ClickShare

BYOM The next step towards the digital workplace

Whitepaper

BARCO

Executive Summary

How can we take workplace productivity to the next level?

For many years, improving workplace productivity and optimizing capacities of workforce have been a challenge for many businesses, governments and organizations.

Back in 2010 in a ground-breaking paper, Intel believed to have found the answer: Bring Your Own Device (BYOD). The research[1] identified that "61% of Generation Y and 50% of 30+ workers believe the tech tools they use in their personal lives are more effective and productive than those used in their work life". Even back then, 60% of workers already used a smartphone for work purposes and 31% wished they could.

Since then, the BYOD market has taken off swiftly and is set to hit almost $367 billion by 2022[2]. 67% of people use their own devices at work[3] and 87% of companies depend to some extent on their employees' ability to access mobile business apps from their personal smartphones[4].

The trend to allow and facilitate BYOD in office environments has benefited both employers, who report an annual saving of £350 per employee per year[5], and employees, who save 58 minutes per day and increase their productivity by 34% by using their own portable devices[6].

Increasing productivity, by allowing people to use the tools they are most familiar with, might seem obvious today, but what is the next step to take after BYOD?

In our most recent research on 'The Future of Meetings', we have discovered how to level up workplace productivity even more. In the transforming world of work where automation of jobs and gig economy rule, millennials - aka natural collaborators who have grown up with online sharing technologies like Google docs, online gaming, social media, cloud-based apps and more - have a high need for business technology matching their lifestyle needs. They want more flexible, remote work environments and prefer intuitive (own) devices and tools to collaborate seamlessly anywhere they want. With BYOM we can get to that next level of efficiency...

What is BYOM?

Bring Your Own Meeting (BYOM) describes the phenomenon where people prefer to host a conference call from their personal device using their preferred conferencing solution (e.g. Microsoft Teams, Webex, Zoom and many more). And they choose to ignore the existing meeting room equipment provided to connect remote participants. BYOM is expanding rapidly and three factors are driving this trend:

- We are more productive when we use our own devices at work
- We prefer a particular conferencing solution – one with a user experience that appeals to us or fits most closely with how we like to work
- We avoid using equipment that we don't understand or find difficult to operate

Some organizations respond negatively to BYOM and try to prohibit it. However, we are BYOM advocates, because we believe we are more productive when we use the tools we are most familiar with. This means using our own devices at work and using the conferencing platforms we prefer. There are three compelling reasons why BYOM should lie at the heart of every Digital Workplace strategy.

The strategic reason for BYOM

In recent years, there has been dramatic change in the workplace, amongst the workforce, in our workstyle and in our workspace. This revolution is gathering pace.

Bring Your Own Device (BYOD) is a key component of the Digital Workplace strategy of many organizations. It has proved that providing "freedom of choice", empowers individuals and increases personal effectiveness and productivity. Being able to choose the devices they are most familiar and most competent with has given individuals the confidence they need to save time and do more.

BYOM is a natural extension of BYOD, as it allows people to use the conferencing platform, they are most effective with. Given the improvement this makes to personal and group productivity, it is the next strategic step for personal empowerment and collaboration.

