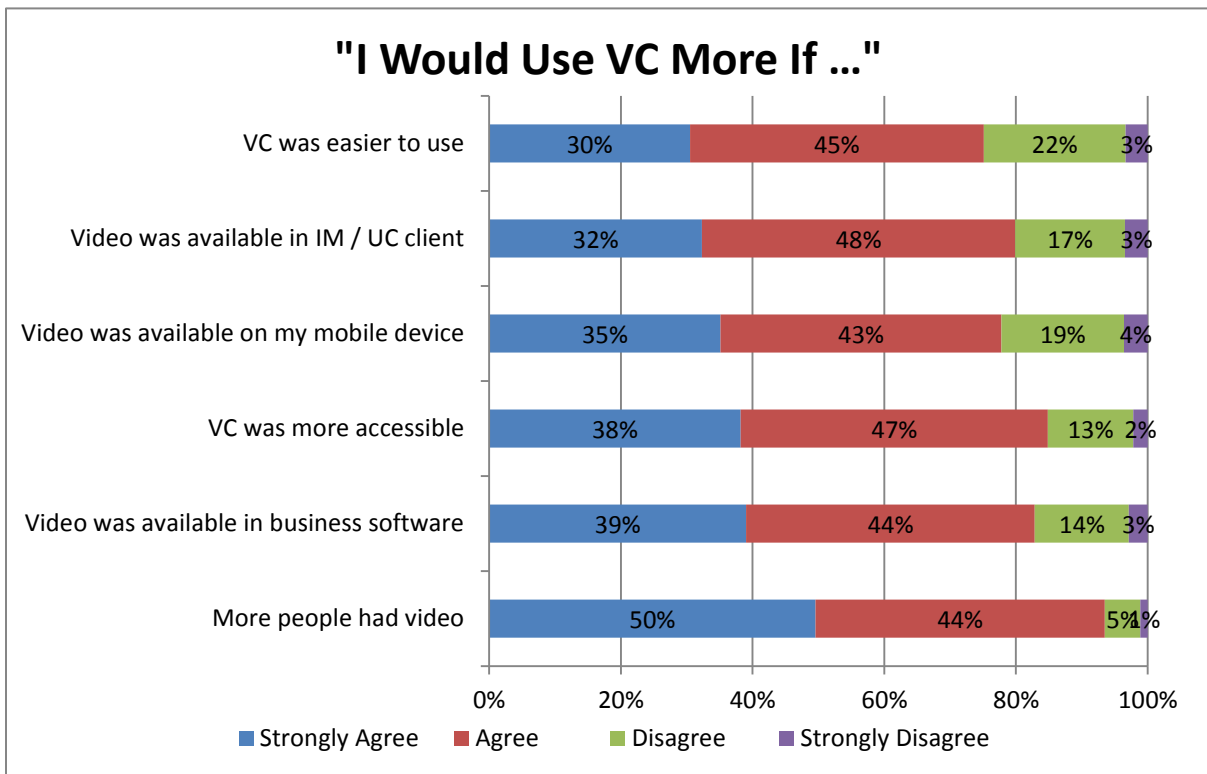


**OBSERVATIONS:**

- Almost half of the respondents expressed strong agreement that the use of VC allows them to reduce travel. This is consistent with WR surveys for many years.
- It is noteworthy that the area in which the highest percent of respondents agreed is that the use of VC allows them to improve efficiency / productivity (Data point: 94% either strongly agreed or agreed with this point). This makes efficiency / productivity – NOT reduced travel - the most confirmed benefit of video conferencing.
- If Not Applicable (N/A) is factored out of the results, over 80% of respondents agreed with all of the suggested benefits.
- The level of agreement regarding the benefits of using video conferencing was basically consistent across geographical regions and organizational sizes.

