

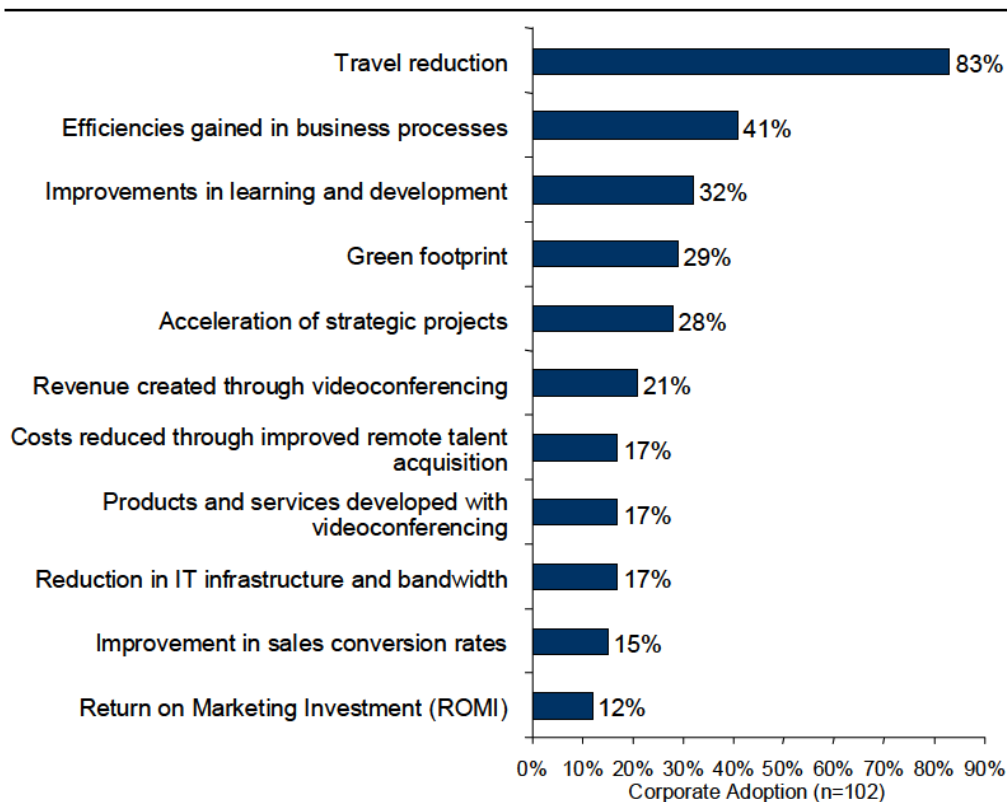
## Aligning Video to Core Business Needs

In our November 2010 video research, 83% of Aberdeen respondents identified travel savings as part of the business value provided by videoconferencing. Although travel reduction has been a core value proposition of enterprise videoconferencing for decades, the cost benefit associated with reduced travel was mitigated by many problems, such as interoperability with current IT infrastructure and the ability to maintain Quality of Experience for the end user.

As these abilities have improved in the market, businesses have started to shift from the cost-driven approach to videoconferencing, to a value-driven approach that focuses on the departments and job functions that derive the greatest value from videoconferencing.

When respondents were asked where they gained business value from video conferencing, many different answers were provided ranging from IT infrastructure optimization all the way to sales optimization.

**Figure 2: Value Propositions Associated with Videoconferencing**



### **Aligning Video to Core Business Needs (continued)**

These value propositions can be roughly divided into three categories: cost or compliance issues such as travel reduction and green footprint, operational improvements including learning and development and other efficiencies, and revenue enhancing propositions such as improved sales and marketing.

Although businesses should consider the value of cost reduction and internal process efficiencies, businesses fundamentally exist to make money. From that perspective, business cases for video conferencing are better served by understanding the potential value proposition associated with improving business value.