

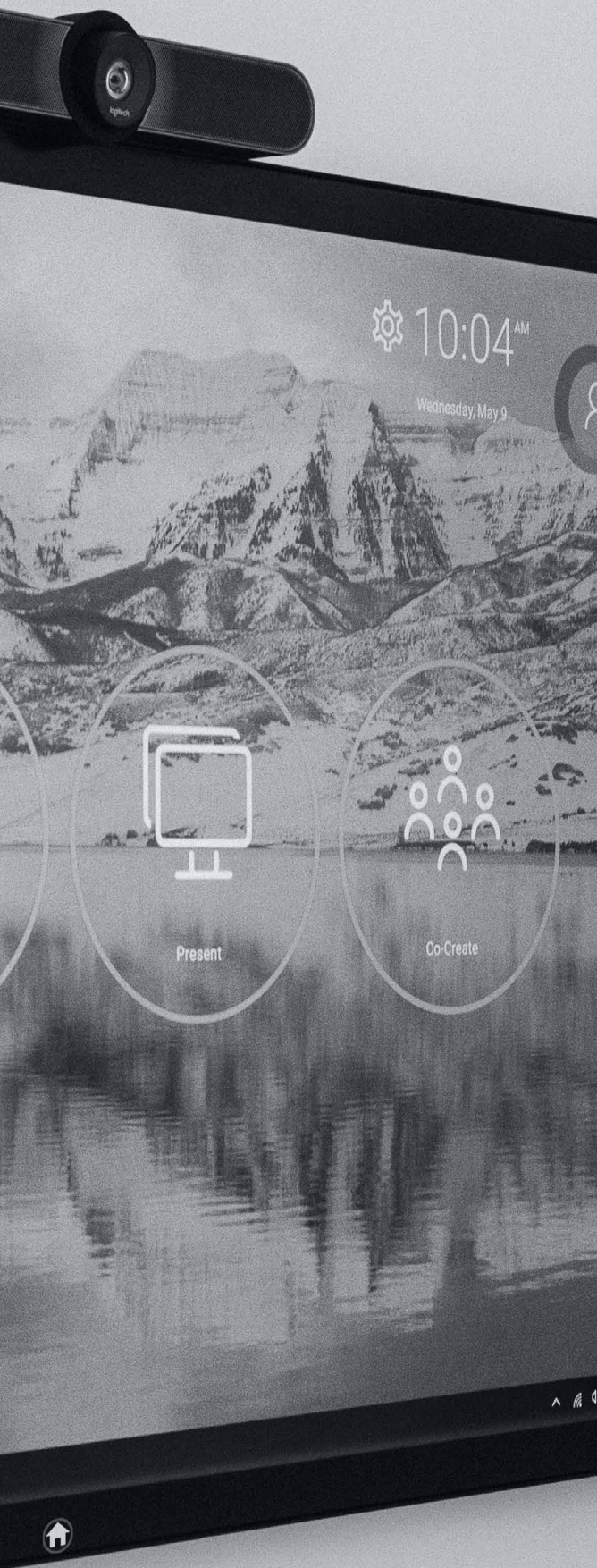


Whitepaper

How to Maximize Your Collaboration

Dynamics in the corporate meeting space,
Technology & Use Case





This Whitepaper aims to give you guidance to determine the right technology solutions available for today's different types of meetings and meeting spaces. As meetings become more agile, ad hoc and more frequently involve remote workers, meeting room technology plays an ever-increasing role in giving teams the correct tools to collaborate effectively and drive business success.

