

2016 Report: Overcoming Video Conferencing Adoption Barriers



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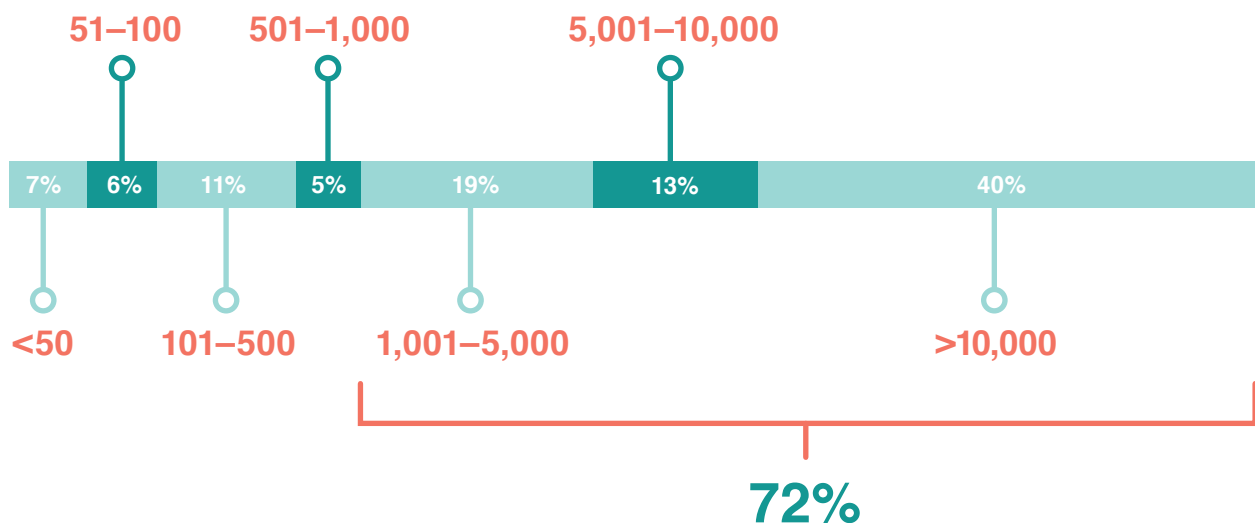
Introduction

At Vyopta, our mission is to help businesses optimize and scale their use of video collaboration. In order to increase video usage, it's important to understand the most common barriers to video adoption that are preventing businesses from reaching their goals. Recently, we surveyed 180 large enterprises and asked for them to prioritize and share the obstacles they face. We've analyzed the results and put them together in this handy report just for you.

Our survey group included a large number of participants who manage a variety of video systems across a wide range of industries.



Total survey responses by organization size:



Industries Surveyed

Healthcare	Education	Value Added Reseller	Law Practice/ Legal	Manufacturing
<ul style="list-style-type: none">- Technology- Insurance- Healthcare- Automotive- Finance- Oil & Energy		<ul style="list-style-type: none">- Transportation- Marketing- Food Production- Retail- Manufacturing- Real Estate	<ul style="list-style-type: none">- Government- Professional Services- Entertainment- Wholesale- Information Services- Family Services	

Spoiler Alert!

In the following chapters, we'll provide insight into the key barriers attributed to poor video adoption rates, and provide ideas on how to address them:

48%

of respondents support and manage multi-vendor video conferencing systems.

68%

of respondents identify poor user experience as the primary barrier to video adoption.

64%

of businesses believe setting goals for usage and adoption is critical to growing video collaboration.

45%

selected the number of active users as the top success metric.

52%

indicated they do not have the tools necessary to track their efforts to reach their adoption targets.

Read on to learn out more about these key takeaways and the actions you can take to reach your video conferencing adoption goals.



