

Huddle Up!

How small group video conferencing is transforming the enterprise



30-50 MILLION

huddle rooms around the world, **and growing.**



HUDDLE ROOMS ARE:

Small spaces equipped with high-quality video endpoints that make it easy for 2 to 4 people to gather in a single location and then meet, virtually, with colleagues in one or more other locations.

≤ 4

The optimal group size in a group problem solving situation is **four or fewer.**¹

¹ Romano & Nunamaker (2001) "Meeting Analysis: Findings from Research and Practice"



Cloud video conferencing technology, which is essential to huddle rooms, represents the fastest growth segment in the **\$7.6 billion global conferencing services industry** with a

22.2% CAGR

3 Keys to Successful Huddle Room Implementation

1

USER EXPERIENCE

Overall user experience is the most important consideration

2

DEPLOYMENT MODEL

Many organizations are turning to cloud-based services

3

SCALABILITY & SUPPORT

Quickly and easily add huddle spaces, integrate with existing technology, and support end users

The vast majority of employees with access to video conferencing use the technology on a **daily or weekly basis.**

9 out of 10 employees say...

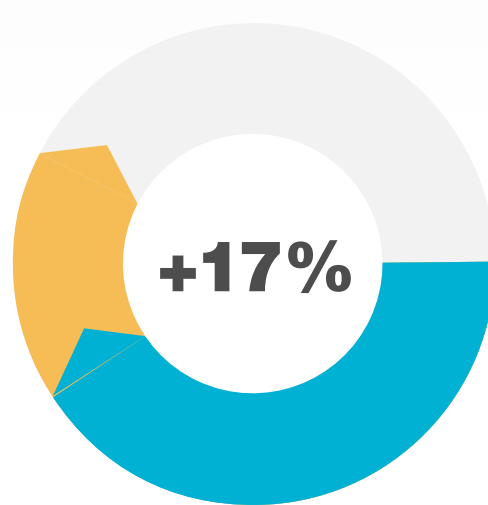


"Video conferencing is effective in streamlining business processes."

58%

of companies today use video conferencing for daily operations

Today: 58%



3 Years Ago: 41%

To learn how to spark collaboration in your workplace, read "Three Steps to Successful Small Group Video Collaboration," a white paper by Frost & Sullivan.



Telly.com/FrostSullivan