

eBook

The future of video conferencing

A new way to work for your growing business

© 2022 Cisco and/or its affiliates. All rights reserved.



Contents

01

The future
of video
conferencing
is here

02

Leave a great
impression

03

Empower
your best work

04

Be anywhere,
reach anyone

05

Get up
and running
in minutes

The future of video conferencing is here

Meetings are where business happens. That used to mean sitting in a room together or occasionally conferencing in a satellite office or small group of remote workers. Now, video conferencing is the lifeblood of most businesses. Not only does it let your employees work from anywhere, but it also unlocks new business opportunities. During the pandemic, you might have been forced to adopt a video conferencing solution overnight without having the time to compare the different options. Now it's time to reevaluate whether the solution you adopted can keep up with the needs of your business.

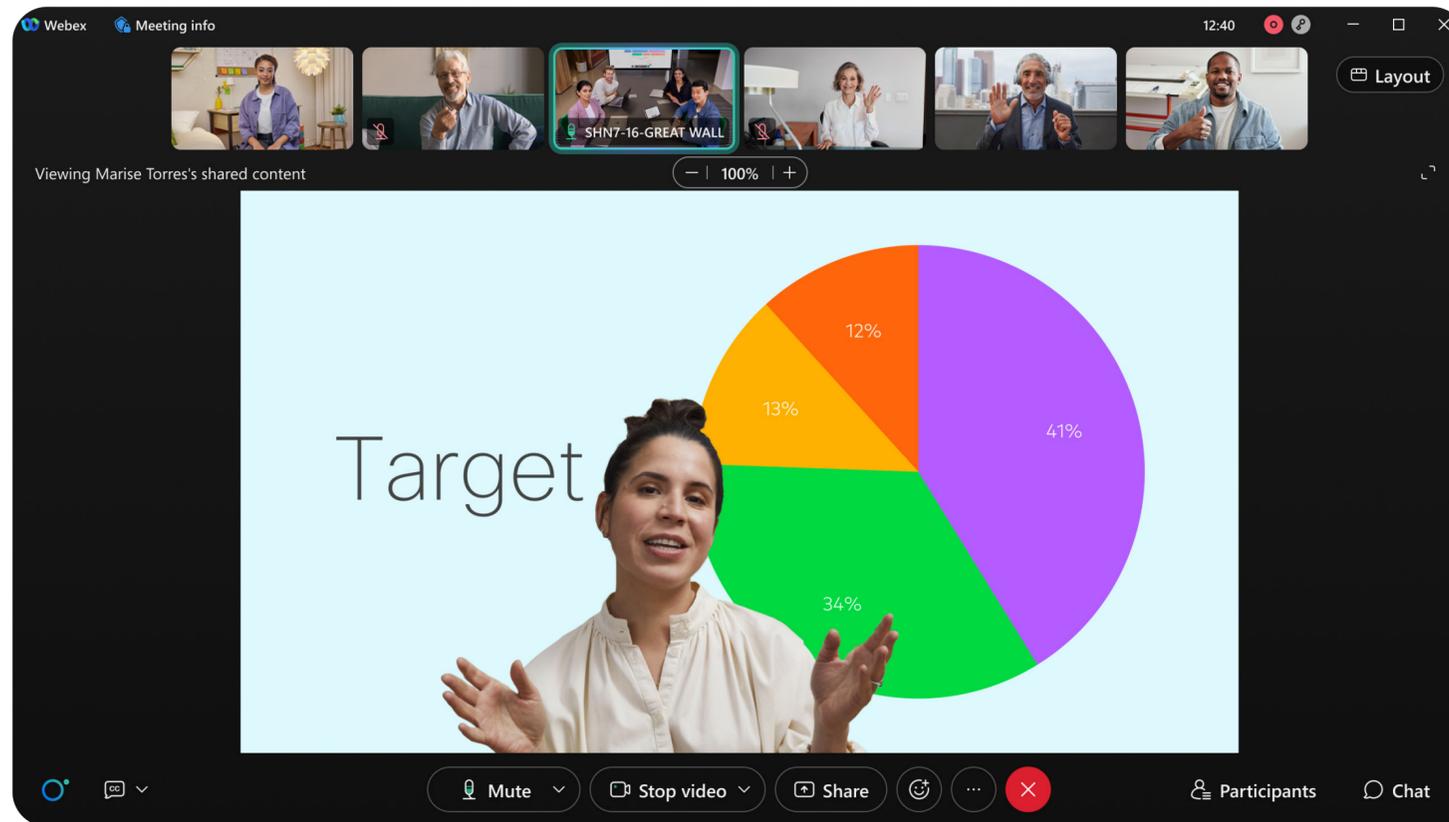
How your teams discuss ideas, share information, or brainstorm solutions has a direct impact on the productivity and happiness of your employees. Every minute spent on an unproductive or poorly functioning meeting cuts down on how much could have been achieved. And how you show up in front of clients and prospects has a direct impact on the growth of your business. When done effectively, meetings can help teams do their best work and win more business.

