



TAKE YOUR ZOOM DEPLOYMENT FROM

**GOOD TO GREAT**



# INTRODUCTION

You picked Zoom so your organization can communicate and collaborate. You like the scalability, and the ease of deployment and use. A significant benefit of the platform is that your teams can video conference, phone, and share content with each other using their existing PCs, laptops, and mobile phones.

But as you roll Zoom out across your organization, you are seeing that a PC, laptop, or mobile phone by themselves may not provide the most professional or productive experience for all of the workstyles and workspaces in your organization.

Working remotely or back in the office, your team will have better outcomes when you add smart devices to your Zoom Meetings, Zoom Rooms, and Zoom phones. Business quality audio and video can improve team engagement on multiple fronts, starting with the neurological basis of what drives a good meeting: human connection. Choosing the right speaker phones, video cameras, headsets, and phones for your organization can reduce stress, enhance understanding, and help defeat meeting fatigue. But with so many options, how do you select what will meet everyone's needs?

This guide is designed to help you quickly assess your needs and make informed decisions on enterprise-grade audio, video, and phone device types that will help you take your Zoom deployment from good to great.

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# WHY A BETTER ZOOM EXPERIENCE MATTERS

Home, office, on the road... employees are highly mobile and working from more locations than ever before. We've all learned that business happens wherever you have access to the internet! And yes, the microphones, speakers, and cameras in your team's laptops and mobile phones will work with your Zoom platform. But what many people learned the hard way during our shelter-in-place and work-from-home lives is that the simple addition of a headset or quality webcam can eliminate distractions, make everyone an equal participant, and raise the overall productivity of every call.

A better Zoom experience ensures the maximum return on your Zoom investment, increases the agility and productivity of your workforce, and protects your business continuity.





# FIRST THINGS FIRST

Not everyone works the same way. Before evaluating devices, you need to identify and understand the different workspaces in your organization, wherever those workspaces are. You also need to consider different workstyles—recognizing that people have different needs and preferences for the communications equipment they use. One size or type of devices will not fit all.

## WORKSTYLES

### **CONNECTED EXECUTIVE**

- Tech-savvy business driver who goes wherever needed to make decisions and solve problems
- Must communicate in a wide variety of environment such as at a desk, in the car or at the airport
- Use more communication tools than any other persona, so they need to stay connected across all devices

### **FLEX WORKER**

- Splits time between office, home and travel
- Always innovating and adapting their communication channels
- Needs to be “always-on” and communicate across several devices

### **OFFICE COLLABORATOR/COMMUNICATOR**

- Office-based work style that is collaborative and open to new technology
- Is most comfortable with familiar systems and devices; needs to seamlessly manage communication across devices
- Spends majority of time at his/her desk and needs to block out background noise, disruptions and distractions while maintaining privacy on calls.

## WORKSPACES

### **ON THE GO**

- Individuals conducting business away from their home or work office
- May be roaming the office space for improved focus or collaboration or outside the office visiting with customers, partners or suppliers.
- Uses a mixture of voice and video devices designed to be very lightweight and portable.

### **AT THE DESK**

- Individuals working from their own personal space
- May be own desk, office or home office location with or without privacy
- Used primarily for focused work and collaboration over voice/video

### **HUDDLE SPACE**

- Fewer than 6 participants
- Scheduled and unscheduled meetings
- Used for one-on-one and small team discussions

### **CONFERENCE ROOM**

- 6+ participants
- Meetings are typically scheduled
- Used for project team reviews and vendor meeting

### **CUSTOMER SERVICE**

- Typically high density environments designed to support inbound/outbound customer support calls
- Increasingly distributed and virtual environments where individual are working from home
- Demand comfortable, lightweight devices that are resilient enough for high demand usage

# THE DEVICE LANDSCAPE—SOME FACTS YOU NEED TO KNOW

Devices that support Zoom in all of these workstyles and workspaces generally fall into three categories: video conferencing, phones, and headsets. Understanding each category's position in the communication ecosphere will help you determine the best configuration for your organization's unique Zoom deployment.

## **VIDEO CONFERENCING WITH ZOOM MEETINGS AND ZOOM ROOMS**

Laptops, PCs, and mobile devices provide users the flexibility to participate in meetings from many different locations on devices they find convenient, but they weren't built to be optimized for videoconferencing. Doing video calls all day from the kitchen table has taught us that the distractions of the open office – other people talking, visual distractions, noise from the break room – happen at home, too. Even apart from distractions, how you see and are seen, what happens when you move, how well you are heard, can make a huge difference!