BYOM allows organizations to address different dimensions of a highly effective Digital Workplace strategy, in that it allows them to:
- Gather together and meet anyone, anywhere in their **workplace**
- Help a more diverse **workforce**, including contractors and interns, collaborate and contribute just as much as their employees
- Choose their **workstyle** - when and where they work, whether that's in the coffee shop, at home or on the move
- Move around freely and use different **workspaces** for different tasks
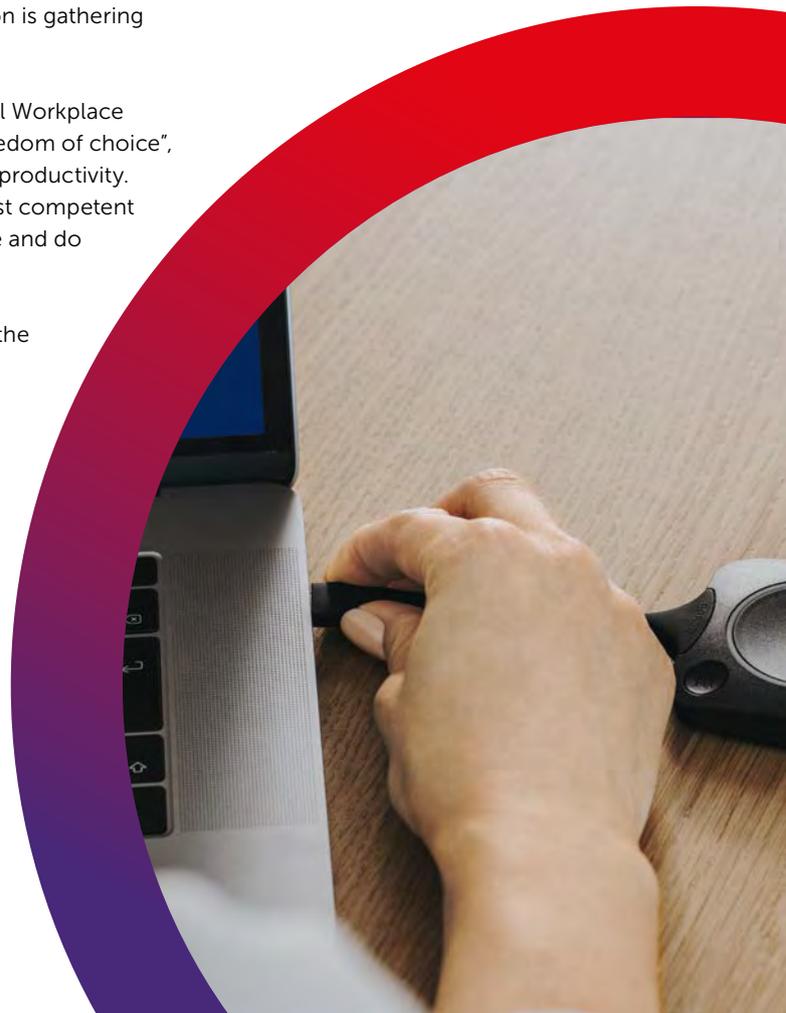
The practical reason for BYOM

27% of organizations have tried to mandate the use of a single conferencing or Unified Communications platform by their people. They have not succeeded. In reality, we use many different conferencing or UC solutions. Over a period of six months, each of us uses an average of no less than six different UC solutions for business purposes.

Any attempt to standardize on a single enterprise-wide solution is doomed to fail. Whichever solution that is chosen as a corporate-standard, employees will continue to meet with clients or suppliers that will invite them to meetings that use other technology than the one available in company meeting rooms. Employees will keep on downloading and using "free copies" of their preferred product to avoid the struggle with confusing meeting room set ups or difficulties in setting up remote calls.

Unless every organization moves to the same conferencing platform, a BYOM solution is the only practical approach for enterprises to adopt.

The financial reason for BYOM

The third reason for implementing a BYOM strategy is financial. Moving to BYOM can pay for itself in just a few months.

BYOM avoids costs:

- There is no need for expensive meeting room software licenses

- Proprietary hardware and software to integrate a specific conferencing solution is no longer required

- Time wasted waiting to setup meeting room equipment is saved (setup times are typically reduced from 7 minutes to 7 seconds

Over six months we use an average of 6 different conferencing solutions.

Read this document to find out more about BYOM and why it should lie at the heart of every Digital Workplace strategy.

The curious thing about conferencing

When it comes to conferencing or Unified Communications & Collaboration (UC&C) there are many different solutions and many good alternatives to choose from. At Barco, we work closely with the manufacturers and vendors of these products and can vouch for their efficacy.

Yet the curious thing about conferencing, is despite the quality of the products, the remote attendees consistently regard their experience as being worse than being in the same room as everyone else. The lack of engagement remote participants feel, should be a major concern for anyone concerned with delivering an effective enterprise.

How can we collaborate as equals?