Key takeaways:

- Get insights in the ever changing dynamics of the traditional meeting space
- Analyzing the meeting requirements drives the decision for the right technology
- Choosing flexible technology solutions gives organizations agility for today and the future

Contents

Introduction

Changing work dynamics,
Changing workspaces 6

Use Case

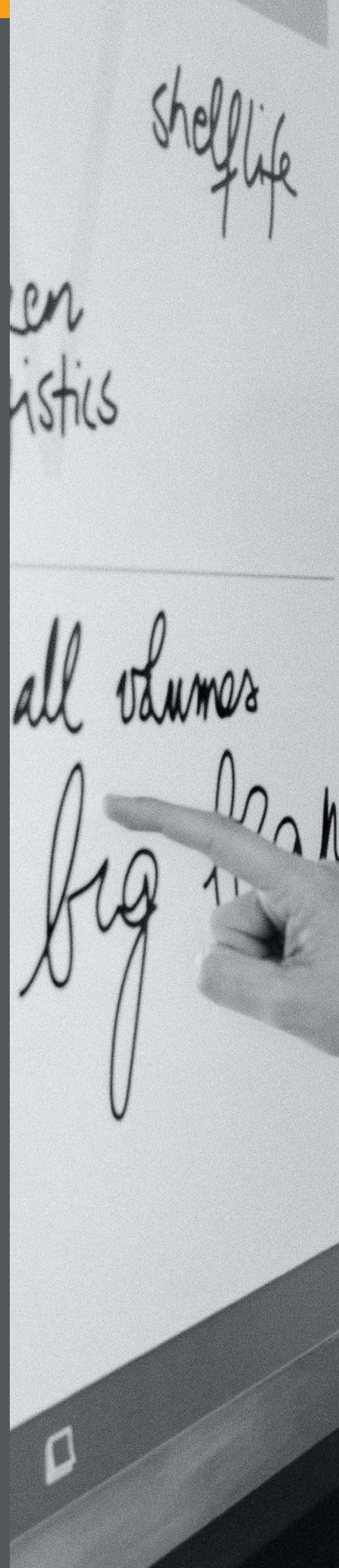
A Solution For Every Need 7

Principles for Effective
Collaboration Environments 10

How to maximize collaboration

The meeting type, technology,
space & environment 14

Conclusion 17





Changing work dynamics, Changing workspaces

The modern-day office is in the midst of an exciting evolution geared towards convenience, collaboration, and competition. Meeting rooms have become digital workspaces accessed by employees in different rooms and from different countries. Real-time data analysis gives organizations the opportunity to act on trends and events as they happen — not waiting for tomorrow's opening bell.

Modern meeting rooms have been evolving to better meet the demands of their employees. Meeting rooms have evolved into technology and media rich environments, some which may include:

- microphones
- speakers
- content asset management systems
- wireless presentation solutions
- team collaboration displays
- pan-tilt-zoom (PTZ) cameras
- video communications equipment and more.

Technologies are just as unique as the individuals who use them. Employees are no longer a homogenous mix of 9-to-5ers. They are remote specialists, project managers, freelancers, contract workers and many others connecting by video chat, online meeting rooms and more.

Maximizing collaboration requires more than just sharing some ideas and moving forward with them. It's about doing so in a timely fashion, minimizing unwanted delays, presenting a clear-cut picture of challenges and proposing solutions in a way that's easy for all stakeholders to digest and provide feedback on. This is where best-in-class collaboration technologies can assist.

EVOLUTION OF THE MEETING ROOM



11 Million

Meeting rooms in Western Europe & Northern America



50%

of meeting rooms are classified as small



A Solution For Every Need

During the business day, the same meeting space can be used by various individuals in a multitude of ways — with content and processes being defined by the meeting participants. Whatever the purpose of a meeting, technology must be able to adapt and evolve as needed. Collaboration displays that offer the flexibility to adapt and support various requirements, maximizing functionality without reducing efficiency would be ideal for this scenario. Let's review some examples of how technology can be integrated into different meeting types to boost collaboration.



IDEATION SPACE

The ideation space is the very nexus of creativeness for a company. It's where ideas are formed and brought to life but without the proper technology, those ideas can quickly disappear and be forgotten. Here is it vital that any output from brainstorming sessions is stored safely, possibly on the cloud, and shared amongst the meeting participants so the team can continue developing the work later without any issues.



