

**KEY BENEFITS**

# Cloud Video Conferencing SOLUTIONS

**Interoperability - the ability to meet anyone, anywhere at a click of a button**

As many companies adopt Cloud conferencing solutions as part of their unified communications platform, one of the greatest challenges is integrating it both with their existing video conferencing estate, and with other desktop video applications, like Skype for Business. Until now, expensive and complex bridging services have been used to provide multi-point conferencing between standards based video conferencing endpoints. However, this solution only supports traditional standard based video conferencing and does not support interoperability with Skype for Business users. Our Cloud solutions allow full and consistent interoperability between all end-points and manufacturer technologies, allowing colleagues and remote workers to quickly connect to multiple locations and clients internationally at any time, using any device or any network.

**Reduce costs**

A Cloud solution is a cost-effective alternative to 'on premise' or 'hosted' deployments. It will reduce the burden for local in-house IT to own, manage and

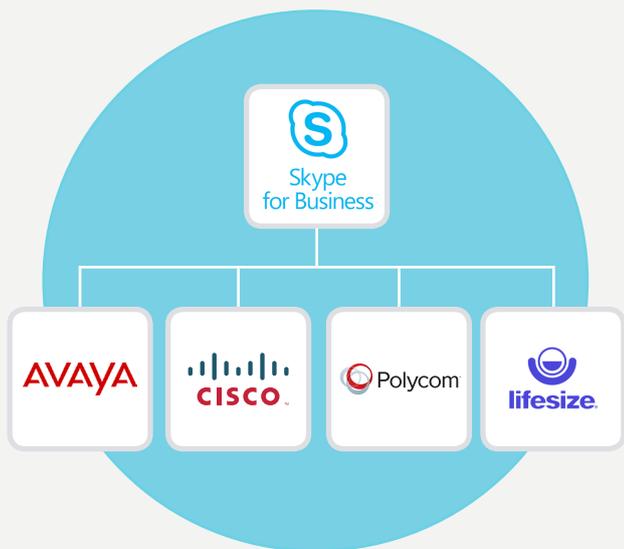
maintain expensive video conferencing hardware and infrastructure, freeing up IT staff to work on other business innovations and drive digital transformation. Cloud's subscription based models makes calculating your ongoing costs straightforward and predictable.

**Increased productivity**

Generally, traditional video conferencing can be relatively productive. However, Cloud-based video conferencing takes productivity to the next level because it requires less implementation time and very little set-up prior to each call. Employees with access to an account can use the technology to engage in face-to-face meetings and share information without the need to travel.

**Easy to deploy, manage and use**

Its innovative user experience and design makes it simple and easy to use. Meetings can be accessed with the press of just 'one' button. It is a solution that most non-technical employees can start using immediately with little training, and it requires minimum support from IT departments.



## OUR SOLUTION

Our Cloud will provide you with a single collaboration solution that supports your requirement for highly agile, secure, scalable and productive meetings. Our international coverage, 24/7 VNOC services and ability to offer two hour SLA's, allow us to support large corporate enterprises with effective communication solutions.

### Improved reliability

Due to the high cost, companies who operate their own video conferencing infrastructure rarely implement adequate protection against failure. Our Cloud service is deployed globally at multiple data centres in fully redundant environments. The built-in redundancy provides cover for failures that occur within an individual data centre. In the unlikely event of a complete failure at one data centre, the service can be replicated at one of the alternative locations.

### Rapid scalability

Cloud services allow your business to grow easily and quickly as and when required. Resources can be quickly scaled up or down to handle the changing requirements of an agile workplace. This means you only pay for what you need when you need it.

### Secure and resilient

The Electrosonic Cloud solution integrates support for the firewall and includes industry standard encryption to keep all calls private whilst limiting access to invited participants only. This gives you and your clients the confidence that all communication is secure.

### Future proof

As your Cloud service provider, we take the responsibility to track, implement and test technology changes to ensure that the services that we offer for video collaboration are always up to date, maintaining performance and security. Solutions can easily be built upon as and when technology moves on, providing you with a flexible solution that adapts as your business grows.



Book a short 15-minute telephone call with one of our experienced team members to discuss your Cloud migration strategy. We can talk you through the different options available and how they can integrate with your existing video conferencing solutions. Or why not try a 30 day trial of our Cloud solution.

Email us at [collaboration@electrosonic.com](mailto:collaboration@electrosonic.com)