Chapter 1

The Rise of Multi-Vendor Video Conferencing

Ch. 1



For over two decades, video conferencing and collaboration tools have been helping businesses scale. Any business, regardless of size, can benefit from the richness of high-quality, face-to-face communication that video conferencing provides. Companies can bridge geographical locations, reduce operational costs, increase staff productivity and expand their customer reach with a video-enabled workforce. In fact, [Credence Research's recent report](#), anticipates the video conferencing market to reach \$7.76 billion by 2022.

Today there are a wide variety of video collaboration systems available to large enterprises. Among our survey respondents, **63% indicated they use Cisco as their primary video technology**. In addition to Cisco, our survey respondents also used technologies including: Polycom, Lifesize, Pexip, BlueJeans, Zoom, Vidyo and Acano.

In the early days of video conferencing, enterprises typically standardized on one technology vendor for video endpoints and infrastructure, usually Cisco or Polycom. Today, organizations leverage best of breed solutions to build their video network and address specific use cases. Some vendors have cutting edge bridge or infrastructure capabilities (e.g. Pexip, Acano), others have compelling cloud services (e.g. BlueJeans, Zoom), and a few play at all levels of the video network stack from endpoints to infrastructure (e.g. Cisco, Polycom). Not surprisingly, among our survey respondents we found:

49%

of respondents are working to support and manage video conferencing systems from multiple vendors.

We could go on and on, but you get it. Mixed environments are a reality, especially in the enterprise space. Multiple systems, multiple endpoints, multiple types of end-user goals, and the need to monitor and manage all of these different systems.

Chapter 2

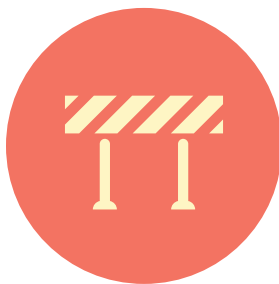
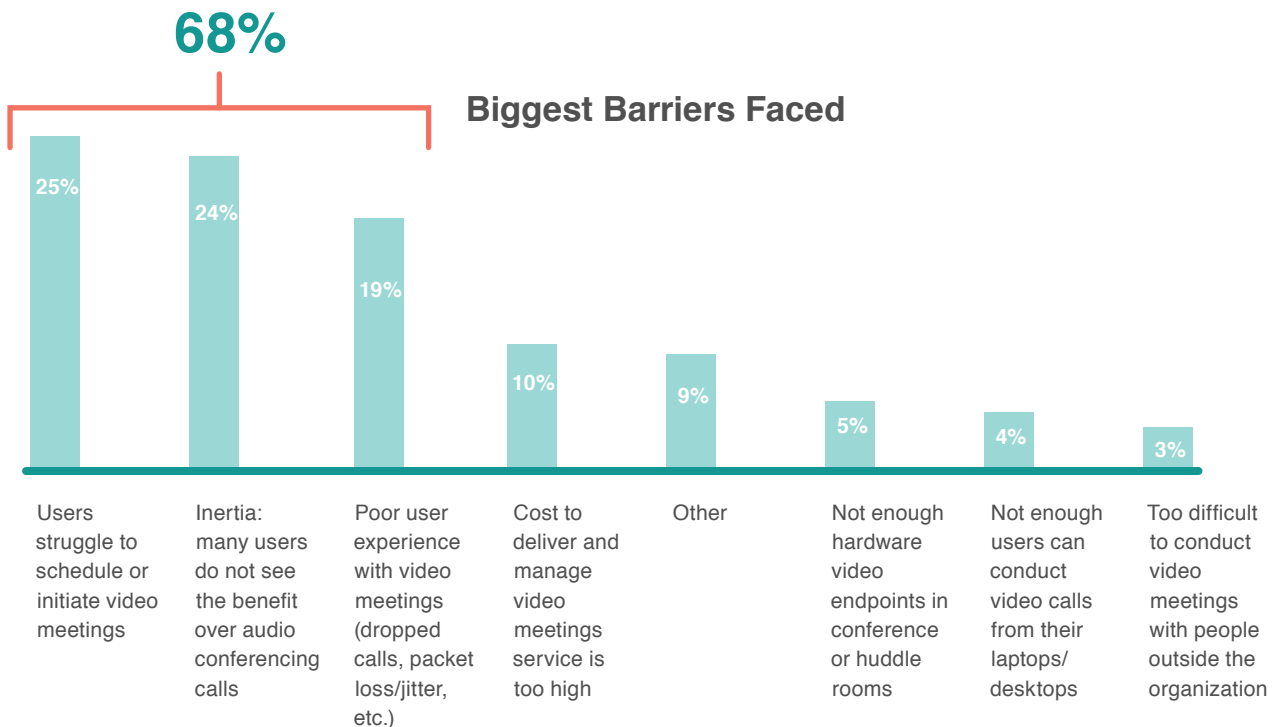
The “User Experience” Barrier Wins by a Landslide

