

2012

**CIO**

BUSINESS TECHNOLOGY LEADERSHIP

***BizTechReports***

Editorial Director:  
Lane F. Cooper

# 2012 SURVEY ON PERVASIVE VIDEO IN THE ENTERPRISE

Responses from 50 senior IT decision-makers who participated in the CIO Perspectives Roundtable Sessions held in Dallas, Atlanta, New York and San Francisco in the first half of 2012.

***There is growing end-user demand for video – particularly on PCs and tablets – as employees seek ways to meet their business objectives from any place, at any time.***

## **Enterprises Rapidly Embracing a Broad Approach to Pervasive Video**

*Collaboration Driving Integrated Adoption of Video Across Platforms.*

*IT Organizations Cite Cost and Complexity as Key Barriers to Widespread Adoption*

By

Lane F. Cooper

Contributing Editor, CIO Magazine

Editorial Director, BizTechReports

### **Executive Summary:**

U.S. organizations across industries and size segments are aggressively pursuing video-enabled communication and collaboration strategies. These strategies are being pursued across a wide spectrum of platforms (from immersive digital conference environments, to video rooms, desktop, tablet and smartphones) to improve internal collaboration, drive workforce productivity, and improve innovation.

There is growing end-user demand for video – particularly on PCs and tablets – as employees seek ways to meet their business objectives from any place, at any time. Employee-driven demand for access to video on personal productivity platforms appears to be linked to the Bring Your Own Device (BYOD) trend. It represents a further blurring of the lines between the professional and personal lives of people who work for mobile-enabled enterprises.

While the business case for pervasive video-enabled communication across the enterprise is increasingly compelling, the perceived cost and complexity of deploying a ubiquitous and integrated cross-platform strategy may be acting as a barrier to deployment. This is prompting organizations to seek new skillsets in video-enabled communications through internal development, or through external service providers.

These are among the conclusions of a series of CIO Magazine round table discussions with senior IT executives in Dallas, Atlanta, New York and San Francisco, as well as a quantitative survey of over 50 executive participants. The project was sponsored by Dimension Data. Participants in the roundtable discussion series and survey included senior executives (Director, VP, C-level, etc.) from the following industries:

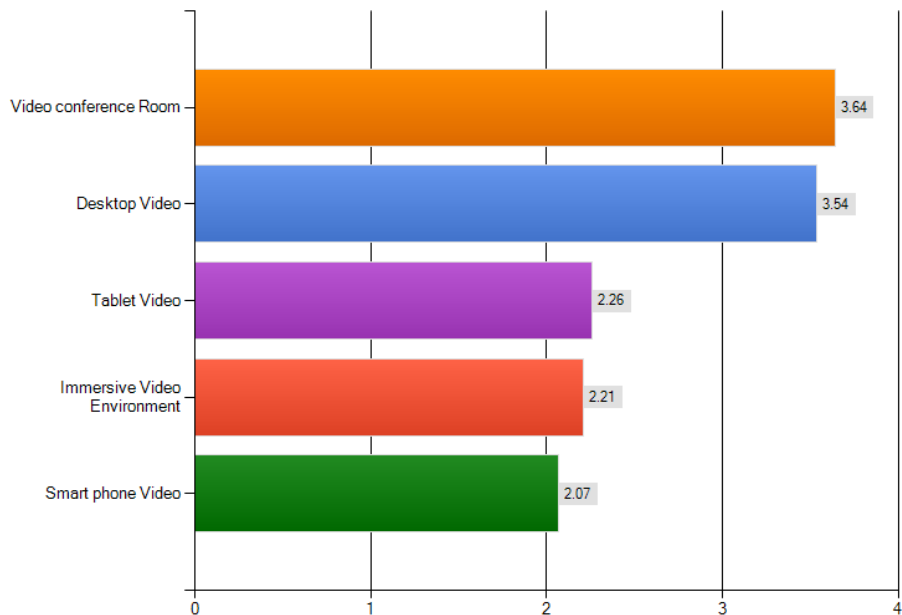
<ul style="list-style-type: none"><li>• Defense/Aerospace</li><li>• Airlines</li><li>• Healthcare</li><li>• Retail</li><li>• Public Sector (Federal, State &amp; Local)</li></ul>	<ul style="list-style-type: none"><li>• Restaurant</li><li>• Financial Services</li><li>• Manufacturing</li><li>• Education</li><li>• High-Technology</li><li>• Non-Profit</li></ul>
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**Video Platforms  
Being Used in an  
Enterprise  
Environment**

