No video conferencing without industrial infrastructures

Videoconferencing becomes essential to our interactions, and has certainly become one of the most popular media in recent years. Considered gimmicky a few years ago, it is now a reality for many companies that use it every day to collaborate with their employees, customers and partners.

An interesting point is the exponential growth in the number of projects in less than two years. As a matter of fact, many projects have emerged on a large scale, especially in SMBs. This can be explained by changes in the way the technology is used, but also by the maturity of the technologies available on the market.

In this context, the infrastructure and business model also evolved considerably.

This has particularly been made possible by the use of new distribution models, such as the Software as a Service model, which have largely contributed to make the technology more popular and to simplify access to complex services.

For instance, implementing a videoconferencing solution using SaaS model does not require significant investment to allow the client to benefit from a professional quality of service.

SaaS has also allowed companies and CIOs to get rid of the supervision of dedicated and hard-to-update infrastructures. The service is simply "managed" and provided by teams of experts.

Providers focus on the efficiency of the infrastructure, and its ability to withstand flows of communication. Complex and technical issues are no longer delt with by the client.

Beyond the infrastructure, the spread of SLAs has also played a key role in the development of video conferencing technologies. Indeed, like other hosted services, video conferencing is now governed by good practices and operating rules that allow to ensure quality and safety of the services offered.

Safety is a key focus to be taken into account to ensure confidentiality. This involves the physical security of the data centers hosting facilities (highly secured environment, redundancy), the confidentiality of communications (data encryption, secured access to virtual rooms thanks to login and passwords, access via VPN without going through the public network).

Controlling the intervention of operators who manage customer’s conferences (intervention only on client request, intervention from a secured VNOC, confidentiality agreements) is another way to ensure the confidentiality of communications.

Consequently, “Video conferencing as a service” and videoconferencing services providers bring a real value added in terms of security.

Beyond these elements, the attractiveness and simplicity of the offers have enabled all stakeholders in the company to become real sponsors of this type of internal communication vehicle.

However, behind this apparent simplicity lies, as we have seen, an industrial infrastructure. Therefore, a first step would be thinking the project and do not necessarily opt for a 100% internalization solution, that will require a lot of resources of all kinds.

Keep in mind that videoconferencing requires efficient infrastructure to be used in good condition and must not suffer from an approximate supervision.

Mismanagement would mean low quality of communications and would deter users from using the service. CIOs must be careful not to lose sight of several points so that their project be a real success: delivering and intuitive solution to users and relying on dedicated robust and scalable infrastructure, is the main guarantee for quality of service.

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.