

PRODUCTIVE VIDEO AND DATA CONFERENCING

A REAL MEETING EXPERIENCE - WITHOUT REQUIRING
FACE-TO-FACE PRESENCE



IT'S NOT
WHAT
YOU DO...
IT'S
THE
TIME
WAY
PLACE
THAT
YOU
DO IT.

THIS IS BUSINESS PRODUCTIVITY

TECHNOLOGY WITH PURPOSE

steljes®

THIS IS PRODUCTIVE VIDEO AND DATA CONFERENCING.

80%

People remember 80% of what they see AND hear, compared to just 10% of what they hear and 20% of what they read.

Source: Jerome Bruner, New York University

£88bn

Non-productive time costs the UK £88 billion a year.

Source: Proudfoot Productivity Report

“

The reason we want to meet face-to-face shouldn't be a surprise. Research has shown time and again that 80% of communication is done visually and this is why people still want to default to face-to-face meetings, but often have to make do with email and phone. It is always a balancing act between the costs associated with this and the desire to meet in person.

We've been under some cost pressure recently, and with some basic analysis we were shocked by the sheer scale of our company's travel costs. We had expanded globally, so the flight costs and associated expenses really added up. Between travel bans to put a cap on this and natural elements from ash clouds to deep snow sometimes travelling to meet simply isn't an option, but the business impact can be serious.

We thought we'd see a bit of a dent to team working and ultimately productivity, but we were surprised by how much it's affecting us. Our home workers find our current collaboration technologies too complex and hard to use – most are only good for passive and broadcast forms of communication rather than supporting interactive and collaborative working on shared media. They also say that the technology doesn't fit with a natural way of working and this has simply meant they don't use the tools we've given them. They may not even be the right tools for some of the ways they want to work.

We need to find a way to really engage with our home workers – flexible working's so important to this business, and we just need to make it work. For our colleagues across the world, we must be better connected. There's a vast pool of expertise and ideas within this

business now, but we're not harnessing it effectively and people only think and interact within their own region, or even office.

So, for many, communication now consists of email and phone, but to be honest it's mostly email – that most unengaging and blunt form of dialogue. We need to be able to communicate visually and see our people and their body language.

Visual communication and collaboration technology will be key to this, but current approaches haven't worked – the time, the way, the place we do things needs to change. We need to change the way we work.

”

WE'VE PROBABLY ALL FACED SIMILAR ISSUES ON A REGULAR BASIS. BUT STELJES BELIEVES THERE IS A WAY FORWARD. MEETING FACE-TO-FACE IS ALWAYS GOING TO BE REQUIRED, BUT THE TIME, THE WAY AND THE PLACE THAT WE INTERACT CAN CHANGE. TODAY.

READ ON, AND TAKE THE FIRST STEP TOWARDS A VERY DIFFERENT SCENARIO.

YOU JUST HAVE TO BE FACE-TO-FACE, IS THERE NO OTHER WAY?

73%

73% of respondents said that communication and collaboration was the top issue and priority for driving business productivity.
Source: Steljes Productivity Report

40%

40% of respondents said that video and data conferencing was a key technology for productive meetings.
Source: Steljes Productivity Report



AMONG THE MAIN REASONS TO EXTEND THE COMMUNICATION AND COLLABORATION BUDGET IN FUTURE ARE: PRODUCTIVITY INCREASES (46%), LESS TRAVEL (43%), COST REDUCTION (35%) AND TECHNOLOGY ADVANCES (35%). ”

Source: Frost & Sullivan

Can you really have an interactive, collaborative meeting without being face-to-face? The fact is that pressures on time and productivity are forcing us all to consider new ways of working. Whilst most of us hate being on camera the reality is that video conferencing is now an integral part of the way we run our lives. For the new digital natives, they have grown up with the technology revolution and new ways of building and maintaining relationships through digital media. It is not as complex and difficult as it used to be and if they can do it we should too.

FLEXIBLE WORKING – OR ARE YOU?