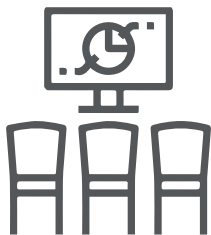
PRODUCTIVITY SPACE

When you're working in a productivity space, the traditional additional features of the larger meeting rooms are set aside to favor reliability and efficiency. Interactive displays that offer instant notetaking and have plug-and-play capabilities are best suited for this space.



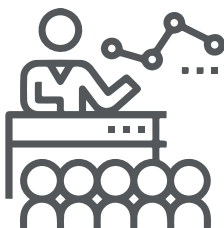
OPEN MEETING SPACE

Open meeting spaces are inherently flexible to allow collaboration from inside and outside of the physical space via any number of collaborative technologies. The key component for any collaborative display technology here is simplicity of use. In particular, if the interactive display has a home button, users of smartphones or tablets will instinctively know how to navigate the software.



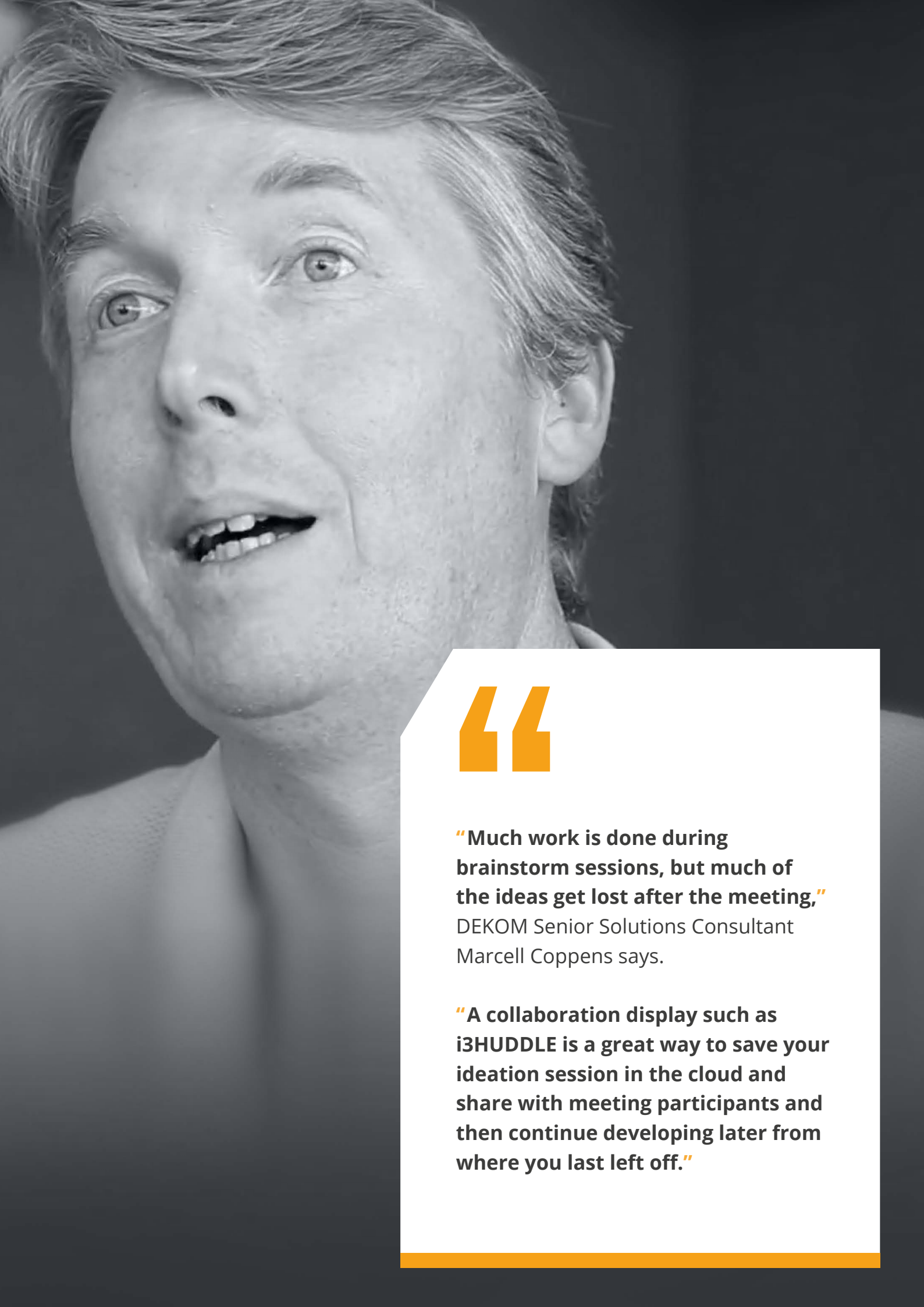
BREAKOUT ROOM

At times, finding solutions to complex topics is better achieved by splitting a large group into smaller teams, and breakout rooms are the ideal choice. Display solutions that offer conferencing, whiteboarding, screen sharing and co-creating facilities empower small groups to select the right tool to develop new ideas and brainstorm solutions quickly.



TRAINING ROOM

Training doesn't have to be a monotonous didactic instruction. Technology solutions that offer multi-functional abilities such as instant notetaking, annotation and multi-touch empower employees to ask questions, make suggestions and collaborate at the same time.