**Key Findings From Survey of 50 Participants in All Cities:**

- 92 percent report that **Desktop Video** applications are being used in their organization today for business purposes.
- 91 percent percent say that **Video Conference Rooms** are being used in their organization today for business purposes.
- 65 percent report that **Tablet** platforms are being used in their organization today for business purposes.
- 61 percent say **Smart Phones** are being used in their organization today for business purposes.
- 46 percent indicated that **Immersive Video Environments** are being used in their organization today for business purposes.

What video platforms are you currently using? (Select option that best reflects your situation.)



**Figure 1**

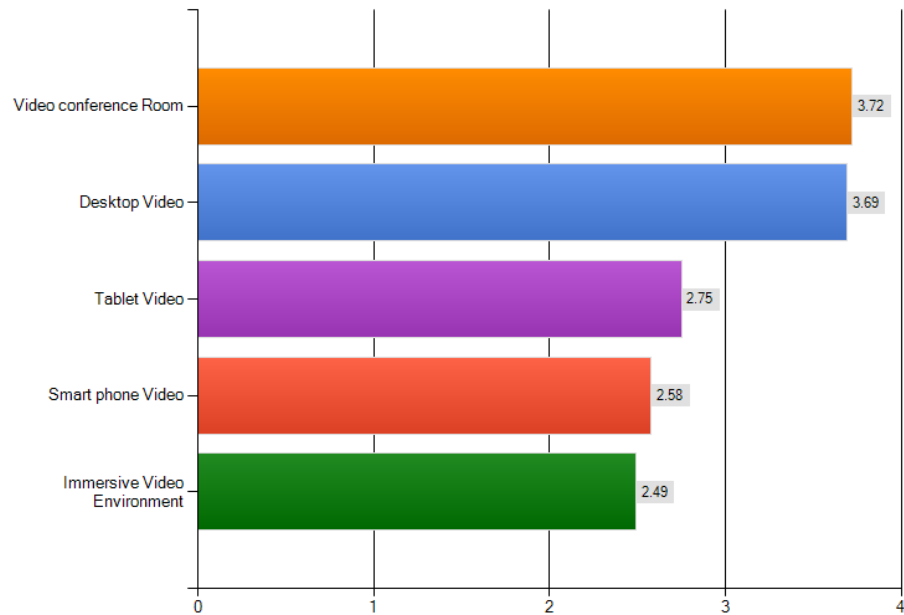
**NOTE: Denotes Impact Level (High, Medium, Low)  
On Organizational Operations.**

## Dimension Data Pervasive Video Roundtable Survey

### **Forward-Looking Video Platform Investment Plans.**

- 88 percent of roundtable participants surveyed are actively exploring or are already expanding future investments in **Desktop** video communications.
- 85 percent of roundtable participants surveyed are actively exploring or are already expanding future investments in **Video Conference Rooms**.
- 50 percent of roundtable participants surveyed are actively exploring or are already expanding future investments in **Tablet**-based video-communications.
- 49 percent of roundtable participants surveyed are actively exploring or are already expanding future investments in **Immersive Video Environments**.
- 47 percent of roundtable participants surveyed are actively exploring or are already expanding future investments in **Smart Phone**-based video communications.