Flexible working has often been problematic for organisations. Typically, you tend to get quick wins from freed up office desk space and some travel cost reduction – but something more important gets lost along the way. Building solid relationships, collaboration and team working suffers – and ultimately so too does productivity.

CUTTING THE TRAVEL COSTS, WITHOUT CUTTING THE CONNECTION TO STAFF

Staff travelling to meetings is an ever-present part of business, but increasingly, organisations are putting in place travel bans to try to control the time and cost spent in transit. However, people still need to collaborate and interact – the challenge is making this happen effectively. Being able to see people in an ever more digital world has to go beyond an icon or a picture of a person. We communicate visually and we need to visually explain data and complex ideas at the same time.

MAKING REMOTE WORKERS LESS REMOTE

Staff who work from home or remotely often feel ‘out of sight, out of mind’ – or at least that’s the way the business can feel. Connecting them to their HQ colleagues is critical – to create a ‘one company’ culture, to foster better teamwork and to ensure their full expertise is brought to bear.

ACHIEVING EFFECTIVE CONFERENCING AND COLLABORATION WITHOUT BREAKING THE BANK

Video and data conferencing solutions have been around for some time. The challenge organisations have found is in the cost and complexity of these systems. How can you achieve the communication effectiveness your business needs – without it being cost prohibitive? Equally how can you change the experience from a passive and broadcast communication to one that is interactive and collaborative?

IMPROVE COLLABORATION – EVEN WHEN GEOGRAPHY GETS IN THE WAY

With more and more work being done as task or project-based activity – bringing dispersed staff together has never been more important. They need to feel part of the team and build relationships with colleagues that they may see infrequently at work in person.

TECHNICALLY ADVANCED CONFERENCING THAT DOESN'T REQUIRE TECHNICAL KNOWLEDGE

The challenge found by many organisations is that conferencing technology can be complex for the non-technically gifted. This has had the effect of many systems lying unutilised – the investment never delivering a return. It is key to find highly intuitive and user-friendly approaches that mirror a natural way of working – with minimal training and IT knowledge required.

HOW DO YOU MAKE THIS ALL WORK BETTER?



A LARGE SHARE OF ORGANISATIONS PLAN TO EXPAND USAGE OF SPECIFIC UNIFIED COMMUNICATION AND COLLABORATION TOOLS, RANGING FROM 36% TOWARD TELEPRESENCE TO ALMOST 60% FOR VIDEO CONFERENCING. ”

Source: Frost & Sullivan

65%

65% of employers said flexible working practices had a positive effect on recruitment and retention saving costs.
Source: DWP



WHEN ASKED WHAT THEY CONSIDERED TO BE THE BIGGEST BENEFITS OF VIDEO CONFERENCING RESPONDENTS RATED REDUCING TRAVEL TOP, CLOSELY FOLLOWED BY SAVING TIME AND REDUCING COSTS. ”

Source: Steljes Video and Data Conferencing Report

REAL MEETING EXPERIENCES

WITHOUT REQUIRING FACE-TO-FACE PRESENCE



Video and data conferencing has become affordable, effective, easy to use and reliable. Connect workers like never before, across any distance, with ease. Help virtual teams work together and build better working relationships from a 'face-to-face' experience.

Use video and data conferencing that is easy to set up and even easier to use – within minutes you are up and running with a new way of working that still feels natural and intuitive. The technology is compatible with all industry standard formats and runs across IP networks so it will integrate easily into your existing communications infrastructure. You can now record meetings, simply by plugging in a USB device – press one button and you can save, share and archive meetings as a permanent record.

RICHER ENGAGEMENT, RICHER INTERACTION, BETTER RESULTS

Productive Video and Data Conferencing technology from Steljes gives you real-time content collaboration and a natural dialogue between your staff, customers and partners – whoever you want to connect with. This enriches communications and builds relationships – especially when geography would normally be a barrier.