“

“Much work is done during brainstorm sessions, but much of the ideas get lost after the meeting,”
DEKOM Senior Solutions Consultant
Marcell Coppens says.

“A collaboration display such as i3HUDDLE is a great way to save your ideation session in the cloud and share with meeting participants and then continue developing later from where you last left off.”

Principles for Effective Collaboration Environments

Simply installing pockets of technology into your office space will not build a collaborative environment that will drive efficiency and maximize the impact that individuals may have. A number of critical factors should be defined and addressed before any changes are implemented.

MEETING ROOM TYPES

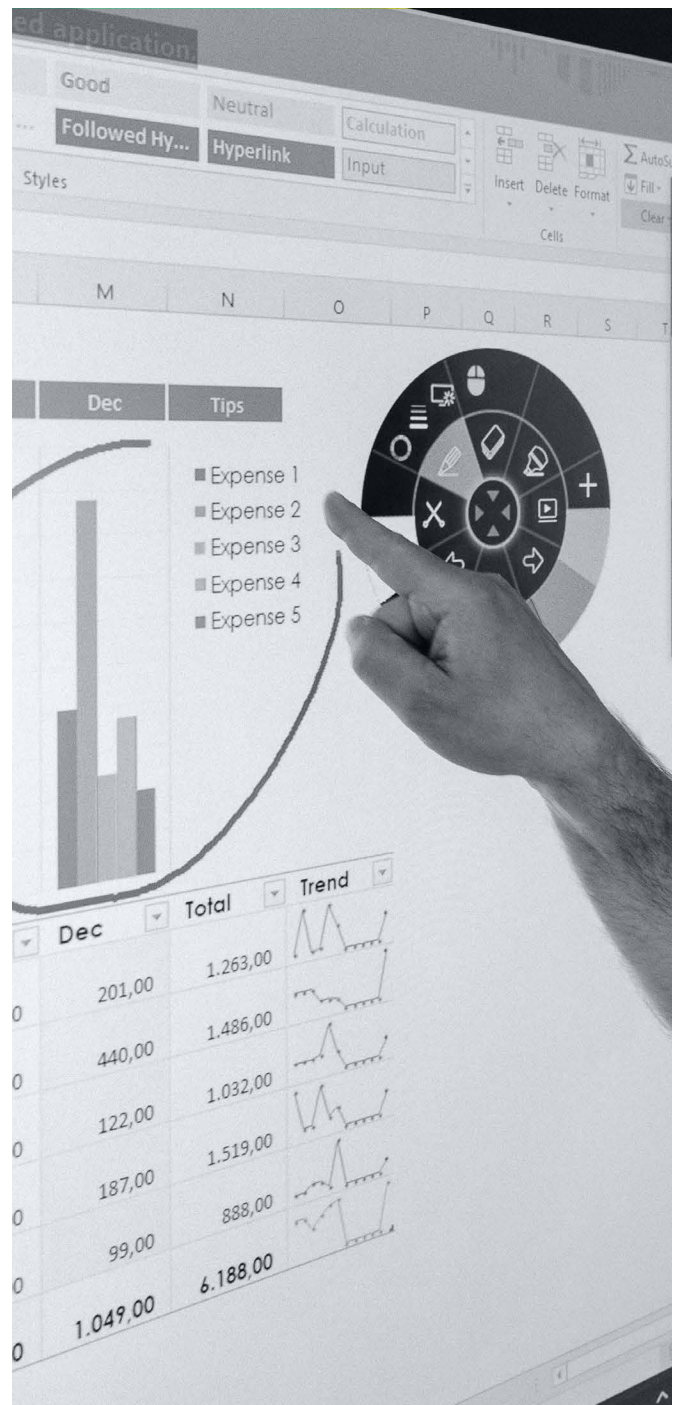
When you want to build an effective collaboration environment, it's important to map out the types of meeting spaces in your organization. Also, appreciating how individuals like to conduct their meetings will be a determining factor in the choice of your collaboration technology. Your meeting rooms will likely vary dramatically—ranging from informal ad-hoc meeting to formal presentation meetings. For a complete overview of meeting types and recommended technology, consult the table on page 14-16.