## "I would use video conferencing more if ..."

	Strongly Agree	Agree	Disagree	Strongly Disagree	Total Responses
Video was easier to use	1412 (30%)	2067 (45%)	997 (22%)	156 (3%)	4632
Video was more accessible	1775 (38%)	2168 (47%)	602 (13%)	102 (2%)	4647
More people I communicate with had video	2312 (50%)	2051 (44%)	252 (5%)	52 (1%)	4667
Video was available within my presence / IM / UC client	1485 (32%)	2184 (48%)	767 (17%)	158 (3%)	4594
Video was available within my standard business tools (Outlook, Word, etc.)	1813 (39%)	2037 (44%)	663 (14%)	133 (3%)	4646
Video was available on my mobile device	1625 (35%)	1972 (43%)	861 (19%)	166 (4%)	4624





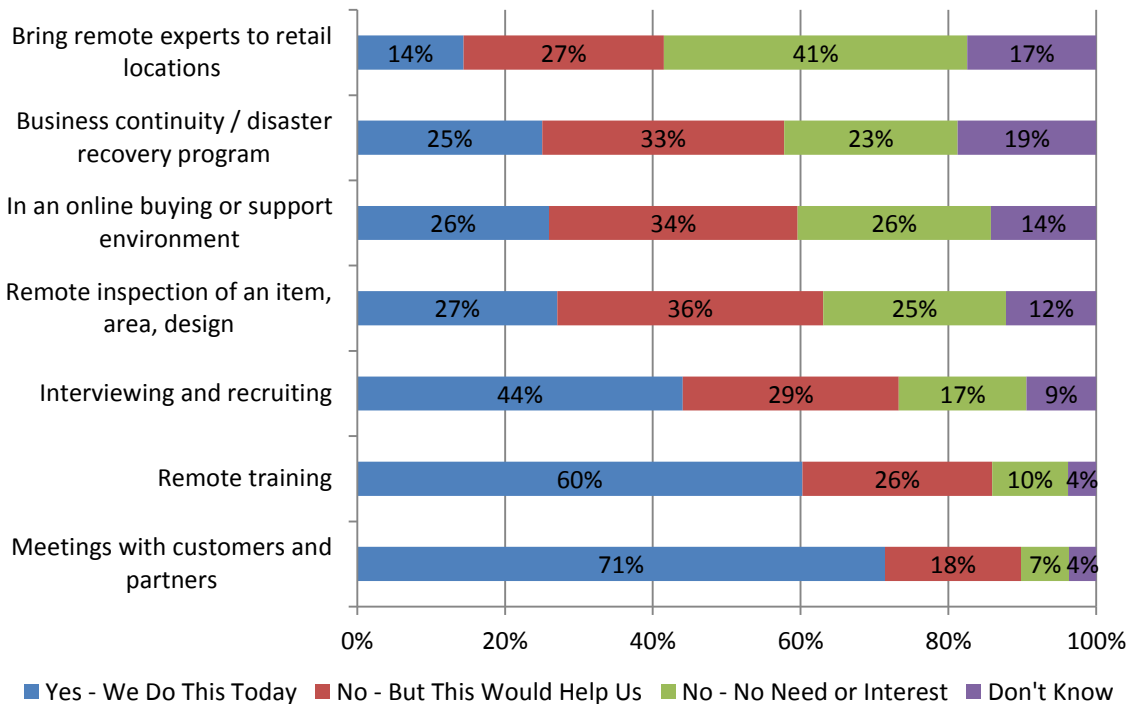
## OBSERVATIONS:

- The vast majority of respondents indicated that all of the suggested actions would motivate them to use video more often.
- 94% of the respondents said that they would use video conferencing more frequently if more people they communicated with had video. This is an obvious case of Metcalf's Law.
- Somewhat surprising was the importance, in terms of driving more use of video, of integration with business software (Data point: 83% of respondents agreed)
- Also surprising was that making video easier to use came in last – though 3/4s of respondents still agreed or strongly agreed that this would motivate additional usage.
- Responses were again very consistent across organizational sizes.
- While the responses were fairly consistent across geographical regions, the EMEA responses showed a greater percentage of agreement for all factors (e.g. more people in EMEA agreed that making VC easier to use would result in more VC use). This was especially apparent for making video easier to use and making video more accessible.