MAKING FLEXIBLE WORKING REALLY PAY DIVIDENDS

Video and data conferencing can fall down when it's used by those outside of the high speed connectivity world of the head office. With solutions from Steljes, technical limitations won't hold you back – and remote and home workers can easily connect and have high quality video conferences without requiring 'business grade' technical connectivity: home broadband is easily sufficient.

SUPPORT NEW WAYS OF WORKING

Increasingly, we work together across distances, in short-lived project teams and often with suppliers and partners outside of our company. This requires a new way of working – an ability to be fleet of foot and communicate quickly, easily and above all, effectively. Video and Data Conferencing from Steljes supports this by emulating the most natural working method – visual collaboration and face-to-face interaction.

ROI

Cutting wasted time

Think about the hours your staff spend travelling to and from meetings. Across the course of even a month this adds up significantly. Video and data conferencing doesn't replace every meeting, but it can drastically reduce them – and with that staff time is better spent.

Agility – get to market faster

How many times are meetings delayed due to geographic constraints? Freeing up a whole day for a meeting is challenging, but with Video and Data Conferencing, an hour's meeting is just that – an hour. This means meetings happen when they need to, projects stay on track and the business becomes more agile.

Building better relationships

Great working relationships improve the way people interact with each other, improve team work and morale and ultimately lead to more productive, highly motivated teams. The cost of delays from fragmented teams cannot be underestimated.

Reduce your carbon footprint

Companies are under pressure to demonstrate greater sustainability. Productive Video and Data Conferencing does mean travel requirements drop, and with that the carbon footprint reduces – especially for international organisations who can avoid excessive flying.

WHERE WILL YOU SEE THE POTENTIAL?

Whether it's a sales function wanting to make regional sales meetings more efficient and effective, or global teams needing to connect and build relationships, Steljes' Productive Video and Data Conferencing technology can help. From simple video conferencing solutions to integrated solutions with interactive whiteboards and collaboration software that take you to a new level with a natural interactive and collaborative data conferencing solution.

EFFECTIVE REMOTE WORKING

Bring remote workers into the meeting or into the conversation with Productive Video and Data Conferencing technology. From conferencing software that can connect them from anywhere, or touch-enabled desktop displays which provide a portable way to visually interact with office-bound colleagues through to video conferencing that enables them to see their colleagues, their body language and reactions – as if they were there in person.

COLLABORATION: BRINGING CUSTOMERS, PARTNERS AND SUPPLIERS TOGETHER

More brains working on a problem, the more chance you have of solving it. Increasingly, it's not just people within the organisation who work together to solve problems and create opportunities. Suppliers, partners, even customers all can become part of the equation. And having Productive Video and Data Conferencing technology to bring them together, instantly, makes this an affordable reality.

COMPLEX INFORMATION SHARING

3D objects, design schematics, the latest technical architectures. The more complex the information, the more important it is to represent it and discuss it visually. Video and Data Conferencing technology makes this possible – allowing dispersed teams to share objects, annotate and make commentary – all of which can be captured and recorded digitally. Use visualisers to instantly bring objects into conversations; use touch-enabled interactive whiteboards or displays to add commentary and ideas.

TAPPING INTO SPECIALIST EXPERTISE – WHEREVER IT'S LOCATED

So called subject matter experts are valuable individuals. What makes them so valuable is their scarcity – which causes organisations problems, bottlenecks and constraints when it comes to tapping into their unique expertise. What if you could simply conference them in when you needed them and give them back their valuable time by taking out the travel?



ALL BUSINESS STAKEHOLDERS HAVE HAD TO FOCUS MORE ON REDUCING TRAVEL AND MEETING COSTS, FROM BOARD LEVEL TO TRAVELLERS THEMSELVES.

Source: Institute of Travel and Meetings

88%

88% of respondents would use video conferencing as a way to meet face-to-face without the need to travel.