How can an organization deliver on the promise of a 21st century conferencing platform, if one group of people is always at a disadvantage to the rest? How can remote employees collaborate as equals?
Every year, we carry out research into the world of collaboration and the sub-standard experience of remote workers, keeps on coming up as a major issue.
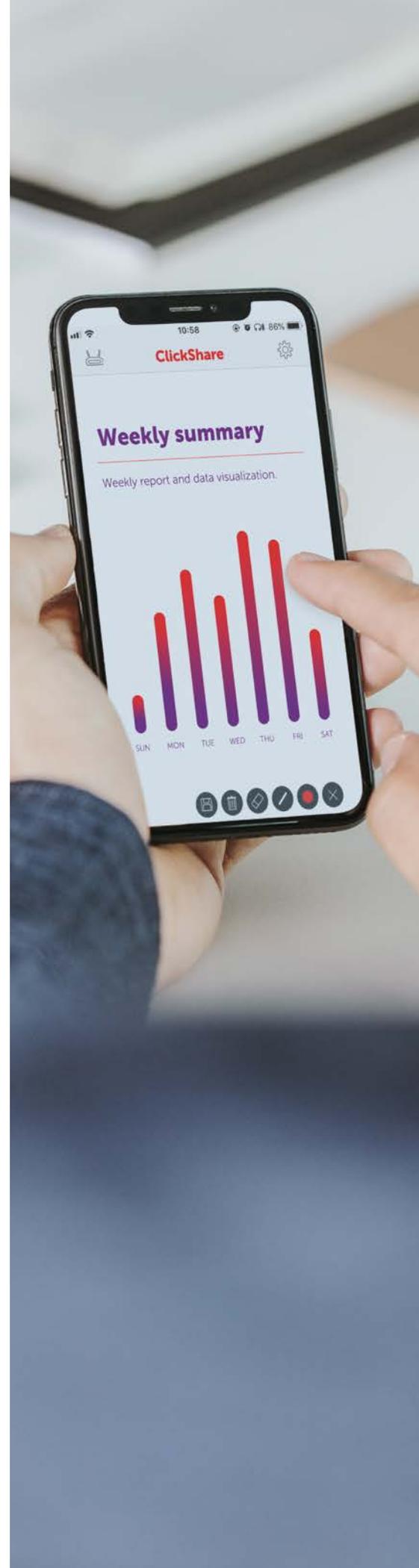
Why does this issue persist?

In our latest research, carried out earlier in 2019, 69% still believe that having all the participants in the room makes meetings more or much more engaging. Intrigued, we decided to find out why the remote meeting experience is still perceived as poor and discovered six underlying issues:

1 Vendors are fighting for market dominance - being #1 in the market is their #1 priority and they are building ecosystems & environments that lock organizations in to their specific conferencing solution

2 Vendors have worked with third parties to create a mix of proprietary hardware and software solutions that allow only their specific solution to be shared in a meeting room

3 Organizations often try, but can't stop their people from using multiple conferencing solutions

4 People struggle to make these solutions work, setting up meeting room equipment typically takes 12% of a meeting's duration (that's over 7 minutes for a one-hour meeting)

5 A number of organizations have invested in high quality cameras, microphones and sounds systems to improve the attendee experience in their meeting rooms, yet people seldom use them e.g. only 30% of people prefer to use the video camera in the room, the other 70% prefer to use the camera on the laptop or device they have brought with them

6 When in-person and remote attendees join a conference they often connect via someone's laptop in the room, in-room attendees struggle to see and hear remote attendees and vice versa

