



## Videoconferencing and telepresence combine productivity and ROI

Video conferencing and telepresence are widely used by businesses and position themselves as one of the most productive collaborative tools. Video conferencing allows for a unique environment to bring together employees and remote partners quickly, without requiring logistics or financial investment. All professionals know that transport times are moments of no or lower productivity. Not only do they cost (purchase of airline tickets, travel by car, train ...), but they also induce a human cost that contributes significantly to increase the overall cost of travel.

It should be noticed that in a context of crisis, this issue is important since it allows to combine enhanced productivity and lower costs. An important point is also due to the maturity of the offers that have opened videoconferencing solutions to the largest possible number and particularly to SMBs that did not have, until few years ago, affordable offers. This has now changed with the launch of many offers based on a SaaS or Cloud Computing business model. It is no longer necessary to have massive budgets to use videoconferencing on a daily basis. You can now use it with a flexible and moderate budget.

Generally, video conferencing can generate up to 40% savings on travel expenses. Various studies also highlight the achievement of a return on investment after 12 months using the technology, in the case of a video conferencing infrastructure of intermediate size. We are therefore in a market where the return on investment is measured in the short term. In terms of CSR, videoconferencing can significantly reduce companies' carbon footprint too. This is particularly important for large groups enjoying a multi-site or international organization.

The surveys and opinions institute, NotezIT, shows in one of his studies involving technical and operational populations, a real motivation for companies to implement collaborative communications applications. Altogether, more than half of respondents said in early 2010, to have a project in this area, 40% of which were currently being deployed whether only slightly, or to a large degree and 15% of them were pilot projects. These elements clearly show the search for cost optimization through technology. Undoubtedly, videoconferencing must follow this trend and provide the suitable service.

Another study conducted by Forrester Consulting on behalf of a provider of video conferencing technology demonstrates that a company using the provider's technology, had a ROI of 392%, more than \$ 1 million savings in travel costs and a decrease of 12% of its carbon emissions.

All these data reflect the actual return on investment related to the contribution of video conferencing within businesses.

Lastly, financial ROI should not overshadow qualitative benefits such as users' working conditions, business continuity, spontaneity of meetings ... all of which also contribute to a strong return on investment of videoconferencing solutions.



**About G2J :**



*With a pedigree stretching back to 1994, G2J is the only French videoconferencing specialist that is able to offer a full range of services – helping you to set up remote meetings simply and securely all over the world, whatever your access method and your equipment.*

***Public institutions** (G8, FMI), **SMEs** (Boursorama, Somfy), **major corporations** (Auchan, Arcelor, EDF) in **all sectors** use G2J to **guarantee** that their videoconferences run without a hitch, while delivering the necessary **security** and **quality**.*

*G2J, it is 3500 managed endpoints, 300 000 users a year, 4500 videoconferencing and telepresence rooms all over the world and 253 000 tons of CO2.*