## **FOR INDIVIDUALS, IN OR OUT OF THE OFFICE**

How often do people opt for the default camera and mics on their laptop or tablet? We've all heard the muffled noises and seen enough poor lighting shots to know it's all too common. For a better experience, use an HD webcam and either an enterprise headset or noise-cancelling personal speakerphone for the audio. Purpose-built audio devices like these include features to block out distracting background noises in and out of the office (noisy co-workers, shuffling papers, lawnmowers, and barking dogs for example).

Further, having a great video experience is more than what you see; it's also about what the "far end" sees and hears. The cameras built into laptops are typically lower quality, meant for an occasional video experience. A separate HD webcam will provide better and clearer image quality with more vibrant and accurate colors, better auto-adjustment to different lighting conditions...and the ability to position it in the most complimentary way.

With this combination you can hear and be heard—see and be seen clearly and consistently.

## **IN THE OFFICE**

In the office, you also want video solution optimized for Zoom conference rooms of all sizes. AND you want a consistent experience for joining meetings, wherever they may be. An enterprise room video solution delivers the highest quality visual experience for groups conversing with remote participants. Why? Because these systems are designed to ensure that people not in the room have the same experience as the multiple people who are in the room.

Who is speaking? What is that side conversation about? Who's sitting next to the CEO? Zoom-compatible cameras use high resolutions and frame rates to deliver crystal clear video on large displays. Some models include auto-focus cameras that frame the participants or dial in on the speaker without anyone touching a remote. Without good video tracking in the room, remote workers can't track the discussion and can feel left out – a key factor for stress in meetings that can drive less collaborative engagement. A high-quality experience reduces that stress and improves the business outcome.

The audio portion of the video conference is just as important. All participants must be equally heard to avoid miscommunication. Some solutions leverage sophisticated microphone designs and sound suppression technologies to capture people talking from anywhere in the room while eliminating distracting noises, such as echo off the walls or typing.

## **DEVICES FOR ZOOM PHONE**

Zoom Phone provides voice-over-IP (VoIP) connections with common calling features and PSTN access. When you're deploying Zoom Phone, giving people Zoom-compatible desktop and conference phones (the flexibility they need) helps drive adoption and enhances the quality and productivity of calls.

Purpose-built conference call devices ensure crystal clear audio quality that makes genuine collaboration possible. The best conference phones provide noise blocking technology that allows the far end to hear you clearly, without the infamous conference call distractions, such as typing or eating. And depending on the size of the meeting room, these purpose-built phone systems can feature high quality microphones and machine learning-driven tracking behavior that ensure each person is heard by all callers.

For those taking Zoom calls from a desk, the benefit of a Zoom-compatible desktop phone is simple: always on, these dedicated devices allow for quick and easy connection with all the calling features your teams demand. And the "join now" one-touch access makes it easy to connect without waiting for your PC to start up. Add this simplicity to quality: phones with high definition voice deliver more than twice the clarity of ordinary phone calls for life-like, vibrant conversations. Even in the noisiest modern open office, people won't miss what is said or need to ask others to repeat themselves.