Different forces drive conferencing standardization and choice

Drive to reduce
technological diversity

Pressure to
cut support costs

Standardization

Integration
with other systems

Enterprise-wide license
agreements

Guests and visitors

Individual
preferences

Free-choice

Contractors &
agency staff

Free user licenses provided
by vendors
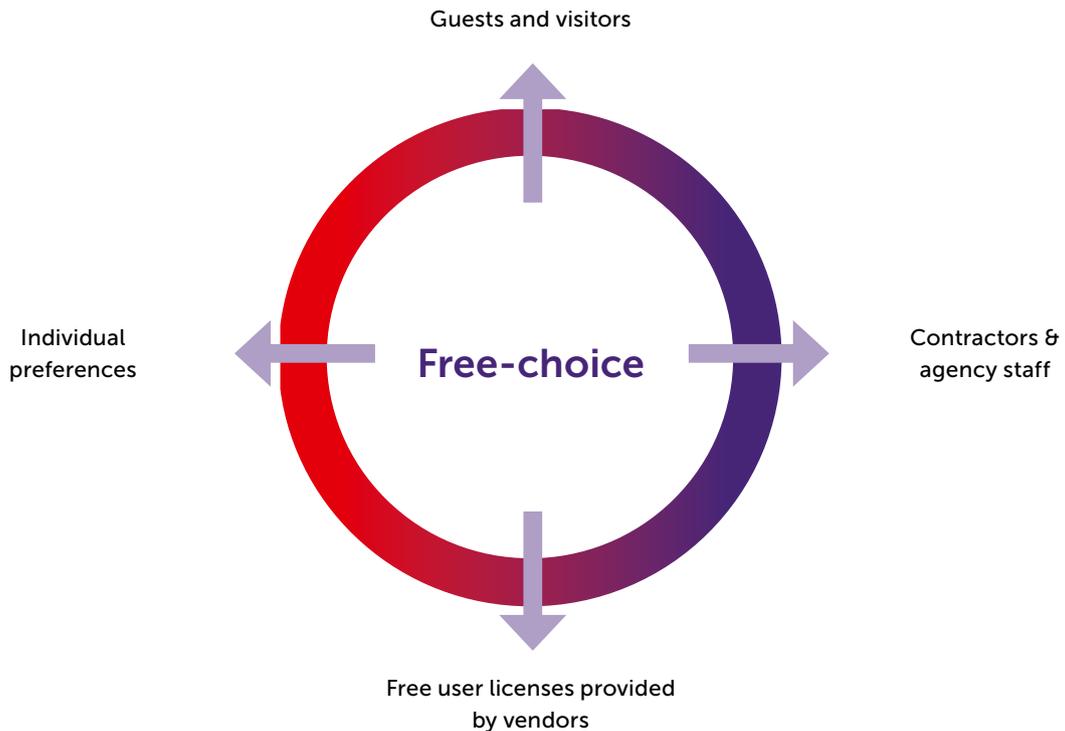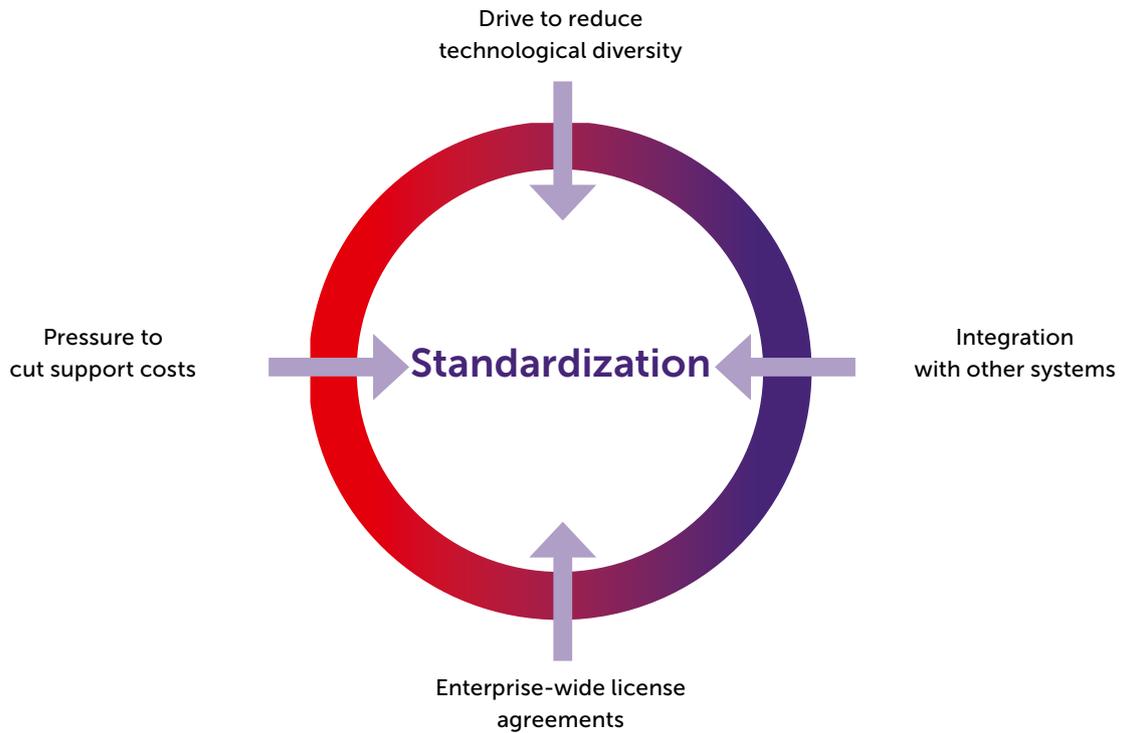
27%