Ch. 2



It doesn't matter what types of stellar visual conferencing tools you implement, if people don't use them, you're not going to get the results you seek. We found **68% of survey respondents indicated some variation of "user experience" as their primary barrier to video adoption within their businesses.**


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Barrier #1: Scheduling and initiating video meetings

We repeatedly hear from customers and prospects that scheduling video meetings is a friction point for users. According to our survey responses, **scheduling meetings is the number one barrier to video conferencing adoption for enterprise businesses.** Unless organizations also have automated tools that integrate with Gmail and Outlook, scheduling a video meeting requires multiple steps, arduously copying and pasting meeting aliases, etc.



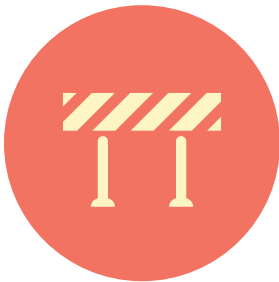
Barrier #2: Users don't see the value of video vs. audio

Many end-users still do not fully understand the benefit of video versus audio calls. Overcoming “inertia” is unlike overcoming other barriers to adoption since you can't simply say, “video is better, use it.” If only life were that simple.

Not only will you want to review your analytics and reporting to find who is resisting video, but you'll want to get creative in how you encourage your staff. One of the more successful tactics we've seen and implemented is to identify power users and leverage them as advocates. They can help you spread the video conferencing love throughout your organization and provide actionable tips and tricks. You may be surprised to find that your inertia issue comes from lack of training or understanding of a given tool.

Setting some dedicated time aside to explain the benefits and provide training can go a long way. After all, your staff is likely working hard to accomplish other things each day, they may not be prioritizing troubleshooting and learning the functionality of your video conferencing provider.

Barrier #3: Poor user experience with video meetings



We've all experienced a dropped call, frozen screen, loss of audio, and low video quality caused by packet loss and jitter. It happens. Many organizations may be able to address these issues from historical reporting, which is great. However, what about remedying these these issues in real-time so the call can continue? Think about it:

Poor video quality often leads to a meeting cancelation. This friction typically leads inertia. Inertia then leads to a reduction of scheduled video meetings. The lack of scheduled meetings means your staff is not leveraging your video collaboration technology as much as you had planned.

Chapter 3

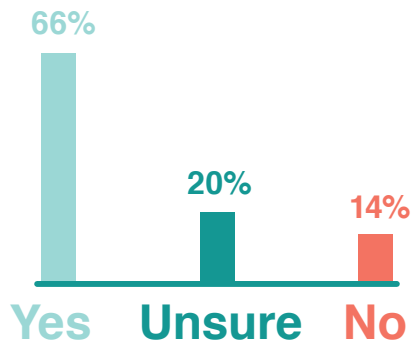
The Great Disconnect of Goal Setting and Accountability

Ch. 3

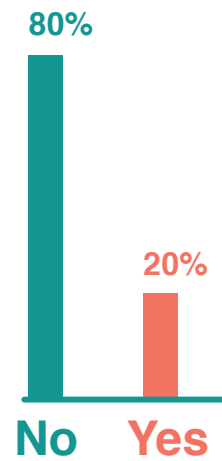


We've heard it before, "you will be much more successful if you set goals, develop a plan, track your progress and adjust your plans accordingly until you reach your objective." Reaching target levels of video conferencing adoption is no different. 66% of our survey respondents said setting adoption goals are important. However, when they were asked if they were held accountable for meeting adoption goals, 80% of the survey respondents said "no."