What video platforms are you considering investing in or expanding? (Select option that best describes your situation)



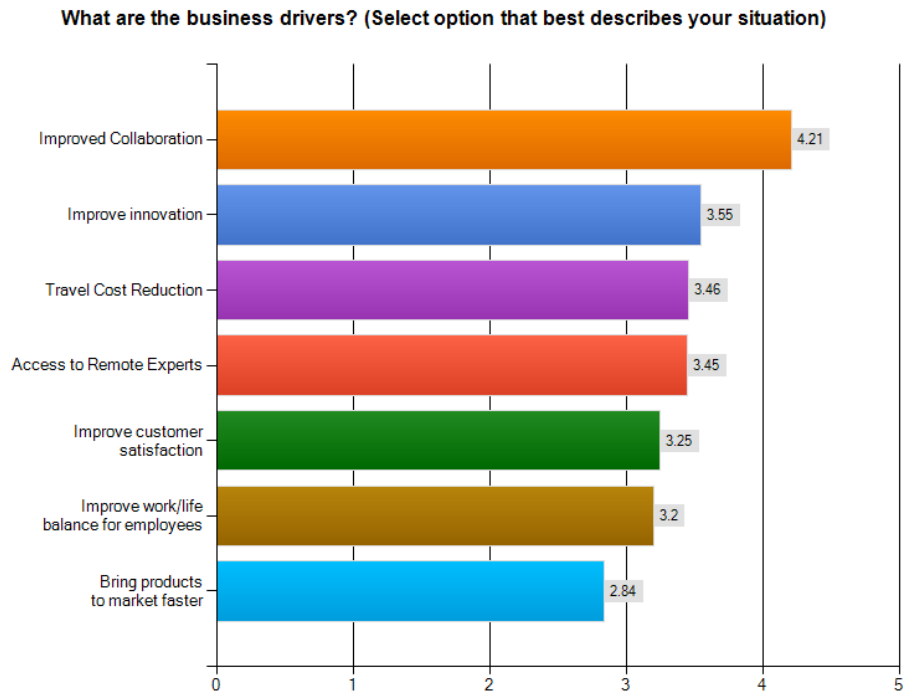
**Figure 2**

**NOTE: Graph Denotes Future Plans And Impact On Organization.**

## Dimension Data Pervasive Video Roundtable Survey

### **Business Drivers for Pervasive Video in the Enterprise**

- 100 percent cited **Improved Collaboration** as a factor that is driving adoption of pervasive video strategy.
- 91 percent cited **Improved Innovation** as a factor that is driving adoption of pervasive video strategy.
- 90 percent cited **Travel Cost Reduction** as a factor that is driving adoption of pervasive video strategy.
- 80 percent cited **Work/Life Balance for Employees** as a factor that is driving adoption of pervasive video strategy.
- 75 percent cited **Improved Customer Satisfaction** as a factor that is driving adoption of pervasive video strategy.
- 75 percent cited having **Access to Remote Experts** as a factor that is driving adoption of pervasive video strategy.
- 66 percent cited Improved **Time-to-Market** as a factor that is driving adoption of pervasive video strategy.



**Figure 3**  
**NOTE: Denotes Impact on Organization**

## Dimension Data Pervasive Video Roundtable Survey

### Barriers to Enterprise-Wide Pervasive Video Strategies

- 95 percent of roundtable participants cited **Cost** as a key barrier to implementing an enterprise-wide video strategy.
- 95 percent of roundtable participants cited **Complexity** as a key barrier to implementing an enterprise-wide video strategy.
- 83 percent of roundtable participants cited **Stress on Infrastructure** as a key barrier to implementing an enterprise-wide video strategy.
- 73 percent of roundtable participants cited **Unpredictable Usage and Adoption** as a key barrier to implementing an enterprise-wide video strategy.
- 72 percent of roundtable participants cited **Lack of AV/IT Support** as a key barrier to implementing an enterprise-wide video strategy.
- 68 percent of roundtable participants cited **Lack of End-User Demand** as a key barrier to implementing an enterprise-wide video strategy.
- 65 percent of roundtable participants cited **Lack of Management Support** as a key barrier to implementing an enterprise-wide video strategy.
- 48 percent of roundtable participants cited **Difficult Scheduling Access to Video Resources** as a key barrier to implementing an enterprise-wide video strategy.
- 41 percent of roundtable participants cited **Government Regulations** as a key barrier to implementing an enterprise-wide video strategy.