use a solution dictated by their organization

71%

of people can choose their conferencing solution

2%

do not use conferencing

Remote attendees feel dissatisfied and disadvantaged

In spite of the best efforts of many different organizations, remote meeting attendees feel they are at a disadvantage. Here are the percentage of respondents agreeing with statements, from our 2019 research into "The Future of Meetings".

55%

It's much more difficult for remote participants to follow meetings and to contribute than it is for those attending in-person

45%

It feels like you're a less important part of the meeting when you join remotely

43%

I often feel frustrated or disengaged during remote meetings

55%

It's harder to concentrate on the meeting when you are not there

44%

I often give up trying to use meeting technology and just use personal technology instead

The fundamental importance of fixing this issue

Some people might be tempted to downplay the importance of improving the remote meeting experience. After all people often complain about meetings, indeed there are bad meetings and meetings which are a waste of time, however:

- Meetings are where things happen – strategies are set, actions are planned and agreements are reached

- Meetings are where we collaborate with each other – live!

- Meetings are becoming even more important as more emphasis is now being placed on collaboration and groupwork as a key element of improving the way we work

In short, we must make the remote meeting experience just as good as the in-person experience for strategic as well as practical reasons.

We need a strategic solution

In "The Future of the Workplace 2030+", Unily and Kjaer Global identified four dimensions for tomorrow's workplaces – emotional, physical, technological and purposeful.

When we consider this model and overlay the issues we face with current conferencing solutions on each dimension – it is obvious there are serious problems both in terms of constructing an effective digital workplace strategy (e.g. which technical solutions should be included) and realizing one (i.e. how will the problems in the room and the sub-standard experience of remote attendees be addressed).

For example:

- How can we build a better emotional workplace, when people are often ignored, just because they are working remotely?

- How can we create an agile and flexible physical workplace, when our meetings are restricted to specific rooms and to the equipment they hold?

- How can we introduce new business models with different organizations and new ecosystems, if we can only support one conferencing solution from one vendor?

- How can we improve employee engagement when there is one experience for some employees and one for everyone else?

The 4 Dimensions of Tomorrow's Workplace and the impact of conferencing issues

1
The Emotional Workplace

The emotional aspects of work

How does it feel being ignored just because we are working remotely?

2
The Physical Workplace

The future of physical offices

How can we be agile when we cannot choose what we use?

3
The Technological Workplace

How technology will foster new business models


Why invest in meeting room technology if it is not being used?

4
The Purposeful Workplace

Evolving ideas of leadership and engagement

How can our organization evolve if we treat others differently?
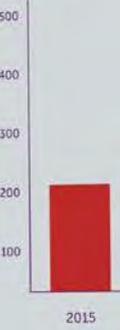
This is a strategic problem that needs a strategic solution. As personal empowerment should be at the heart of today's and tomorrow's workplace, BYOM can be that solution.

BYOM is a key enabler for the development of all four dimensions of tomorrow's workplace.

