

Visual Nexus White Paper

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Does your communication system support the way you want to work?

Enterprises are becoming more globalized and the use of dispersed teams is increasing. At the same time there is pressure to reduce travel and allow employees to work from home. We all know that face-to-face meetings are needed for good communication and know there is a new generation of virtual meeting solutions designed to support these new ways of working.



*Virtual Meeting Service
powered by Visual Nexus*

Achieve More, Travel Less

Face-to-Face virtual meetings helping to improve productivity

The common denominator for all effective organizations is excellent communications. Sending emails or sharing documents is a great way to inform or educate people. But you have no idea if they understand what is written or even if they have read it. We all understand that face-to-face communications is much more effective than telephone or written communication. It is the most effective way to move ideas into actions and then actions into results. This is even more important when different languages and cultures are involved. It is much easier to tell if communication has been understood if you can see the body language of the other person. Even if language is not an issue, if you can not see the other people in a meeting you can not tell if they are paying attention, agree with what is being said or even if they are actually present at the other end of the telephone.

Up until now face-to-face meetings have required time spent travelling to get attendees to the same point. Even if video conferencing systems are used, a meeting room must be booked and participants must go to the rooms, meaning that meetings have to be arranged well in advance. This does not work if the purpose of the meeting is to make a decision in response to an urgent issue that has just arisen. Even then all the key people may not be present and information may not be available in the room. This leads to follow on meetings having to be arranged, causing further delays to the decision making process.

With Internet and broadband connectivity becoming commonplace, the potential of on-line face-to-face meetings can be realised inexpensively with instantaneous access from anywhere in the world. Web conferencing solutions are the fastest growing online meeting segment, but they lack the audio and video capabilities needed for a real face to face meeting. Advances in audio and video technology give quality sound and visual images that help to engage the vital spiritual and emotional intelligence to enable face to face virtual meetings. By combining web conferencing and audio/video solutions virtual meetings can finally meet the needs of todays dispersed organizations.

The Visual Nexus Service

The Visual Nexus virtual meeting service integrates the latest networking, audio, video and IT technologies from Visual Nexus to create a simple to use yet very powerful virtual meeting service. It enables face-to-face meetings to be attended by participants from their desks, in a meeting room, from their home, in fact where ever a broadband connection to the Internet can be found. The service uses a convergence of video, voice and data to provide a real meeting-like experience, with high quality video and audio systems and a full set of data collaboration tools.

The virtual meeting service is designed to meet the needs of dispersed teams. Because it meets all major industry standards, it can be added to existing infrastructure. It is a pure software solution running on the desk top computers you already have, making it is easy to deploy and very cost effective compared to existing video communication products. It can make video communications available to all knowledge workers within an organization and not just the senior executives in the board room.

The Benefits

The use of face-to-face virtual meeting technology creates a productive working environment for dispersed teams. Its simplicity enables sensitive and balanced communication, whilst enhancing personal responsibility, respect for people and trust. Hazards can be avoided by timely intervention and more honest exchanges, with the end result of more productively and better decision making.

Virtual meetings can also make a very positive contribution in reducing carbon footprints. They enable new working practices, in particular home working and the use of dispersed teams. Employees can still enjoy the social aspects of face to face communications without physically having to commute or travel to meetings. The increase in productivity and travel related savings means that payback can often be as fast as a few months or even weeks.