

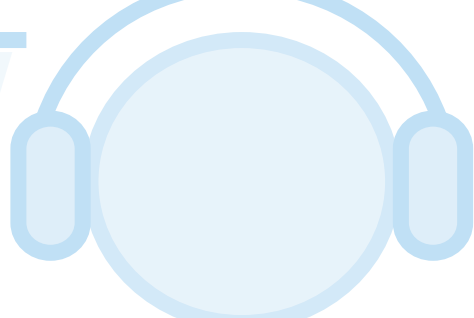


# New Videoconferencing Solutions Power Hybrid Work for SMBs

Robust videoconferencing and collaboration capabilities are critical to small and mid-sized businesses as they adapt to the future of work.

## Adoption of Collaboration Tools Accelerates

Numerous companies responded to the pandemic by augmenting their videoconferencing and collaboration tools and services to support a suddenly distributed workforce. Many plan to continue to enhance their videoconferencing and collaboration solutions.



59%

of small and medium-sized businesses (SMBs) list mobile/remote worker support as a technology priority over the next 12 months.

54%

currently use and plan to increase spending on unified communications services in the next 12 to 24 months.

51%

identified video collaboration or video conferencing tools as a technology priority in the next 12 months.

44%

will invest in web conferencing tools (real-time sharing of screens, applications, or web content among two or more people in different locations) in the next 12 months.

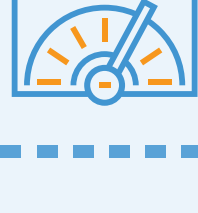
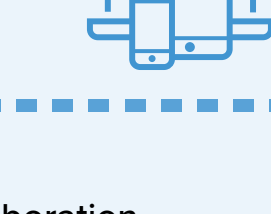
n = 2,600 SMB leaders; Sources: IDC's SMB Communications Services Survey, June 2021; IDC's 2022 Worldwide Small and Medium Business Survey, February 2022

## Why Videoconferencing Is a Priority



Improves employee collaboration for faster decision making and time to market

Increases employee productivity and efficiency across all work scenarios (office, mobile, work from home, or hybrid)



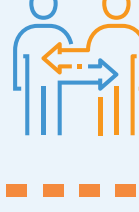
Enhances external communications and collaboration with partners, suppliers, and customers

Fosters company innovation via support for brainstorming, ideation, mashups, prototyping sessions, and more



Engages distributed employees to help them feel better connected

Promotes inclusiveness and equitable collaboration experiences



Mitigates employee turnover and burnout

Source: Market Analysis Perspective: Worldwide Unified Communications & Collaboration, 2021, IDC, September 2021

## Recommended Criteria for Selecting Video Collaboration



- ✔ Is easy to use
- ✔ Increases worker productivity
- ✔ Provides enhanced security
- ✔ Improves work experiences
- ✔ Offers intuitive management tools

Source: Market Analysis Perspective: Worldwide Unified Communications & Collaboration, 2021, IDC, September 2021

## SMBs Should View Videoconferencing Investments as a Strategic Imperative

- ✔ **Enhancing meetings and collaboration via videoconferencing** can solve operational issues, boost market opportunities, and offer an array of advantages to business.
- ✔ **Consider new videoconferencing solutions to support initiatives such as:**
  - Improving the employee, customer, and partner experience.
  - Transitioning to digital technologies.
  - Driving company innovation.
  - Embracing the future of work (i.e., in-office, work from home, hybrid, mobile).
- ✔ **Integrate and embed videoconferencing solutions** with business applications and processes to significantly boost business productivity.
- ✔ **Increase the overall value of video collaboration** versus simply viewing it as a technology purchase.



Source: Market Analysis Perspective: Worldwide Unified Communications & Collaboration, 2021, IDC, September 2021

## Message from the Sponsor

Webex by Cisco created a collaboration solution that works for businesses of all sizes. We make meetings powerful yet effortless, so your business can navigate everything from team brainstorming to client presentations. Whether your teams are in-office, remote, or hybrid, Webex helps you collaborate and communicate effectively to help you move your business forward.

[Let us show you how](#)