An effective BYOM solution:

- Extends freedom of choice for each and every individual, so they can run meetings their way, using whichever conferencing solution they prefer

- Allows organizations to use the same solution wherever people meet, from huddle space to boardroom

- Should be triple agnostic, in that it should support any conferencing solution, any device someone wants to use and any peripheral in a meeting space

- Should be easy to use and securely available to anyone, whether they are an employee, guest, contractor or intern

We need a practical solution

BYOM provides a practical solution to the six issues with conferencing that we identified earlier

Issue	Solution
Lock-in to a specific vendor or solution	With BYOM, lock-in is avoided giving organizations more flexibility
Proprietary meeting room solutions	Bespoke solutions are no longer needed with a BYOM approach
People use multiple conferencing solutions	This is no longer an issue as any conferencing solution can be used
Difficulty setting up equipment	BYOM solutions should be a lot easier to use and much faster to setup (e.g. it should take less than 7 seconds rather than 7 minutes)
Unused meeting room equipment	BYOM solutions should make it far easier to connect to meeting room equipment and make it far more likely that it will be used
Poor experience associated with laptop-based connectivity	This problem is avoided as BYOM solutions leverage the higher quality equipment in the room

It typically takes 12% of a meeting's duration to setup equipment (that's 7 minutes for every one hour meeting)

BYOM is the answer

The majority of people are now unafraid of digital technology (in Barco's recent research, 74% of people said that they are confident or very confident using new technologies).

This expertise is usually obvious. Most people can setup, manage and join a conference call at their desk quickly and easily, using the solution they prefer. Increasingly people are using video in these meetings (67% use video regularly or all of the time) and users can see, hear and share with ease.

Unfortunately, when they try to bring that experience to a meeting room, the technology often fails them. They struggle to make things work. Users can't connect their conference to the meeting display, camera or sound system. They can't share their call with a proprietary room system. Too often, they give up and use their personal device to share the call, and remote attendees can't see or hear everyone who is there.

With Bring Your Own Meeting (BYOM) an individual takes the great meeting experience they are familiar with, when they join a conference call at their desk and bring it to any meeting room or huddle space. Then they enhance it by connecting any equipment that is available in the meeting room to deliver a richer, more collaborative experience for both in-room and remote meeting attendees.

With BYOM anyone can start a call

With an effective BYOM solution anyone can:
- Walk into a room or huddle space and join or start a conference using their preferred solution
- Plug in and use the equipment to share the in-person experience & start collaborating with remote attendees

BYOM should work seamlessly, whatever laptop someone uses, whatever equipment is in the room and whichever conferencing or UC&C solution they choose. With BYOM, people get to use the tools they are familiar with and the experience is richer for both remote and in-person meeting attendees.

Minimal support is needed

Support should also be minimal as:
- No instructions or training is needed
- People use the tools and user experience (UX) they are familiar with
- Access and data security already incorporated into users' laptops is used
- Access should also be available via an app, so people can use the device they prefer to take to meetings
- Any hardware should be centrally managed in the cloud

BYOM brings a richer and more rewarding meeting experience

Remote experience

See and hear meeting room attendees through a laptop in the room

Remote experience

See and hear meeting room attendees through meeting room camera & mic'

Remote experience

See and hear meeting room attendees through meeting room camera & mic'

CONFERENCE →　**COLLABORATE** →　**CLICK**

In-room experience

See and hear remote attendees on a laptop's display and speakers

In-room experience

See and hear remote attendees on a laptop's display and speakers

In-room experience

See and hear remote attendees on the meeting room display & sound system

The benefits of BYOM

Bring Your Own Meeting (BYOM) puts empowerment of the individual at the centre of any conferencing or collaboration strategy.

With BYOM:

People are more productive.

- They work the way they want to, using their existing processes and workflows
- They use tools and a user experience they are familiar with
- Setup time is minimal

Remote participants make a greater contribution.

- They are more engaged thanks to the richer meeting experience provided by BYOM
- They can see and hear what's going on in the room more clearly as higher quality meeting room cameras, microphones and sound systems can be connected and used

Organizations save money.

- They don't have to integrate multiple conferencing platforms with meeting room equipment
- There are fewer platforms and solutions that need to be supported
- Setup times are radically reduced so far less time is wasted
- Existing meeting room equipment is used more, thereby increasing their Return on Investment (ROI)

A welcoming environment is provided for guests, contractors and temporary workers.