## Please indicate how your company is using video conferencing TODAY:

	Yes - We Do This Today	No - But This Would Help Us	No - No Need or Interest	Don't Know	Total Responses
Providing remote training using video conferencing	2820 (60%)	1202 (26%)	481 (10%)	179 (4%)	4682
Participating in face-to-face meetings with customers and partners using video	3351 (71%)	862 (18%)	306 (7%)	172 (4%)	4691
Interviewing and recruiting prospects using video	2063 (44%)	1368 (29%)	808 (17%)	442 (9%)	4681
Supporting my company's business continuity / disaster recovery program	1170 (25%)	1528 (33%)	1097 (23%)	876 (19%)	4671
Enabling face-to-face interaction in an online buying or support environment (e.g. speaking to a representative)	1212 (26%)	1570 (34%)	1219 (26%)	666 (14%)	4667
Enabling remote visual inspection of an item, environment, design or any work product (e.g. troubleshooting manufacturing failure)	1266 (27%)	1680 (36%)	1157 (25%)	570 (12%)	4673
Providing customers in retail locations with access to company experts (e.g. kiosk at a bank or store)	670 (14%)	1260 (27%)	1910 (41%)	811 (17%)	4651

## How is Your Company Using VC Today?



### OBSERVATIONS:

- The most common ways in which video is being used today are consistent with prior surveys.
  - “Meetings with customers and partners” was the most common way in which video conferencing is used today (71% of respondents are using video in this way). This percentage seems high compared to data collected via other primary research projects, and therefore WR believes that some respondents may have interpreted the word “partners” to mean internal colleagues and/or external partners.
  - The majority of respondents (60%) indicated that their organization uses video conferencing today to conduct remote training.
  - The use of video conferencing for HR purposes (interviewing and recruiting) was also quite strong at 44%.
- The combination of the “Yes – We Do This Today” and “No – But This Would Help Us” provides insight into the ways the respondents believe VC is able to provide value to their organization.
  - “Meetings with customers and partners” was cited as the highest area of value, followed by remote training and interviewing / recruiting.

OBSERVATIONS (continued):

- There are many additional ways that VC can be used to add more value.
  - 36% of the respondents indicated that they are not using VC for the remote inspection of items, areas, or designs, but that using video in this way would help them.
  - 34% said the use of video in an online buying or support environment would help them.
- While the responses were again consistent across organizational sizes, LGEs use VC more often for interviews and business continuity than SMEs.

The top two use cases were consistent across geographical regions; APAC has more enthusiasm than the other regions for the remaining five use cases – followed by EMEA then NA.

## About Wainhouse Research

Wainhouse Research, [www.wainhouse.com](http://www.wainhouse.com), is an independent market research firm that focuses on critical issues in the Unified Communications and rich media conferencing fields, including applications like distance education and e-Learning. The company conducts multi-client and custom research studies, consults with end users on key implementation issues, publishes white papers and market statistics, and delivers public and private seminars as well as speaker presentations at industry group meetings. Wainhouse Research publishes a variety of reports that cover all aspects of rich media conferencing, and the free newsletter, *The Wainhouse Research Bulletin*.

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## About Polycom

(Copy provided by Polycom)

Polycom is the global leader in open standards-based unified communications and collaboration (UC&C) solutions for voice and video collaboration, trusted by more than 415,000 customers around the world. Polycom solutions are powered by the Polycom® RealPresence® Platform, comprehensive software infrastructure and rich APIs that interoperate with the broadest set of communication, business, mobile and cloud applications and devices to deliver secure face-to-face video collaboration in any environment. Polycom and its ecosystem of over 7,000 partners provide truly unified communications solutions that deliver the best user experience, highest multi-vendor interoperability, and lowest TCO. Visit [www.polycom.co.uk](http://www.polycom.co.uk) or connect with us on Twitter, Facebook, and LinkedIn to learn how we're pushing the greatness of human collaboration forward.