MEETING ROOM SIZES

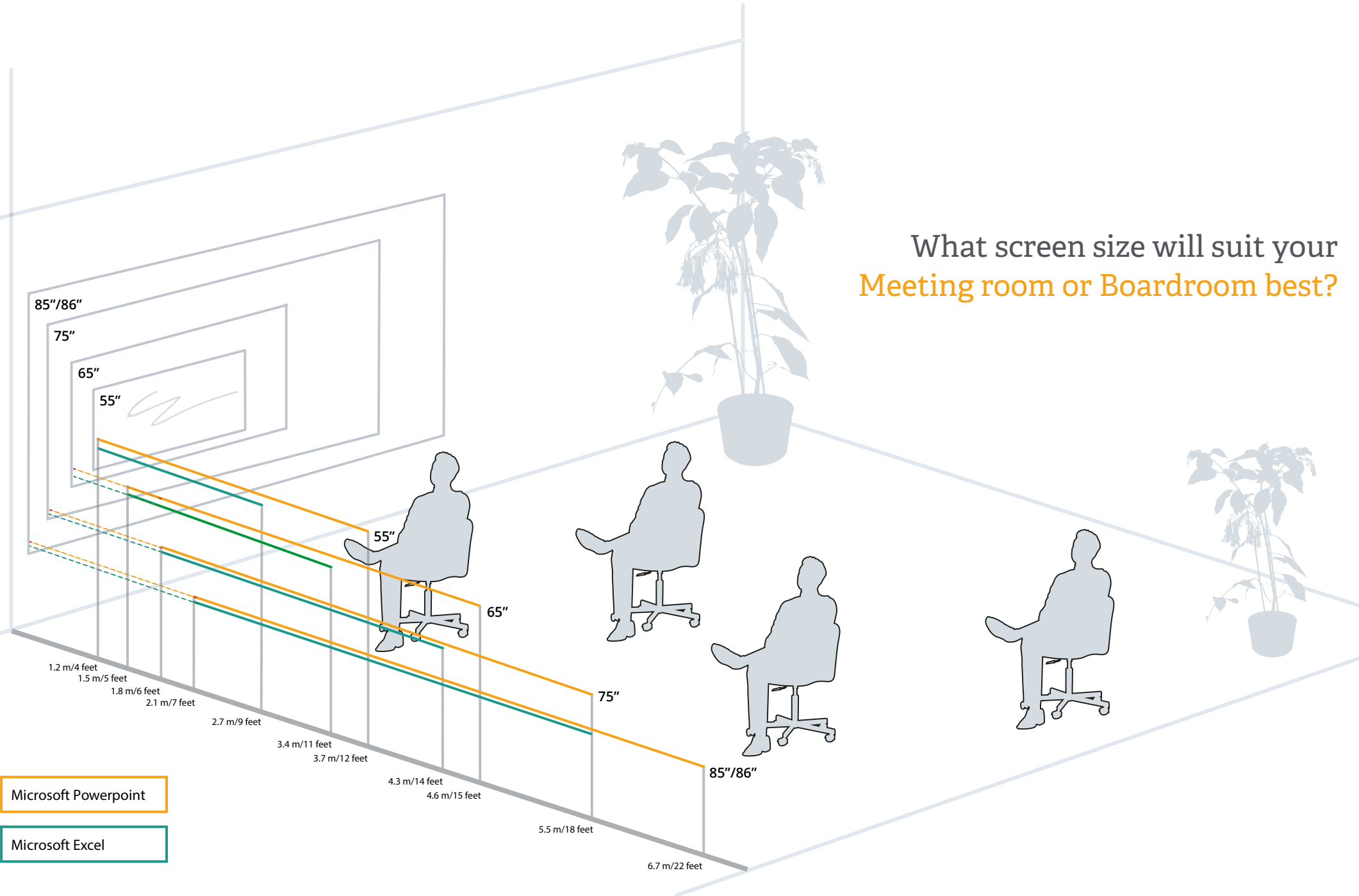
The size of the meeting space will not only determine which audio visual components (like speakers and microphones) are necessary, it will also specify the size of interactive touchscreens that should be used. The requirement here is for each participant to be able to have a clear view of the screen from any location within the space.