- Anyone, including guests, contractors or temporary workers can start a conference from their favorite conferencing provider and share it with in-person or remote attendees.

The benefits of Bring Your Own Meeting (BYOM)

For individuals

- More productivity
- Increased personal contribution

For teams

- More effectiveness
- Increased collaboration across the team

For organizations

- More efficiency
- Increased ROI and reduced costs

For vendors

- More satisfied users
- Increased usage of their products

BYOM - take the next step towards the Digital Workplace

With Bring Your Own Meeting (BYOM), people meet wherever they like, whenever they need to, using whatever technology they trust.

There are strategic, practical and financial reasons why BYOM should lie at the heart of every Digital Workplace strategy.
- It provides the rich and rewarding meeting experience needed for the workplace of today and tomorrow
- It solves the problems of many competing and incompatible conferencing solutions
- It avoids costs and increases return on investment (ROI)

The four key principles of BYOM

There are four principles that any effective BYOM solution should follow. These principles dictate that:
- Anyone (whether they are an employee, guest, customer, supplier, contractor or intern) can start a meeting anywhere at any time
- Any conferencing or unified communications (UC) platform or system can be used
- Any peripheral that is available and could improve the meeting experience, can be employed
- Anyone can join any conference using any device they have with them

ClickShare delivers on the promise of BYOM

At Barco, we believe that our new range of ClickShare Conference, a portfolio of wireless conferencing products, delivers on the true promise of BYOM and extends a richer collaboration experience to both in-room and remote meeting participants anywhere in an enterprise.

Contact us at **info@barco.com** to find out more about Barco ClickShare Conference and how we can help you and your organization Bring Your Own Meetings (BYOM) to every meeting room and huddle space.

ClickShare extends the rich meeting experience of BYOM

There are 24 different conversations possible in a meeting with 4 participants in a room and one remote attendee.
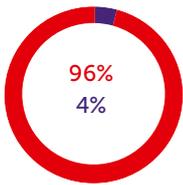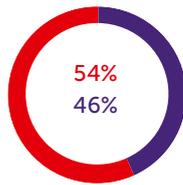
Meeting without BYOM

96%
4%

Remote attendees

54%
46%

In-room attendees

- Remote user is connected using a laptop in the meeting room

- Only 1 conversation can be heard clearly remotely and 11 in the room

Meeting with BYOM

100%

Remote attendees

54%
46%
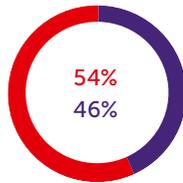
In-room attendees

- Remote user is connected to people in the room using a BYOM solution

- 24 conversations can be heard clearly remotely and 11 in the room
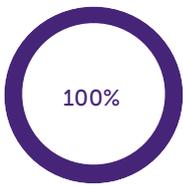
Meeting with ClickShare Conference

100%

Remote attendees

100%

In-room attendees

- In-room users see & hear remote user through meeting room equipment

- 24 conversations can be heard clearly remotely and 24 in the room

● Conversations that **cannot** be heard clearly   ● Conversations that **can** be heard clearly

ClickShare

About Barco

Barco is a global technology leader that develops networked visualization solutions for the entertainment, enterprise and healthcare markets. Our solutions foster knowledge sharing and smart decision-making in organizations.

Thanks to our market leading products, especially ClickShare, and our annual research program, we have a unique insight into the world of collaboration and how the future of work is developing both in theory and in practice. ClickShare is the world's leading wireless presentation system designed with security in mind. Barco's processes related to the development of ClickShare were the first to gain ISO 27001 security standard certification within the market. The latest range ClickShare Conference, wireless conferencing products, extend the benefits of BYOM to everyone, wherever they are located.

750k
units

To date over 750,000 ClickShare Base Units have been shipped to over 60 countries in the World

94%
users

Say that ClickShare is simple and intuitive to use

40%
Global 1000

More than 40% of the Global Fortune 1000 companies use ClickShare to share over 5 million ideas per day.

35
awards

Since launch ClickShare has won 35 awards for excellence and innovation

M00910-R04-1119-WP | Last updated: November 2019

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ENABLING BRIGHT OUTCOMES

BARCO