CHOOSING THE RIGHT UNIFIED COMMUNICATIONS SOLUTION FOR YOUR DIGITAL TRANSFORMATION

A How-To Guide for IT Leaders Looking to Make Measurable Business Impact

A Frost & Sullivan White Paper
Sponsored by Dolby Laboratories

The contents of these pages are copyright © Frost & Sullivan. All rights reserved.
Choosing the Right Unified Communications Solution for Your Digital Transformation

DEFINING DIGITAL TRANSFORMATION

Digital Transformation aims to enable business agility, operational efficiencies, productivity and improved customer satisfaction that leverages the power and flexibility of next-generation technology and services.

- Many organizations are now in the throes of Digital Transformation initiatives focusing on their networks and IT applications.
- Digital Transformation can shape company culture and drive change in the way people work.
- Leaving communications and collaboration out of the mix is a significant missed opportunity; organizations can seize the occasion to modernize their conferencing technologies to gain advantages and differentiation.

Frost & Sullivan research finds 87% of IT and business decision makers consider their organization to be LEADERS IN DIGITAL TRANSFORMATION.

Respondents consider their organization among Digital Transformation:

- Laggards: 3%
- Late Majority: 10%
- Early Majority: 44%
- Early Adopters: 43%

SOURCE: Global Frost & Sullivan survey of 1,934 technology decision makers
Particularly for larger organizations, a top-down approach to Digital Transformation can drive cohesiveness across processes and locations.

**CLOUD** services lower the barriers for organizations to access advanced collaboration capabilities with reduced risk while outsourcing ownership complexity and reducing operational costs.

**TECHNOLOGY** investment stakeholders must adopt a pragmatic approach that considers both the strategic and operational challenges of the past.

**CONSIDER** features and functionality versus cost, in order to meet your organizational needs and budget.

**ALIGN** technology support teams, line of business leaders, and user needs and expectations.

**MAKING DIGITAL TRANSFORMATION A REALITY**

Aligning IT with business strategies and/or lack of clear IT strategy

- 28%

Developing a cloud strategy

- 26%

Systems integration; managing multi-vendor solutions

- 24%

Three of the top five IT department challenges

SOURCE: Global Frost & Sullivan survey of 1,934 technology decision makers
Choosing the Right Unified Communications Solution for Your Digital Transformation

ASPIRE TO SIMPLIFY THROUGH CONVERGENCE

Achieving greater operational efficiency is part of every Digital Transformation plan. However, the importance of effective communications and collaboration as a key enabler of organizational productivity and efficiency cannot be overstated.

- Like Digital Transformation, **Unified Communications (UC) can propel organizations into the next level** of operational and business process agility.

- As a foundational pillar of the UC stack, **Converged Conferencing represents the next generation** of formerly siloed audio, video and web conferencing with content sharing as a prominent feature.

- Communications and collaboration **capabilities are increasingly integrated and accessed within popular business apps** (i.e., office productivity, email, calendars, CRM, etc.).

- **Convergence simplifies life** for IT admins while giving users anywhere, anytime access to robust functionality over any device and network.

- Pervasive convergence is compelling business decision makers to view communications technology as critical to their organizations’ Digital Transformation strategies.

- Businesses are opting for multi-modal services over standalone applications. In 2017, cloud web and video conferencing accounted for 45.4% of total global conferencing market revenues, with standalone audio conferencing accounting for 47.1%.

**MULTI-MEDIA IS THE WAY FORWARD.**

By 2019, Frost & Sullivan expect the combined global multi-media web and video conferencing services sector to overtake the standalone audio conferencing services segment in terms of market share.

**SOURCE:** Frost & Sullivan
FIND INSPIRATION IN THE FUTURE OF WORK

Modernizing your organization’s technology environment encompasses not only software and services, but also the physical and virtual workspaces wherein work is performed.

• Tech-savvy Millennials, Bring Your Own Device (BYOD), on-demand cloud services, pervasive high speed Internet, and flexible workstyles are changing how, when and where people work.

• Today’s meetings are becoming more frequent, ad-hoc, less structured, and shorter in duration.

• Contemporary offices are evolving to open concept designs and shared spaces that encourage teamwork and knowledge sharing.

• The continued need to meet privately, with fewer distractions is giving rise to a boom in the number of huddle rooms worldwide. These spaces must be outfitted for modern workstyles and collaboration needs.

Today, more than 95% of meeting rooms worldwide rely on audio only.

Only 4.2% of meeting rooms are equipped for video conferencing.

There are currently 32.4 million huddle room spaces in offices worldwide but most contain little or no technology.

By 2022, huddle-room meetings will surge to represent 69.8% of all video conferencing room meetings.

SOURCE: Frost & Sullivan
IMPLEMENT WITH THOUGHTFUL, FUTURE-PROOF DESIGN

Successful implementations require detailed provider evaluations which factor in future flexibility that is necessary to drive scale, ease of management, support for various use cases and physical environments, and positive user experiences.

- Hardware devices, particularly conferencing phones and cameras, must deliver a familiar and consistent experience for both users and IT admins across meeting spaces of various sizes.

- Conferencing services must deliver high quality, scalable, reliable and robust feature sets to support a range of use cases (audio, video, web, content sharing, recording, chat) across your organization.

- The total solution must allow you to scale in a standardized fashion across both differing meeting spaces and user interfaces (i.e., room systems, web/mobile/desktop soft clients) with centralized administration and control.

- Solutions must be comprised of streamlined components, devices that support next-generation capabilities, and managed services that reduce the burden on your strapped IT teams.

Right-Sizing is Critical

We Cannot Repeat the Mistakes of the Past

There is a misfit between facilities, user needs, and technology.