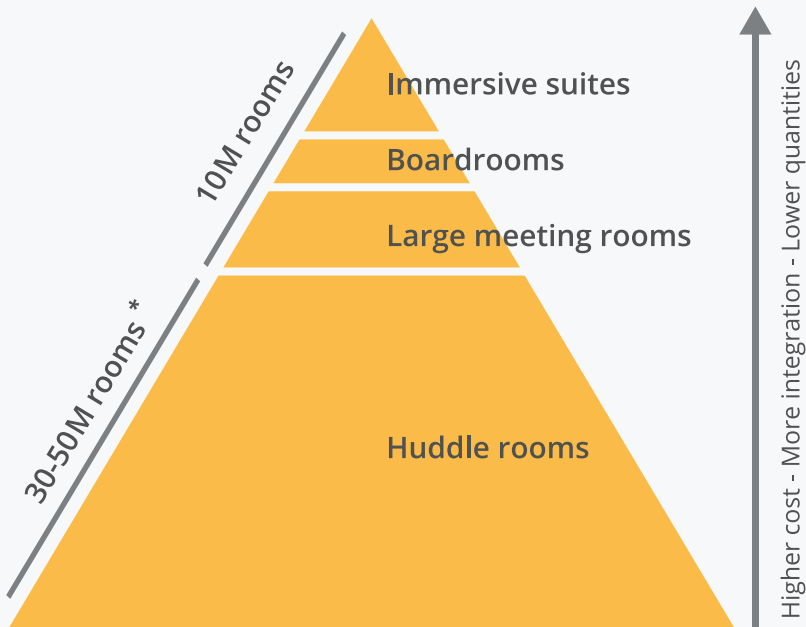
NUMBER OF MEETING PARTICIPANTS

A consideration that is often overlooked is the number of meeting participants, either attending in person or connecting remotely. Small screen sizes quickly become a barrier to communication as the number of participants grow as (1) those who can see and are better engaged and (2) those who do not see well and risk the possibility of miscommunication and misunderstanding.



What screen size will suit your Meeting room or Boardroom best?