Is it important to set adoption goals?



Are you held accountable for meeting adoption goals?



Hold it!

So, goal setting is important, but teams are not being held accountable to reach their goals? This is a problem.



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There could be many explanations for this. After reading through our open answer responses, we found that although companies do think measurement is important, many simply do not have the tools to measure each of their video conferencing solutions effectively.

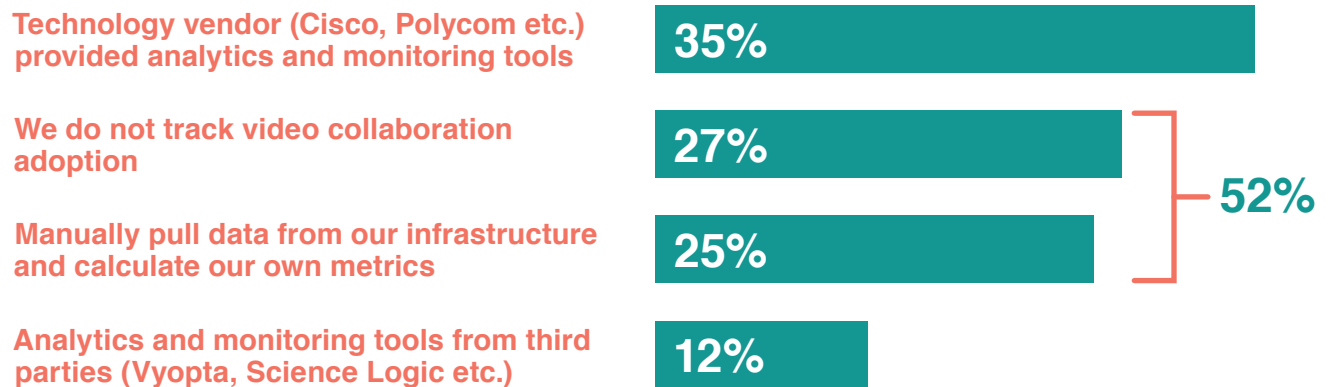
In looking at how each survey respondent is tracking video adoption, the majority stated they use built-in analytics and reporting from a single video vendor.

However, our survey results also indicated;

52%

do not have the tools necessary to track their efforts to reach their adoption targets.

What is the primary way you track video collaboration adoption?



Yikes!

This gave us pause, since we already knew from earlier that 49% of participants are supporting a multi-vendor video network for their business. If you have more than one technology vendor and you mostly use vendor specific monitoring tools and/or manually pull data from your video infrastructure, you will have a very arduous time trying to measuring video adoption let alone trying to adjust your plans with the data you collect.

If single-vendor tools do not provide usable, end-to-end reporting across an organization, you're likely missing critical information. If you're not tracking usage or having to generate reports manually, you're likely missing critical information.

Larger businesses need a comprehensive picture of video collaboration adoption and performance in order to understand the return on investment and so they can scale — **period.**