What are the barriers to a pervasive enterprise-wide video strategy? (Select option that best describes your situation)

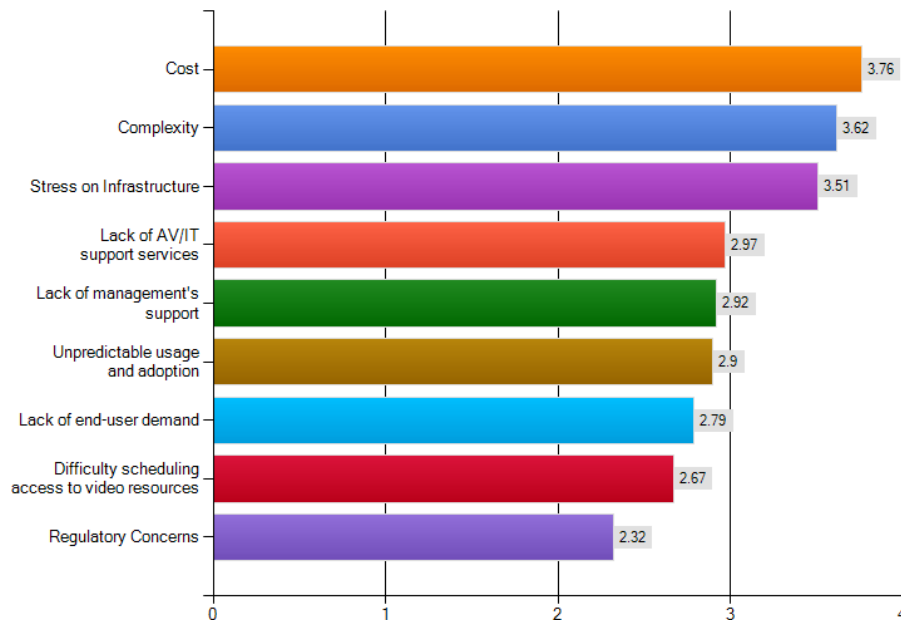


Figure 4\*

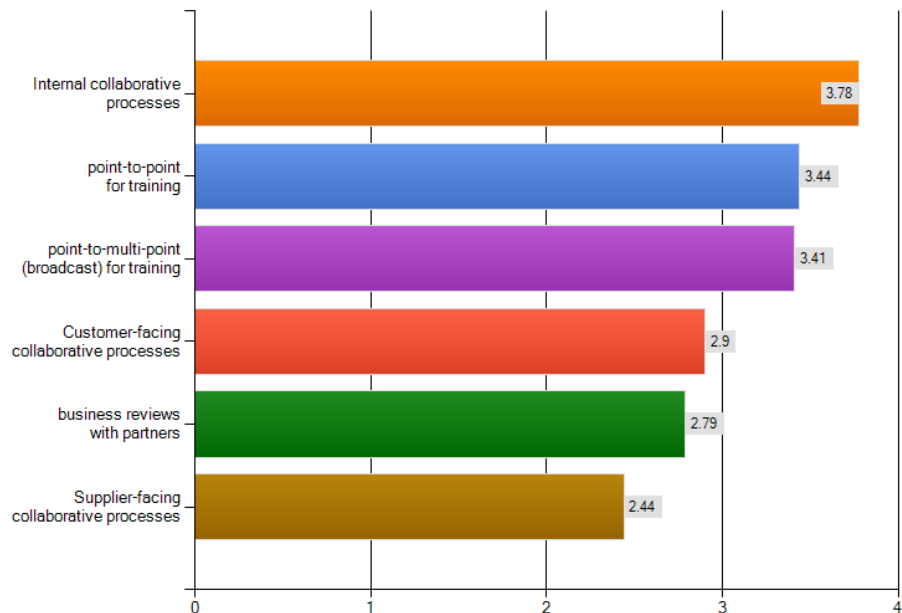
\* NOTE: Denotes Importance of Barrier to Moving Forward.