75% of the time conference rooms are under-utilized, with meetings of only 3 to 4 people

75%

Existing Meeting Room Technology is Complex and Outmoded

46% of companies use room-based video conferencing weekly or less frequently

SOURCE: Frost & Sullivan
THINK BIG PICTURE TO MEASURE YOUR SUCCESS

Think outside the box—beyond travel and carbon offset cost savings—with respect to ROI to consider the broader business benefits. Traditional UC value propositions based on soft benefits fall short. Business leaders need concrete data to guide their decisions, right-size solutions, and identify best practices and areas for improvement.

- Is the meeting experience positive and productive? Meeting technology is becoming smarter and more intuitive—the focus is on the User Experience (UX) and deployment efficiency.

- Are your spaces optimized? Camera-driven artificial intelligence (AI) capabilities measure meeting room utilization and help to uncover who and how many people are using meeting rooms.

- What collaboration features are employees using; when and why? Analytics and reports are available to regularly monitor and understand usage activity.

- What’s the impact on job performance? Map collaboration usage data to employee productivity metrics (e.g., sales and support tickets closed, development cycle times, training session scores, customer satisfaction, etc.) to develop meaningful performance data.

### Investment Drivers for Unified Communications

<table>
<thead>
<tr>
<th>Over the Next Two Years</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve Digital Presence</td>
<td>30%</td>
</tr>
<tr>
<td>Boost Creativity and Innovation</td>
<td>28%</td>
</tr>
<tr>
<td>Improve Sales and Marketing Effectiveness</td>
<td>26%</td>
</tr>
<tr>
<td>Accelerate Decision-Making</td>
<td>21%</td>
</tr>
</tbody>
</table>

SOURCE: Frost & Sullivan
Choosing the Right Unified Communications Solution for Your Digital Transformation

Dolby Laboratories is leveraging its storied expertise in exceptionally high quality audio and video entertainment experiences to help enterprises modernize and future-proof their meeting environments.

DOLBY VOICE is a dynamic platform, not a static product, with APIs for customization to optimize performance through integration with leading third-party converged conferencing services.

Dolby Voice Room extends an intuitive user interface for consistent functionality across differing environments with workflow integration to ensure positive user experiences with centralized admin control.

Dolby Voice Room includes:

DOLBY VOICE HUB provides plug and play connections for audio and video, with software development kit (SDK) supporting WebRTC customization for service providers.

DOLBY VOICE CAMERA HDR (high dynamic range) video mapping adjusts to different lighting situations to provide a high-quality representation of the room, overcoming muddled or washed-out images. Intelligent scene framing gives everyone the best view of the meeting. View the whiteboard—even when it is adjacent to the camera—while ghosting out people as they move in front of it.

DOLBY CONFERENCE PHONE extends superior 360-degree high definition (HD) audio, noise suppression and 3rd party UC and conferencing integration with auto configuration and provisioning, and SDK for touch screen menu/command customization. Dynamic leveling allows everyone to be heard.

HDR video mapping
Auto-adjusts to lighting conditions
Whiteboard view
Provides persistent visibility to remote participants
Intelligent scene framing
Automatically and noiselessly zooms in/out and pans to provide everyone with the best view
Dynamic leveling
Continuously maps room sound, cancels sound distractions, and boosts quiet or distant participants
Choosing the Right Unified Communications Solution for Your Digital Transformation

BLUEJEANS ROOMS WITH DOLBY VOICE
This unique rooms solution fuses Dolby Voice Room with BlueJeans’ cloud service for immersive, high-fidelity video and audio meetings with screen sharing:

- **BlueJeans, a modern cloud-based service platform**, delivers on-demand video, audio, and web conferencing at a predictable monthly subscription price.

- **Simple one-touch meetings.** Walk into any room and easily start and control a video or audio meeting with one touch. Share presentations, documents, and other content wirelessly without cables or dongles. With Microsoft and Google calendar integrations, rooms can be reserved for ad-hoc or pre-scheduled meetings.

- **Consistent feature access for on-premises, remote and mobile users** instills confidence, reduces training requirements, and drives utilization for collaboration with both internal and external meeting participants.

- Interoperability with 3rd party video conferencing endpoints, room systems, along with 3rd party business applications (e.g., scheduling, calendars, team collaboration, content sharing, learning management) provides customization to enable efficiency and productivity.

- **Easy for IT to install and monitor.** BlueJeans Command Center lets IT add rooms and provision calendar control with a few clicks. All rooms and meetings can be scheduled, managed, and monitored centrally with rich diagnostics to troubleshoot devices and participants.

BlueJeans Rooms with Dolby Voice helps organizations achieve standardization at scale with high quality, rapid rollout to various meeting rooms with the **CONSISTENCY THAT BOTH USERS AND IT TEAMS REQUIRE**.

F R O S T & S U L L I V A N
NEXT STEPS

Don’t Overlook the Importance of Unified Communications in Your Digital Transformation Journey

A holistic Digital Transformation strategy ensures both physical and virtual meeting spaces are an integrated and impactful part of an organization’s forward direction.

When modernizing your meeting solutions:

**ENSURE** hardware and software standardization that meets both IT and user demands.

**ENABLE** flexibility that addresses a variety of use cases and workstyles through out of the box capability and 3rd party interoperability.

**FUTURE** proof with solutions that scale easily, support next-gen functionality and remove burden from your IT staff.

**DRIVE** utilization through easy to use, yet powerful capabilities.

**GENERATE** fast ROI with access to advanced functionality that delivers broader business impact.

For more information, visit Dolby.com/voice