Source: Steljes Video and Data Conferencing Report

SCENARIO

Take a firm of solicitors with 40 partners across three locations in the UK. Regular meetings between the partners resulted in extensive amounts of travel. For expensive, fee-earning staff this was a situation that had to be remedied. The firm wanted a system that they could use internally to reduce meeting-related travel time and free up more time for billable work. The system also needed to include a recording functionality for archiving purposes.

The firm knew what was on the market in terms of video conferencing systems and as brand new users of video conferencing knew that they wanted a 'no strings attached' system: no hidden extras, no management fee, no additional warranties to pay for. The requirement was for a simple, easy to use system that they could manage themselves and only pay for the physical hardware they purchased.

The firm chose the AVerComm H300 video conferencing system for all three of its locations for the following reasons:-

Excellent build quality

High quality video images and audio sound

Simplicity – no one in the company needs to be an IT expert, for the users it is just like using a telephone. Once set-up the firm didn't require IT expertise for using the system at each of their three sites, as non-IT staff could easily use and manage the system themselves.

Low bandwidth requirements – the system is compatible with typical office or even household bandwidth, integrating easily into the firm's existing communications environment

Low cost of ownership

The system has improved the firm's efficiency, reducing travel to internal meetings – enabling more time to be spent on billable work. The system paid for itself after just two of the larger internal meetings were conducted using the video conferencing solution!



84%

84 of the '100 Best Companies to Work For' allow employees to telecommute or work from home at least 20% of the time.
Source: Workplace of the Future



ULTIMATELY WE'RE USING THIS TECHNOLOGY TO CHANGE AND TRANSFORM THE CULTURE OF THE COMPANY. ”

Alan Bateman, Director for Next Generation Engineering
BT

PRODUCTIVE VIDEO AND DATA CONFERENCING TECHNOLOGY

Steljes continually researches the market and assesses which products and manufacturers offer the most innovative solutions, to suit a range of client budgets. Our Productive Video and Data Conferencing portfolio comprises of a range of complementary technologies that work together or in isolation to solve the business productivity challenges we see organisations face.

VIDEO CONFERENCING SYSTEMS

The AVerComm H series HD video conference system provides a low cost, high quality video conferencing experience. The H100 and H300 systems make use of a high quality camera with zoom linked to a presentation hub with three metre boundary microphone and codec. Simple, portable and easy to use these devices are ideal for everyday meeting rooms and remote workers.

You are able to record sessions to a USB memory stick, take pictures and share these with session members and also integrate the technology with visualisers, laptops and SMART Board™ interactive whiteboards and LCD displays for data conferencing. Meeting industry standards for video and voice, the AVerComm video conferencing system is interoperable with all leading video conferencing brands.

Point-to-point – AVerComm H100
Perfect for connecting one location to another – whether it's two regional office headquarters or simply two project teams. Collaboration brings the two teams together.

Multi-point – AVerComm H300

Communicate with up to four locations simultaneously – the ultimate in conferencing experiences. Collaborate with teams spread across the office, the country or even the world.

INTERACTIVE WHITEBOARDS

With a SMART Board interactive whiteboard, your people can share material, analyse data, brainstorm, solve problems, record ideas and decisions, save notes and distribute meeting results more efficiently than ever before. Dual touch functionality also means more than one person can work at the board at the same time.

INTERACTIVE DISPLAYS

Perfect for board rooms and key meeting spaces – SMART Board™ interactive displays provide the functionality of an interactive whiteboard; finger and pen navigation, digital ink and the ability to save work – all combined with the brilliant visuals of HD flat panel displays that can be used for video conferencing.

WHITEBOARDING SOFTWARE

SMART Meeting Pro™ Premium software makes collaboration easy when you're using interactive whiteboards and interactive LCD displays. Open applications, browse, write in digital ink and save everything from notes to screen captures into the digital format of your choice.

COLLABORATION SOFTWARE

Collaboration software, such as SMART Bridgit™ data conferencing software and SMART Meeting Pro Premium software integrate all the multimedia capabilities of meeting resources. This allows you to share voice and data over your network or the internet – quickly and make online or virtual meetings really count.