## Dimension Data Pervasive Video Roundtable Survey

### ***Business Processes That Are Affected By Video-enabled Communications***

- 93 percent of respondents indicate that video-enabled communication will have an impact on **Internal Collaboration**.
- 87 percent of respondents indicate that video-enabled communication will have an impact on **Point-to-Point Training**.
- 85 percent of respondents indicate that video-enabled communication will have an impact on **Point-to-Multipoint (Broadcast) Training**.
- 62.6 percent of respondents indicate that video-enabled communication will have an impact on **Customer Facing Collaboration**.
- 62 percent of respondents indicate that video-enabled communication will have an impact on **Business Reviews with Partners**.
- 47 percent of respondents indicate that video-enabled communication will have an impact on **Collaboration with Suppliers**.

How important is video communications to the following processes? (Select option that best describes your situation)



**Figure 5**

NOTE: Denotes Level of Impact on Process

**About the Participating Executives:**

**Scott Cruikshank** is the Director, Converged Communications practice for Dimension Data Americas. He joined Dimension Data in 1999 and has previously served as Area Vice President of the Southeast region and Vice President, Alliances. Prior to Dimension Data, Scott held sales leadership positions at CompuCom Systems and IBM. He holds a Bachelor of Science degree from Barton College and was selected as the 2009 Alumni of the Year.

**David Danto** is the Principal Consultant, Collaboration / Multimedia / Video / AV for Dimension Data. He has over 30 years of experience providing problem solving leadership and innovation in media and unified communications technologies for various firms in the corporate, broadcasting and academic worlds. David is a frequent contributor to industry publications and presenter at industry events. He is also the author of the popular "View From The Road" series of blogs. In addition, David has served on many manufacturer council and advisory boards for firms including Polycom, Plantronics, AVI-SPL and BlueJeansNet. His current area of focus is on Multimedia and Collaboration Technology Architecture consulting services in the United States.

**About The Sponsor:**

**Dimension Data** is a specialist IT services and solutions provider that uses its technology expertise, global service delivery capability, and entrepreneurial spirit to accelerate the business ambitions of its enterprise clients. Dimension Data offers consulting, integration and managed services to create customized client solutions. Its expertise spans numerous areas of core competency, including Network Integration, Cloud Services, Security Solutions, Converged Communications, Data Center Solutions, Customer Interactive Solutions and Microsoft Solutions. 79 percent of the Global Fortune 100 and 63 percent of the Global Fortune 500 are Dimension Data clients. Dimension Data is part of the NTT Group.

[www.dimensiondata.com](http://www.dimensiondata.com)

**About the Moderator:**

**Lane F. Cooper** brings over 20 years of experience as a researcher, reporter and editor analyzing the business and technology industry. Lane has organized and moderated many live and online events and works with a variety of high-tech clients and CIO magazine to ensure that the information presented is interesting to an audience of sophisticated technology buyers and implementers. Numerous news services and magazines that have carried his by-line include: *NetworkWorld*, *Information Week*, *Telephony*, *Byte Magazine* and *Enterprise Systems Journal*. He lives in Washington DC, where he is the Editorial Director of BizTechReports ([www.biztechreports.com](http://www.biztechreports.com)), an independent research and reporting agency that analyzes user trends in business technology.

**About CIO:**

**CIO** produces award-winning content and community resources for information technology executives thriving and prospering in this fast-paced era of business. The CIO portfolio includes CIO.com, CIO magazine, CIO Executive Programs and the CIO Executive Council. The U.S. edition of the magazine and website are recipients of more than 200 awards to date, including two Grand Neals from the Jesse H. Neal National Business Journalism Awards and two Magazine of the Year awards from the National Society of Business Publication Editors. CIO websites and printed publications appear in more than 20 countries. For more than twenty years, CIO magazine's editorial mission has been to provide IT and business executives with real-life, in-depth best practices for leveraging information technology for business advantage. Apply for a complimentary subscription online at [www.cio.com](http://www.cio.com).