



# THE VIDEO COLLABORATION OPPORTUNITY

Expand conversations and stay competitive with solutions that transform teamwork

In a video-first world, Logitech is leading the charge transforming teamwork with a video collaboration portfolio designed with user experience in mind. Partnering with the best cloud-based technologies, including Google, Microsoft and Zoom, Logitech gives your customers a huge opportunity to expand conversations, enrich collaboration, and sustain competitive advantages.



## Audience Target Market/Customer

**Size:** All –from SMB to Enterprise.

### Verticals:

Agnostic. Can be deployed organization wide to discreet departments or targeted users.

Vertical strengths in **education, finance, government, healthcare, high tech,** and **insurance.**

### Key Decision Makers:

IT Manager, IT Director, CIO, Facilities, Applications Manager, Business Unit leads.

### Priorities:

- Boost collaboration and productivity.
- Enhance the user experience and adoption of cloud-based technologies to optimize ROI.
- Sustain a competitive advantage.
- Accelerate deployment while reducing maintenance support.
- Show that IT cares.

### Key Influencers:

Can sometimes be just as important as the decision makers when it comes to purchasing decisions.

Examples with priorities:

### Heads of Departments:

Improve collaboration and productivity within teams; humanize calls for increased engagement with all meeting participants.

### Finance:

Improve cash flow by reducing travel expenses by keeping decision makers on the ground.

### Human Resources:

Increase employee engagement; security focused features to protect data.

## Your Customer Goals



**Enrich** cloud-based technologies



**Boost** collaboration and productivity



**Secure** better user experiences



**Create** a culture of employee engagement



**Adopt** technology to gain/ sustain a competitive advantage

## Video Use Case

### Keeping the organization workforce connected

Virtual team meetings with traveling sales team, flexible and remote employees.

### Collaboration with external stakeholders

Customers, partners, vendors and agencies.

### Recruitment and engagement

Interviewing, performance reviews, distance training and learning.



## Unique Selling Points



### Smart

Logitech's premium video collaboration solutions are designed to scale at the right price to empower every size of organization. With life-like video and studio-quality audio in over 100 countries, organizations can outfit multiple meeting rooms and personal workspaces in a scalable and manageable way.



### Simple

Easy to deploy, use and maintain, Logitech solutions are just as easy to sell. With USB solutions pre-configured in bundles, enabling organizations to scale at their pace, Logitech takes the guess work out of formerly complicated room configurations and personal workspace collaboration. With a laser sharp focus on the user experience, Logitech's collaboration tools are so easy to use that people actually love to use them.



### Partnerships

Logitech partners with the best in workplace collaboration –including Google, Microsoft and Zoom enabling partners to provide a holistic solution to enhance user adoption and customer ROI.



## Common Pain Points

- **Organizational changes** –businesses are increasing the number of remote employees and field workers, and need an approach to build relationships to enable seamless collaboration from anywhere, anytime.
- **Complex meeting room solutions** are problematic with delayed start times leading to poor user experiences, losses in productivity, and an increase in IT ticket maintenance.
- **Lack of employee engagement** on audio only calls with users often multi-tasking in the background.
- **Low user adoption** of cloud-based collaboration platforms.
- **New generation entering the workforce** –today's workers have been raised on video-enabled technologies and expect video solutions in the workplace to be easy-to-use and a seamless experience.



## Conversation Starters

### Generic

- How often does your team meet with people in other locations or businesses?
- What is your current collaboration strategy to meet and share information with key stakeholders?
- What are the biggest barriers that stop you from transforming to a modern, high performing workplace?
- What is your experience with cloud-based video conferencing solutions, like Google Hangouts, Microsoft Teams, or Zoom?
- What's the cost to your organization of not improving how people collaborate?

### Meeting Room Specific

- How often are your video-enabled rooms used?
- How would you rate the ease of use of your meeting room technologies? How complex and costly is it for you to manage your current video-enabled meeting rooms today?
- Small conference rooms (huddle rooms) for 4-6 people are becoming very popular with most businesses today, do you have these types of rooms?
- What would you say if I could show you a way to add video conferencing to your rooms for less than the cost of the chairs?

## Objection Handling



### Q Why would I entrust my meeting rooms to a consumer company?

When it comes to optics, webcam, and USB conference camera solutions, Logitech is a world leader.

With over 25 years of video innovation, Logitech supports over 50% of fortune 500 companies as well as businesses all over the world with products that foster creativity and collaboration. In addition, Logitech partners with the best in workplace collaboration including Google, Microsoft and Zoom to provide customers with a holistic solution.



### Q I don't have budget to cover high installation costs

Logitech offers familiar USB plug-and-play devices that are simple to deploy, use, and maintain. Logitech's premium video collaboration solutions are designed to scale at the right price for businesses of all sizes.

In addition, the Logitech portfolio for small, medium and large rooms offers pre-configured, all-in-one solutions for Google, Microsoft and Zoom. With plug and play user experiences, Logitech reduces installation and maintenance complexity that IT appreciates and improves TCO with an easy to use room solutions - overall driving collaboration and productivity.



### Q Our IT people don't have time to manage video solutions

Logitech's pre-configured video collaboration solutions reduce conference room set up time from 8 hours to less than 2, using USB plug and play with simple connectivity that just works. Set up times are really fast, so your IT team can keep focusing on the business priorities - while your employees can connect easily and enjoy seamless collaboration.

**Logitech Sync** the only modern, cloud-based platform that helps monitor and manage a company's Logitech video conferencing devices, and in the future, will provide insights about each meeting room. Sync simplifies supporting rooms at scale with an intuitive interface that's powered by a cloud-based architecture for streamlined site and room on-boarding.

Even better, Logitech Sync's core monitoring and management capabilities are free! Sync is available now through a private beta and will be offered at no additional cost.

#### Monitor.

With Sync your business gets a real-time dashboard that highlights rooms with issues, so IT managers can dig into the details. That means fewer surprises and urgent requests for help.

#### Manage.

Remote management capability means customers can easily deploy upgrades and bug fixes across all of their meeting rooms from just about anywhere in the world.

#### Insights.

Sync will also measure how rooms are used, giving our customers the insights needed to optimize their meeting room spaces.

## Award-winning innovation and design

### LOGITECH RALLY



reddot award 2019 winner



### LOGITECH MEETUP



### LOGITECH BRIO



We are here for you. Contact your Logitech account manager for end customer demo support and to discuss opportunities.