There is a lot of potential
in the huddle meeting
rooms market

* Wainhouse / Zoom
Adding collaboration to the Huddle Rooms (Q2 2016)

SUPPORTING YOUR UNIFIED COMMUNICATIONS (UC) ENVIRONMENT

Your UC platform sits at the heart of communication and collaboration between internal and external stakeholders — supporting an array of devices that employees may be using — and particularly for organizations following a BYOD initiative. Similarly, your meeting room display, and other end-points, should support your UC platform of choice in addition to the UC platforms that specialist groups or business units may have adopted to ensure anytime, anywhere collaboration.

YOUR BUDGET

While it's important to evaluate the multiple factors involved in designing the right meeting technologies, in the end one of the most critical factors usually boils down to how much it will actually cost and the features included.

Before making an investment, carry out an assessment of your meeting spaces and determine from your employees and your work culture on the best solution suitable for you. For example, should the money be spent on more break-out areas for ad-hoc meetings and less on the more formal meeting room setting? Once you understand how your employees work, find the technology that suits your work ethos.



“

“The solutions from i3-Technologies stand out from their competition by being open to any eco-system. They complement our collaborative workplace vision perfectly.”

— Annelies Peeters, Proximus

	Ad hoc meeting	Scheduled / Regular Update Meeting	Decision-making / problem-solving meeting	Presentation Meeting
	DEFINITION			
What is it?	An unplanned informal meeting between a few colleagues, to share ideas or information, brainstorm	A more formal meeting that takes place regularly. Mainly for information sharing, such as project updates	A planned meeting where data / information has probably been circulated beforehand. Objective is to make high priority decision or solve an important problem. Collaboration required to agree to decision.	A scheduled meeting for a larger audience, perhaps a keynote speaker or lecture
Meeting Objective	Brainstorming, information sharing	Information sharing, providing updates	Working collaboratively to make a high-level decision or solving a priority problem	Information sharing
No. of participants	2 to 4	4 to 6	4 to 12	20 upwards
Collaboration requirements	High	Medium	High	Low
Space	Small area, may be in open plan space, may have seats or not.	Medium sized meeting room, with table, chairs and good audio and visual set up.	Large sized meeting room, with traditional boardroom type setting, ie large table and comfortable chairs as meetings tend to be longer. High quality display and audio facilities required so no information is lost.	Large auditorium with a staged area for the presenters. Large display, high quality sound system, possible PA system. Good floor space to accommodate seating.
Display Technology	Display screen either fixed on a wall in a break-out space, or on a mobile stand	Fixed display (or displays) on a wall. Size dependent on room size.	Either a large display or 2 smaller displays installed on wall.	Large display with excellent image quality so participants at the back of the auditorium are not disadvantaged.

HOW TO CHOOSE THE COLLABORATION SOLUTION THAT FITS YOUR NEEDS

	Ad hoc meeting	Scheduled / Regular Update Meeting	Decision-making / problem-solving meeting	Presentation Meeting
Style	Informal, relaxed, where participants may want to stand or sit	More formal, participants prepared for meeting	Formal, participants need to be prepared with all info beforehand. Meeting should be managed in order to attain its objective.	Formal, event is normally planned well ahead. Audience may be internal (eg company meeting) or external (eg event with keynote speakers).
Time span	10 - 30 mins	30 - 60 mins	30 - a few hours	1/2 day - full day
DISPLAY REQUIREMENTS				
Display quality	✓✓	✓✓✓	✓✓✓	✓✓✓
Touch capability	✓✓✓	✓	✓✓✓	✓✓✓
Multi-touch	✓✓✓	✓	✓	✓
Easy navigation - Home button	✓✓✓	✓	✓✓✓	✓✓✓
Integrated speakers	✓	✓	✓	✓
AUDIO REQUIREMENTS				
External speakers	✓	✓	✓✓	✓✓✓
Mic connection	✓	✓	✓	✓✓✓
COLLABORATION TECHNOLOGY				
Video Conferencing Capability	✓✓	✓✓	✓✓	✓