Chapter 4

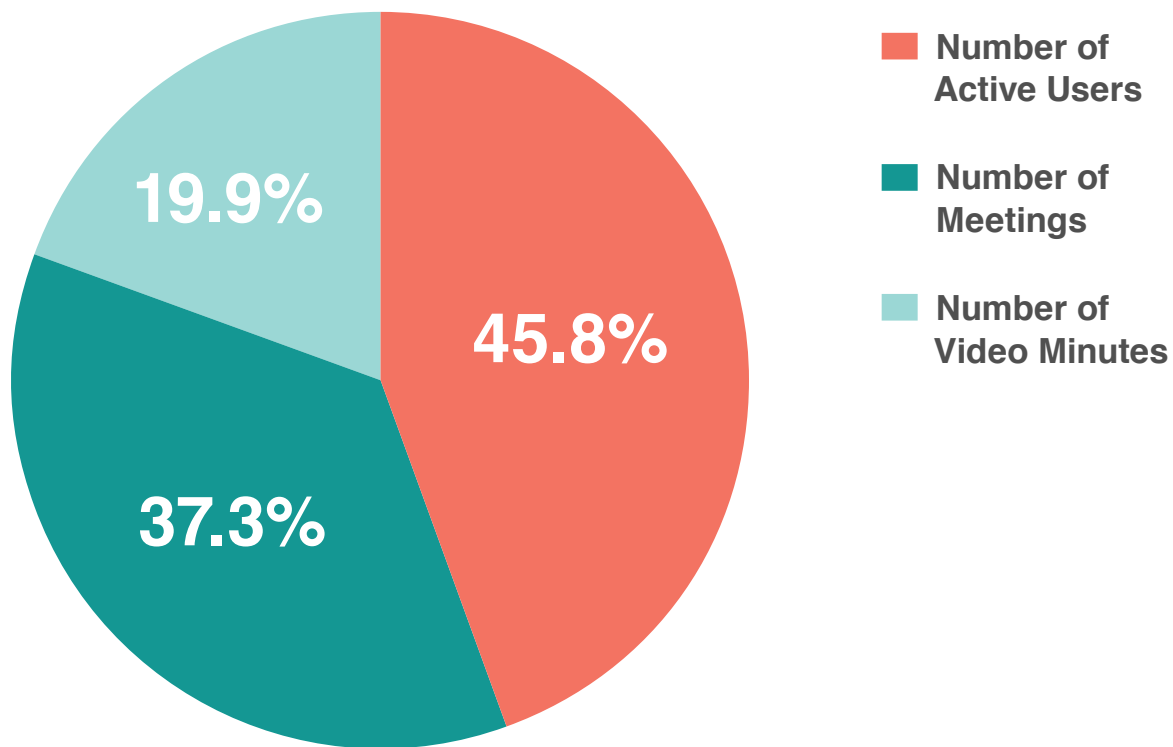
The Best Metrics for Tracking Video Adoption

Ch.4



Tracking adoption is important, but what metrics are the best for tracking adoption effectively?

What do you think is the most important adoption metric for video collaboration?



Metric #1: Active Users

Tracking the number of active, video conferencing users is critical to understanding and improving any network. In fact, 46% of survey respondents indicated tracking active users in the network was the most important metric to determine accurate video adoption. We agree. If you're comparing active users in your network by looking at this month vs. last month, you know how much adoption has increased or decreased relative to your organization's benchmarks.



Metric #2: Number of Video Meetings

Additionally, 37% of survey respondents felt measuring total number of video meetings is the most effective way to measure video adoption. We agree. If you were to look at the total number of video meetings initiated in your organization you will uncover the level of user engagement with your video conferencing systems. After all, isn't participating in a video call or meeting the ultimate unit of output for a video collaboration network?

The Winning Adoption Measurement Formula

In order to get a comprehensive picture of your video conferencing adoption rate, we suggest looking at **both active users and number of video meetings** — together. This gives the most accurate picture of who is using it and how much. If you want to drive more adoption in your network, these two metrics are going to set you up for success. This formula also empowers you to identify power users and leverage them to increase adoption company-wide.

Conclusion

In summary, our survey analysis indicates large businesses greatly value and yet struggle with video conferencing adoption. Most enterprises lack the tools needed to track adoption efficiently across their large, multi-vendor video networks.

Vyopta can help! On average, we have helped our customers increase their organization's video conferencing usage and adoption rate by 2x in the last two years.

We'd be delighted to show how **you** can better drive video conferencing adoption, optimize technology and improve quality with a single, unified, video conferencing analytics tool.

[Get Live Demo](#)



Thanks for Reading!