INTERACTIVE DESKTOP DISPLAYS

Remote workers can feel a lot less remote with a SMART Podium™ interactive pen display, ideally situated on the desktop. It allows them to be directly connected to meetings and contribute as if they were there in person. Also used in board rooms for more formal presentations and training rooms.

VISUALISERS

If you're often using complex paper-based documents, a visualiser is a must. A visualiser enables the digitised sharing and saving of documents and real-world objects. Use with an interactive whiteboard and the material can be annotated and comments marked in digital ink for future reference.

PERIPHERALS

Add the final extra touches to Productive Video and Data Conferencing technology with the right camera mounts, clamps, cables and spare parts.



81%

81% of respondents not currently using a video conferencing system would consider installing video conferencing in their organisation. Source: Steljes Video and Data Conferencing Report

A 360° SERVICE

YOU NEED MORE THAN JUST TECHNOLOGY TO CHANGE THE WAY YOU WORK. STELJES OFFERS A RANGE OF SERVICES TO SUPPORT YOU THROUGH THE WHOLE PROCESS – FROM ADVICE AND GUIDANCE, THROUGH TO EDUCATION, TRAINING, ONGOING SUPPORT AND EVEN FINANCING OPTIONS.

CONSULTANCY

Our consultancy service starts with us getting to know how your organisation and your people work today, so we can help you change the way you work tomorrow. This approach means we can help you choose the right technology and get the maximum return by focusing on the areas of productivity that are most important to you.

Key consultancy services include:

Audit – looking at how you work today, and then developing the business case to change

Proof of concept – to help assess new ways of working and trial the technology

Technology familiarisation – our accredited experts will install the technology and help business users become confident in its usage

STELJES CHOICES

Paying for new equipment up-front may not be the best option for every business. Through Steljes Choices, we offer a range of tax-efficient leasing options, hire purchase and 0% finance (subject to product and underwriting acceptance).

Working with Syscap, the UK's leading independent business IT finance provider, Steljes Choices can give you cash flow flexibility and keep your capital free for reinvestment

Finance options are tax-efficient and could even save you money in real terms

Your agreement will be individually tailored to you with easily managed monthly payments that suit your budget

At the end of your agreement you could choose to own the equipment or refresh the technology and lease more equipment without increasing your monthly outlay

RENTAL

Whether you want to stage an unforgettable workshop, to use digital signage for a product launch, or to support a proof-of-concept, we offer a range of exciting Business Productivity Suite technology for short-term rental.

Here's how organisations take advantage:

High impact AGMs: an interactive voting system (and digital signage to publish the results)

Critical workshops – get important decisions, fast – using an interactive whiteboard to get your key people to collaborate, interact and ultimately reach decisions that typically take weeks or months to finalise

Flexible working – a great way of trialling flexible working, renting conferencing equipment such as mobile interactive displays on stands or interactive pen display podiums for remote workers, means you can conduct a cost-effective pilot

TECHNICAL SUPPORT AND WARRANTIES

Our own enhanced warranties as well as standard manufacturer warranties give you the support and confidence once the technology is in place. Steljes provides on-site support, which can avoid the need to send items away for repair. And with a next day response time you can be assured there is very little downtime for your organisation.

Added to this, it includes:

Supporting proof of concepts: technical support is vital at the 'proof of concept' stage for any project and having technical support ensures that the technology works in your environment

Enhanced warranties: for a one off fee you cover the cost of all labour and parts, or the cost of a full replacement if repair is not possible

Steljes is the SMART Authorised Service Organisation in the UK and Ireland, so you will be supported by a trained and highly skilled team of technicians.

TRAINING

When you invest in a suite of technology to help make your people more productive, it's essential that they are confident and engaged with it. That's why Steljes sees training as a crucial part of changing the way you work. We can also offer training as part of a proof of concept so you'll get a clear picture of the impact your chosen technologies could have on your business. All training is completely tailored to your business and your priorities.