HOW TO CHOOSE THE COLLABORATION SOLUTION THAT FITS YOUR NEEDS

	Ad hoc meeting	Scheduled / Regular Update Meeting	Decision-making / problem-solving meeting	Presentation Meeting
Camera	✓✓	✓✓	✓✓	✓
Easy note-taking	✓✓✓	✓✓✓	✓✓✓	✓
Information sharing	✓✓✓	✓✓✓	✓✓✓	✓
Screen sharing	✓✓✓	✓✓✓	✓✓✓	✓
i3-Technology Solutions	i3HUDDLE	i3TOUCH P & E Series	i3HUDDLE	Larger format i3TOUCH SERIES
Specification	<p>"Flexible meeting room solution that allows your to integrate your choice of Video Conferencing software.</p> <ul style="list-style-type: none"> - Easy to use, tablet look and feel, Windows platform - Intuitive user interface - Use any type of video conferencing software - i3NOTES - simple notetaking & sharing software - i3ALLSYNC - instant screen share, up to 4 people presenting at one time in split screen - Information at fingertips with Android on board for web browser, file explorer and document editor" 	<p>"Easy to use high-grade interactive screens</p> <ul style="list-style-type: none"> - Screen size from 55" - 86" - Lifetime of up to 50,000 hours - Anti-glare hardened glass - Intuitive interface with easy navigation - 4K crystal clear resolution in 60Hz for smooth video - OPS slot for universal OPS PC integration - Integrated web browser to allow web access or open documents - i3NOTES - instant note taking & annotation" 	<p>"Flexible meeting room solution that allows your to integrate your choice of Video Conferencing software.</p> <ul style="list-style-type: none"> - Easy to use, tablet look and feel, Windows platform - Intuitive user interface - Use any type of video conferencing software - i3NOTES - simple notetaking & sharing software - i3ALLSYNC - instant screen share, up to 4 people presenting at one time in split screen - Information at fingertips with Android on board for web browser, file explorer and document editor" 	<p>"Easy to use high-grade interactive screens</p> <ul style="list-style-type: none"> - Screen size from 55" - 86" - Lifetime of up to 50,000 hours - Anti-glare hardened glass - Intuitive interface with easy navigation - 4K crystal clear resolution in 60Hz for smooth video - OPS slot for universal OPS PC integration - Integrated web browser to allow web access or open documents - i3NOTES - instant note taking & annotation"

Conclusion

This whitepaper sought to examine the current state of meeting rooms and their evolution from traditional, structured rooms to dynamic, collaborative spaces. This **change raises the importance for agile advances in technology** that offer the leanest solutions in collaboration for growing businesses.

Key to any meeting space is the ability to communicate with all participants effectively and productively. On the bottom line, this means having the appropriate audio and visual technology hardware in place. However, to **nurture true collaboration** requires seamlessly incorporating features such as video conferencing, screen sharing, annotation, notetaking and accessing data quickly.

Solutions need to be **flexible** so they accommodate different platforms and ultimately they must be **quick** and **easy to use**. The objective of any meeting should be the task itself, and not on the workings of the technology as only then will a company truly foster collaboration amongst its employees.



Insights brought to you by



i3-TECHNOLOGIES

i3-Technologies is part of the i3-Group of companies, a privately held, family-owned company founded in 1968 and headquartered in Belgium. The company is one of the world's leading manufacturers of interactive technologies for group collaboration.

The i3-Technologies portfolio of products is available in more than 80 countries and has received numerous awards and recognitions — most recently being selected as a Top 25 Collaboration Technology Company by CIO Applications for 2018. The products of i3-Technologies are offered through a network of accredited, value-added resellers to ensure best-in-class service and support.

For more information visit www.i3-technologies.com.

Connect With Us:





IDEA

TO DO

IN PROGRESS

Launch Event

landing page

catering

SUPER
charger
support

water

supplier

branded shirts