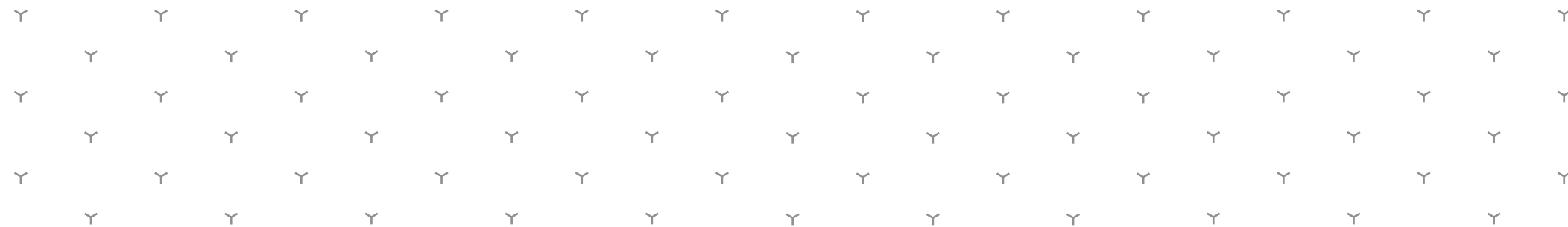
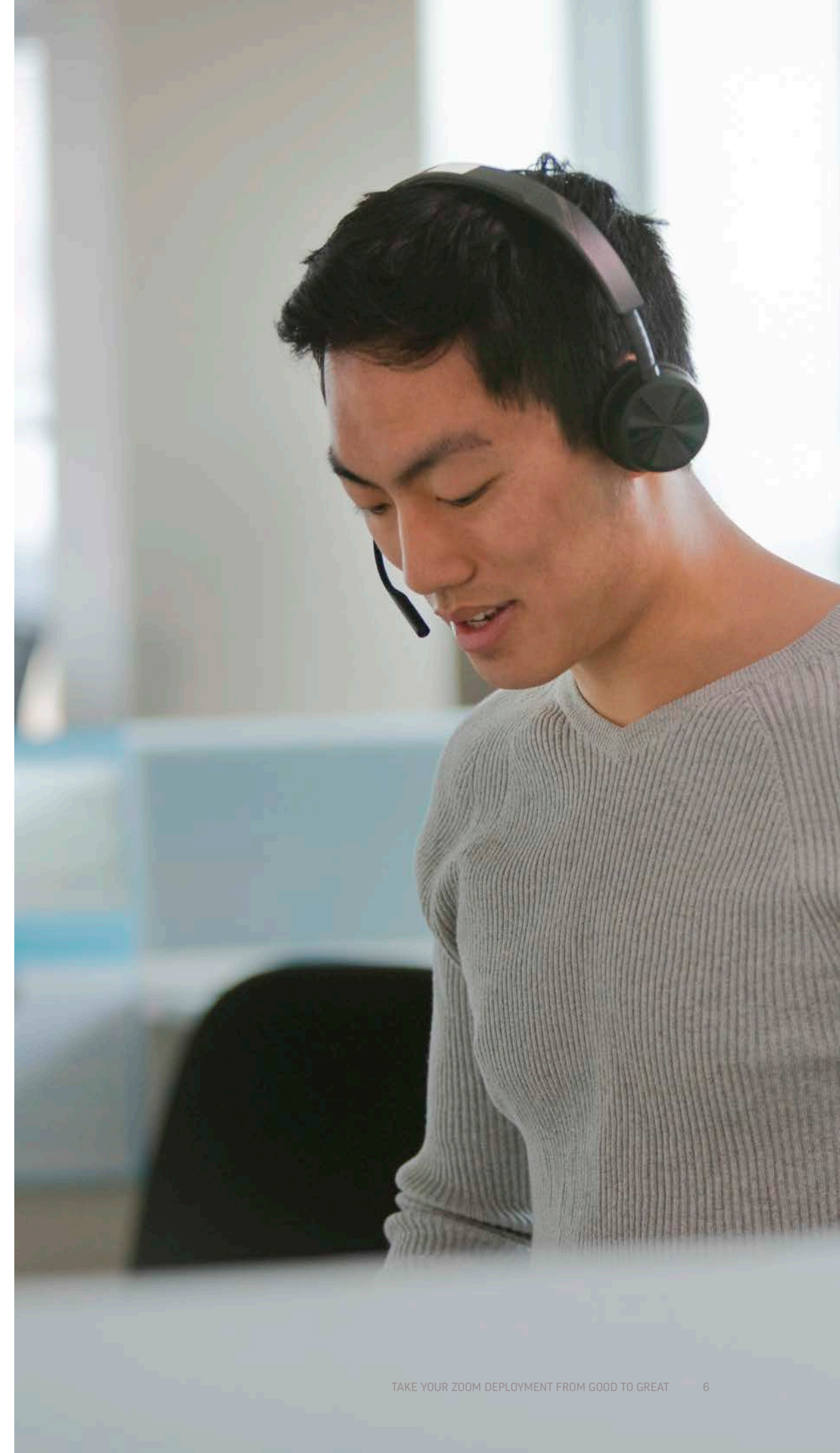
## HEADSETS FOR ZOOM MEETINGS AND ZOOM PHONE

Whether you take your meeting or phone call through a PC in the office, on a laptop at home, or on your mobile phone, these devices do not provide an experience that you can rely on to be consistently clear or private. For this you need an enterprise-grade headset.

Advanced technology gives you the ability to find the right headset for every person and environment. High quality audio, noise cancelation, and the ability to keep private calls private only scratch the surface of what today's headsets and microphones are capable of providing.

To actively engage in a Zoom Meeting or Zoom Phone, regardless of location, participants need to hear and be heard—clearly. There's no way to do that with a PC, laptop, or mobile phone. You want a headset with speakers and microphones that block external noise, ensuring you are not distracted and your every word can be clearly understood. Being able to hear and be heard clearly lets you focus on what's being said and shared, promoting engagement. A quality headset can also give you spatial clarity so who is talking is heard from a different angle, like you would hear in the same room.

Whether you are on Zoom calls periodically or on calls all day, everyday, headset comfort is another key consideration. Style is more than just how a headset looks—it has implications for use and adoption. Consider the various workstyles: contact center employees have much different needs than someone who is only on calls intermittently, for instance. People work differently. Invest in the time to evaluate your options and find the right mix of headset features that work for your unique organizational mix.





# IMPORTANT DEVICE CONSIDERATIONS FOR IT

With so many different types of devices across several different workstyles and workspaces, how can IT buy, deploy, track, update, service and drive adoption and use? These tips will help simplify the decisions:

## **USE ZOOM-COMPATIBLE DEVICES**

This ensures a high-quality experience and both the manufacturer and Zoom stand behind your experience.