Training services include:

End-user training – Steljes is the only SMART accredited training centre in the UK, so using our experts to get your people up-to-speed pays dividends

Technical – we'll ensure the technology is integrated seamlessly into your existing estate, and we'll work closely with your IT team to help them become familiar with the systems

Train the trainer – we can train your own staff to deliver top-quality, customised training to their colleagues internally

Ongoing support – we'll help you manage change and ensure your people continue to improve their productivity. We'll run refresher courses and conduct a staff survey to assess the impact the technology is really making

WHY STELJES

STELJES – A HISTORY OF INNOVATION

Steljes started in 1987 and since then, has demonstrated a passion for identifying the latest in technology to change our way of living, learning and working. Steljes has constantly looked at the technology marketplace for innovation that could be successfully harnessed for tangible and lasting productivity gains.

From launching the first LCD projector into the market back in 1993, through to being the first distributor of SMART Technologies, Turning Point and AVerMedia. Steljes continues to promote and distribute solutions and technology with purpose.

Steljes entered the Sunday Times Fast Track in 1997 and has continued to grow since – selling over 300,000 SMART Board™ interactive whiteboards in 2009 and achieving recognition by winning the Best ICT Innovation Award in that year.

SUPPORTING TECHNOLOGY SERVICE PROVIDERS

By matching the best technology and customer challenges together, Steljes helps manufacturers, resellers and customers successfully address real life situations faced by businesses in every industry sector.

We support the industry through education and training, insights and research and of course helping companies take these new innovative technologies to market with the surety of being backed by real expertise and experience.

A PARTNERSHIP APPROACH

Steljes delivers its solutions through a network of partners across the UK. Steljes and its partner resellers work with customers to help devise and provide the right technology solutions to meet the highest priority productivity challenges.

We work closely with our partners, giving them and their customers advice and guidance to help them deliver maximum benefits.

SENSE CHECKING THE RIGHT APPROACH – SOLUTIONS EVALUATION

We take on a lot of the risk and upfront investments that our clients and partners would otherwise have to bear. A big part of this is ensuring we've vetted the right solutions and know with certainty they will deliver the benefits that our clients expect.

Steljes Labs, our own R&D, focuses on this area – understanding from manufacturers across the world, what's coming down the pipeline and how it compares to what's available now.

ABOUT SMART PRESENTATIONS LIMITED

WHAT WE DO

Smart Presentations Limited is an innovative technology systems integrator. We help organisations expand the potential of what groups of people working together can achieve.

Our interactive technology solutions deliver tools and working processes that drive business productivity and bring greater success.

Our mission is to be the preferred choice for organisations by virtue of our reputation and the quality of our services: 'Right First Time'.

Our reputation for delivering what we say we will on the day of completion is the foundation of our long-term success. This positive experience has made us our clients' preferred choice – and brings us lots of referred business.

'Right First Time' means all client projects are delivered:

- Fully operational
- On time
- Snag free
- All project documentation on completion

OUR APPROACH

Our consultative approach allows every client to benefit from a comprehensive 'onestopshop' service for AV systems integration:

- Consultancy
- Project Management
- Installation
- Training
- Maintenance
- Asset Value Plan (lease finance)
- Rental

SAY HELLO....

Let us help you drive productivity with innovative technology for your business that will make your presentations and meetings go further.

01296 642000

info@presentations.co.uk

www.presentations.co.uk

WHERE WILL YOUR BIGGEST PRODUCTIVITY GAIN COME FROM?

PRODUCTIVE MEETINGS
IT'S NOT WHAT YOU DO, IT'S THE TIME, THE WAY, THE PLACE THAT YOU DO IT.

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PRODUCTIVE WORKSPACES
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PRODUCTIVE TRAINING
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PRODUCTIVE MARKETING AND COMMUNICATIONS
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FIND OUT MORE

Contact Smart Presentations Limited today on 01296 642000 or email info@presentations.co.uk



THIS IS BUSINESS PRODUCTIVITY

TECHNOLOGY WITH PURPOSE

