

LOOK TO VIDEO

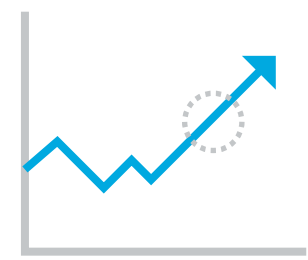
THE VIDEO COLLABORATION ADOPTION DILEMMA...



What do today's ITDMs want most?
For end-users to **embrace all VC tools** at their disposal.



But workers are stuck in an IM and email rut. **Let's solve this VC Adoption dilemma.**



By showing users that **VC tools boost collaboration, productivity, and revenue.**

In a showdown between businesses using typical tools versus businesses with pervasive Video Conferencing users, the advantage couldn't be clearer...

BUSINESSES WITH PERVASIVE VIDEO USERS



VS

PERVASIVE VIDEO USERS LEVERAGE VC 30% MORE

TYPICAL BUSINESSES

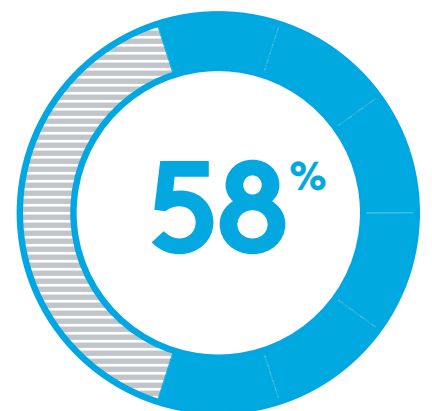


THE INFLUENCE OF PERVASIVE VIDEO

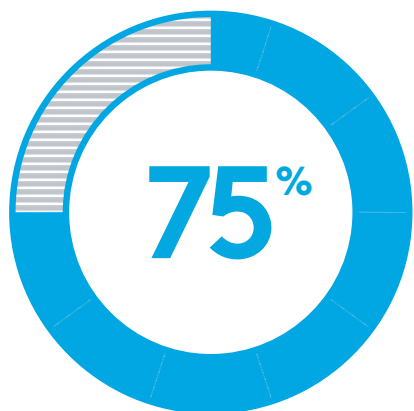
BETTER BUSINESS ENABLEMENT DRIVES REVENUES



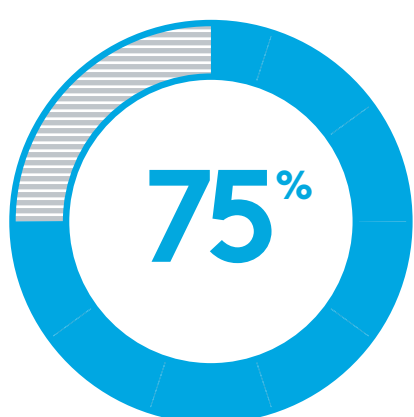
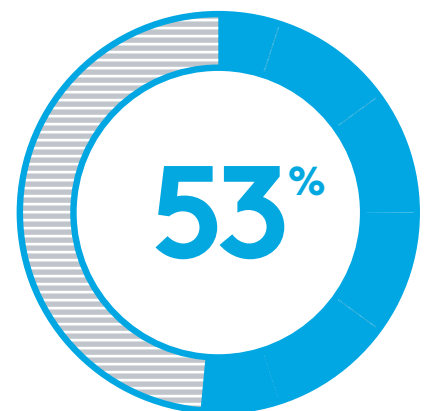
Experience Accelerated Decision Making



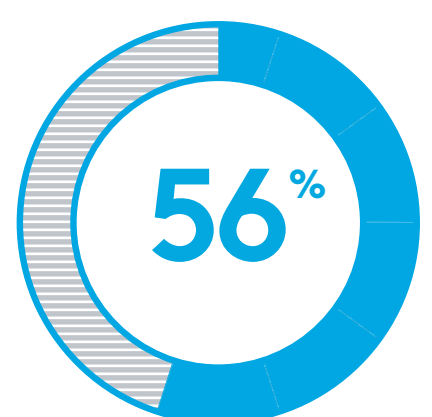
EFFECTIVE WORK MAXIMIZES EFFICIENCY



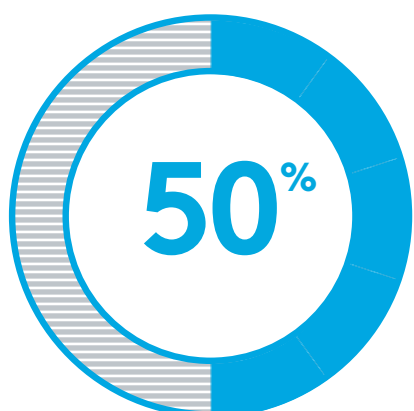
Improves Customer Service



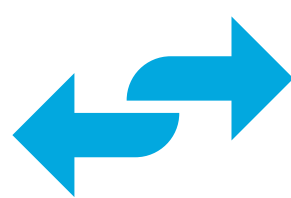
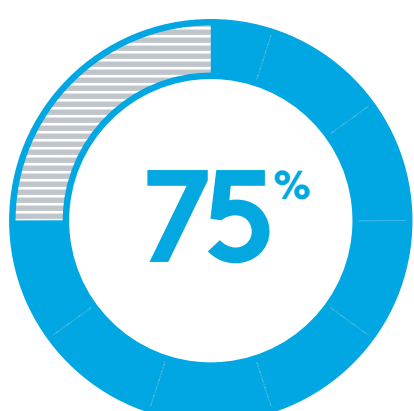
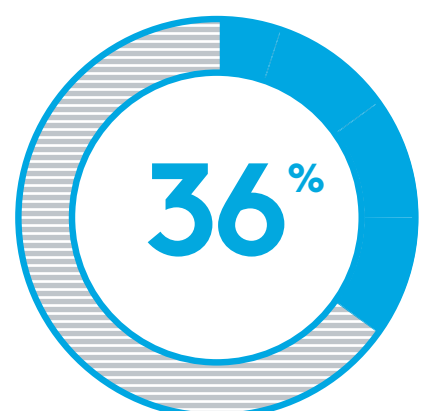
Improves Collaboration And Productivity Across Dispersed Teams



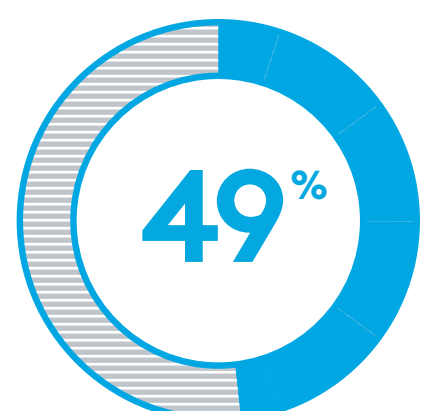
VIDEO CONFERENCING SUPPORTS THE NEW WORKPLACE



Improves Business Competitiveness



Enhances Employee's Mobility



To learn more about how to successfully bring video conferencing to your workplace, visit: www.logitech.com/VC

Source:
1. 2013 Frost and Sullivan IT Decision Makers' Views on the Evolution of Enterprise Communications, N=880, IT decision makers, North America
2. 2012 Frost and Sullivan CXO Investment Plans for Communications and Collaboration Applications, N=263, C-level executives, North America