

# Breaking Down Adoption Barriers to Video Conferencing



## Overcome Video Conferencing Adoption Barriers



High quality video conferencing used to be expensive and out of reach for most small businesses, but with the explosion of affordable options, video conferencing is far more accessible. However, despite the proven benefits of video conferencing such as: faster decision-making processes, keeping remote teams connected, and saving money on travel, many are still slow to adopt. Which poses the question, *what's getting in the way?* There are a few common barriers that stall technology adoption, specifically with video conferencing. Let's explore how your company can overcome them.

## Prepare and Educate



This doesn't necessarily mean preparing and educating your employees, but rather preparing your network. Without a proper Quality of Service (QoS) in place, you can't ensure the seamless use of a technology. To put it simply, you need to be positive that your network infrastructure can support video conferencing. Here is a simple overview of what's required to use various IPVideoTalk plans seamlessly on your network.

|                | Small Business | Standard | Pro | Plus      |
|----------------|----------------|----------|-----|-----------|
| Audio          | 90 Kbps        |          |     |           |
| Video          | 1500 Kbps      |          |     | 2000 Kbps |
| Screen Sharing | 450 Kbps       |          |     |           |

## Discuss the Real Benefits

What does video conferencing offer to your employees? Specifically, what does IPVideoTalk offer? Telling your employees that it saves them time isn't enough, show them. For example, unlike our competitors IPVideoTalk does not require client downloads, which means never having to wait for updates. Think of all the time saved when you don't need to tack on 5-10 minutes prior to each meeting for updates. Communicate how this will make lives easier and make more space in the day. Perhaps employees will travel less because they can stay connected using video, or they won't need to carry around clunky computers or special equipment because meetings can be joined via mobile device, tablet, or PC. Give specific examples of how IPVideoTalk will improve their workflow.



***Save time***



***No client  
downloads***



***Less wires means  
less worries***

## Lead by Example



When introducing a new technology, lead from the top down. Whether it's IPVideoTalk or another productive technology, you need an evangelist in the group. For example, if all team leads host their weekly meetings using IPVideoTalk, the rest of the company's employees will see how simple it is to use. If your top managers are using it the rest of the company will follow suit—especially if it's made easily available.

## Talk about Security

Information security is a huge concern. We hear of data breaches and malicious hacking every day. Customers and employees need to know that security is a priority and information is being protected. Knowing IPVideoTalk has safeguards in place will make people more comfortable using it for meetings. We protect your meeting and communication data in three main ways:



- 1. Passwords:** Meetings can be password protected from the IPVideoTalk Portal. Just enter the desired password when scheduling the meeting and this password will be required to join.
- 2. Encryption:** All traffic including signaling, audio, video and stored data are encrypted by the Advanced Encryption Standard (AES), often referred to as bank-grade encryption.
- 3. Internal System Structure:** IPVideoTalk's internal structure is concealed behind a firewall making it difficult for hackers to ascertain the structure and launch an attack.

## Less Barriers with IPVideoTalk



With no client downloads, true one-click meeting joining, and a strong security backbone, you can start saving time and be more productive today with IPVideoTalk. From now until October 1, 2017 our free plan includes webinar features!

Sign up for your free trial [here](#).

For more information on IPVideoTalk, visit [ipvideotalk.com](http://ipvideotalk.com).