## **MAINTAIN A CONSISTENT ZOOM WORKFLOW**

Devices that support the Zoom platform will reduce calls for help because users will use the same Zoom interface in every situation.

## **A SIMPLER VIEW IS BETTER**

Minimize the tools needed to provision, monitor, update, and understand use across your portfolio.

## **MINIMIZE VENDORS**

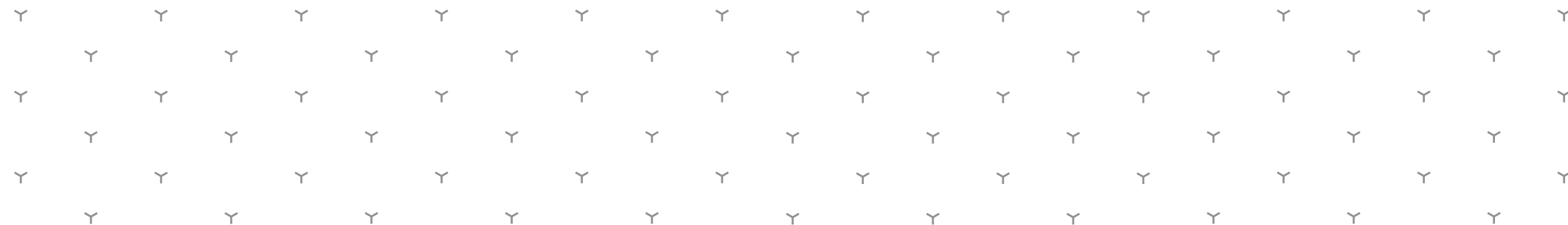
With this many different types of devices there are many different vendors that provide one or more pieces of the puzzle. Reducing the number of vendors will drive contract simplicity, lower costs, and offer more consistent interfaces and management.

## **ENSURE GLOBAL SUPPORT**

If you have a global operation, having local inventory and support can be a lifesaver.

## **DON'T IGNORE HELP**

There are service offerings from experienced vendors that can help plan, deploy, and manage a large deployment. Take advantage of the experiences of those who have done this already.



# GET STARTED WITH A PILOT PROJECT

If you want to test which devices your employees like best, a pilot program can provide a hands-on opportunity for workers to try different styles of devices in their work environment, and provide you with invaluable information about their preferences. Here are some proven tips to help you run a successful pilot program:

## 01

**Find a motivated leader:** Select a leader who is a technology champion and frequently uses a variety of devices for meetings and discussions. Ideally, you will want to engage with a range of employees who use devices in a mix of in-office and remote locations.

## 02

**Choose a variety of workspaces, room sizes, and locations:** from cubicles and remote offices to huddle rooms and boardrooms, test different technologies and experiences to know what works best for your organization.

## 03

**Pick a test group that includes different workstyles:** include executives, desk workers, and on-the-go professionals. Their experiences and feedback will be invaluable to understanding the needs of your overall workforce.

## 04

**Look for champions:** Those early adopters who are excited to try something new are your champions. They may be members of leadership, department managers, or other employees across the business. Motivate them to drum up excitement about the new experiences, communicate the benefits, and, of course, help mine and relay feedback to IT.

## 05

**Make the pilot fun and visible:** Align with your champions to craft a plan for promoting these new spaces and technologies to employees. Publicize your project: put up signs and send updates letting everyone know that IT is spearheading a fun, new, and innovative project they can sign up for and test during their regular workday meetings.

## 06

**Bring in an experienced UCC endpoint vendor:** Choose a vendor or reseller that can provide the right endpoint solutions for voice, video, headsets, and software for Zoom.

## 07

**Measure and share results:** Track the success of your pilot by combining qualitative employee feedback, help tickets, solution usage, and more. This will highlight additional considerations for success, and help you sell the program to executives, based on an action plan to successfully roll out the pilot more broadly.



# GO FROM GOOD TO GREAT

Zoom is an incredibly powerful tool for keeping dispersed teams aligned and driving productivity. Having the right devices that seamlessly integrate with Zoom and meet the needs of your various workstyles and workspaces will further boost engagement, collaboration, and business agility.

Identifying your organization's unique workstyle and workspace requirements is the first step. Recognizing and appreciating the breadth of needs will ensure you select the right devices to enhance Zoom Rooms, Zoom Meetings, and Zoom Phone experiences that take your organization from good to great!

Poly offers the broadest portfolio of Zoom-compatible devices for every workstyle and workspace, across headsets, video devices, desk and conference phones, management software, and global services and support.

Learn more at [www.poly.com/Zoom](http://www.poly.com/Zoom)