That's why Webex has designed a video conferencing solution that simply works. We're committed to making meetings powerful, yet effortless, so you can navigate—everything from big picture brainstorming to client presentations—with ease. Whether your teams are in-office, distributed, or fully remote, Webex Meetings help you connect to develop a shared sense of purpose, build relationships, and do meaningful work that drives your business forward. Let us show you how.

98%
believe future
meetings will include
remote participants

Leave a great impression

From employee onboarding to closing deals, video conferencing plays a critical role in how your business is perceived. Poor video and audio quality in your meeting can have grave consequences for your business. People are likely to disengage or lose focus when your video is choppy or audio in the background is distracting. It can create communication gaps and lead to an unproductive meeting that slows down the pace of work. Or worse yet, put yourself and your business in a less-than-ideal light in front of your clients.



“I see in my company lots of people facing connectivity issues, but while using Webex Meetings it automatically optimizes video quality and keeps them connected with me.”

– Verified User, Project Manager in Marketing, Information Technology & Services Company, 1-10 employees

Leave a great impression

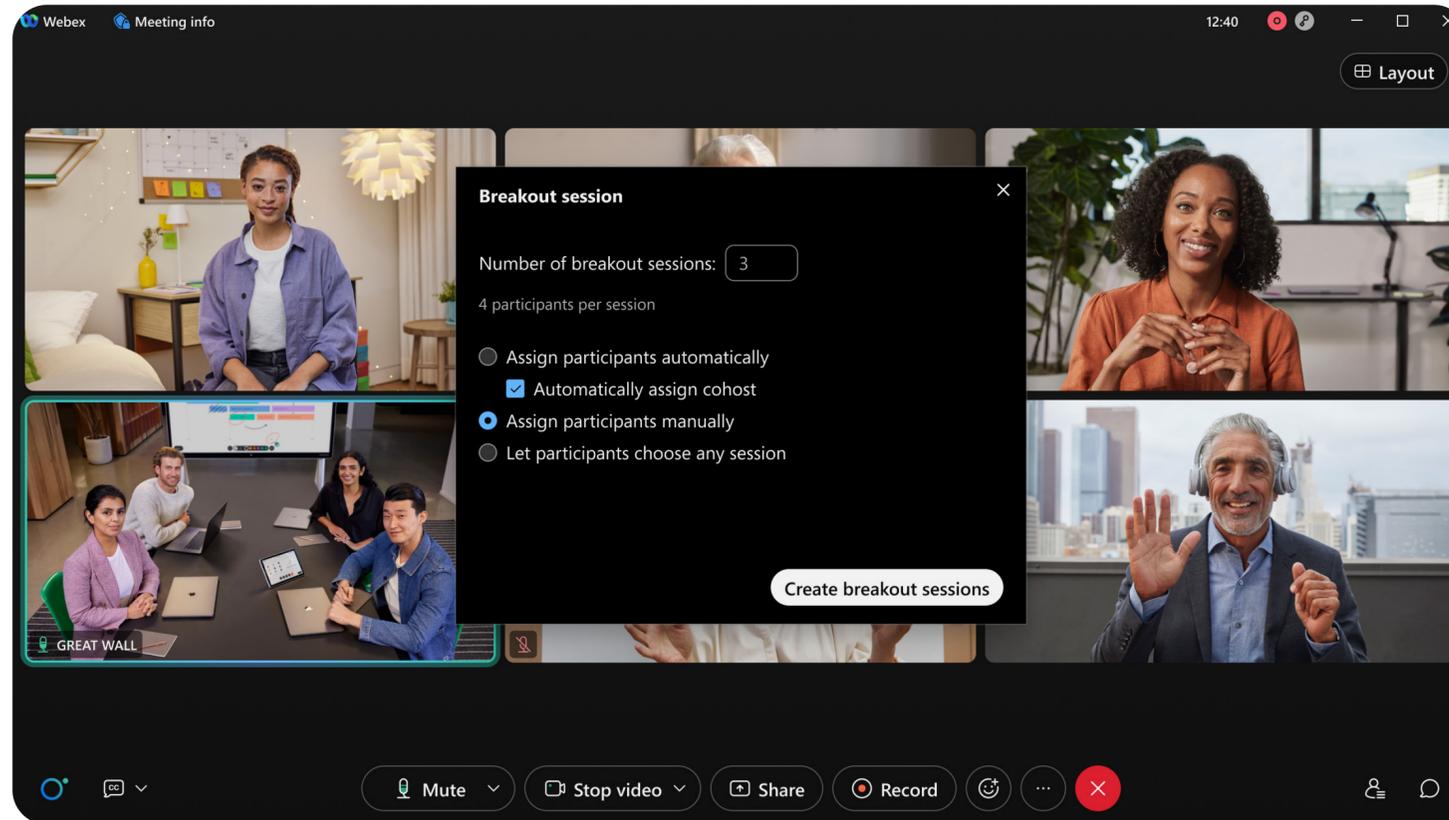
Webex Meetings helps you:

- Showcase your business in the best light with a reliable, glitch-free meeting experience for you and your participants.
- Interact through superior HD video that allows everyone to truly connect by reading people's body language and nonverbal cues.
- Host exceptionally engaging sales pitches that win more business with features like immersive share that lets the presenter appear on top of shared content.
- Customize your video layout so you can focus on your clients and other important people while delivering your presentation.
- Maintain the best performance in any environment by automatically optimizing video quality for every participant—even those with poor internet connections.
- Share individual files, applications, or your entire computer screen in real-time without worrying about video feeds freezing.
- Be confident you'll be heard during a meeting—even in the noisiest environments—with the most advanced background noise remove and voice optimization in the industry.
- Make it simple for your participants to join a meeting from the notification bar with just one click, no passcodes required. You can even join using a web browser with no download required.



Empower your best work

Streamlining communication and collaboration can be challenging, especially with distributed teams. Staying connected and moving work forward anywhere is critical to keeping your business running—especially in unpredictable times. Whether you’re brainstorming with your team or pitching to a new prospect, creating an engaging and interactive collaboration experience will ensure a productive meeting and successful outcome. With the right tools, you can tap into creativity that has no bounds.



“Virtual backgrounds, call back, live broadcasting, and whiteboard features make it one of the best in the market.”

– Verified User, Mid-Market Company

Empower your best work

Webex Meetings helps you:

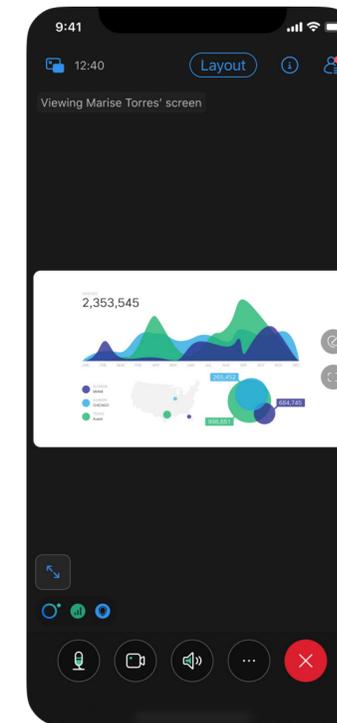
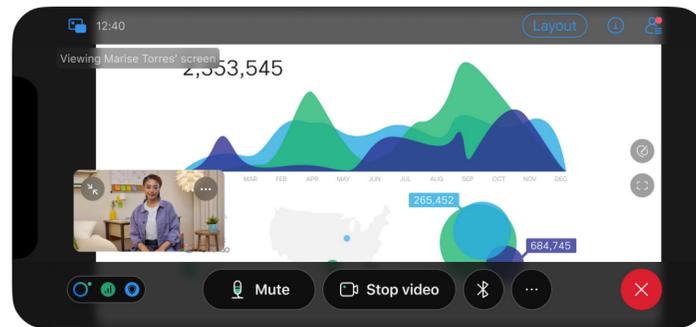
- Keep the work flowing between meetings with messaging in Webex, which enables chatting, sharing files, and co-editing documents in real-time or any time.
- Automatically take notes and action items with the Webex Assistant so you can stay focused on your conversations.
- Quickly catch up on anything you've missed with meeting recordings and transcriptions that are easily searchable and shareable.
- Exchange feedback without going off mute by using the integrated chat or simply gesturing with your hands for an on-screen reaction.
- Give everyone a voice with animated reactions, interactive polling, and Q&A to spur discussions and encourage participation for speedier decision-making.
- Spark creativity, share ideas, and brainstorm by visually collaborating in real-time through interactive whiteboarding, right within the Webex Meetings app.
- Foster smaller discussions and side conversations, as well as dedicated workshops and activities through breakout sessions.
- Work together on projects without leaving Webex by integrating your most common business apps for emails, file sharing, project management, accounting, marketing, and more.
- Drive focus, reduce fatigue, and better manage your work-life balance with collaboration insights that deliver information about your work habits.



Be anywhere, reach anyone

Gone are the days when every customer visit or team meeting required travel and long commute times. It's just not a good use of your time or money.

While in-person meetings can still be necessary, a good video conferencing solution will reduce your travel expenses while expanding the reach of your business to virtually anyone in the world.



“Webex Meetings never failed to make my work easy. This is the only tool that I need every time.”

– Sumit Das, Visual Effects Artist,
(Media Production, 1-10 employees)

Be anywhere, reach anyone

Webex Meetings helps you:

- Get work done from anywhere, at any time, with easy-to-use apps for your computer, tablet, and smartphone.
- Skip the travel, but still feel like you're in the same room, with crystal-clear video and interactive features that let you work side-by-side.
- Attend meetings on the go with the Webex mobile app that dynamically adapts between landscape and portrait modes.
- Communicate with your teams or clients via text or audio messages in addition to video meetings to answer questions on the fly and keep work flowing.
- Multi-task like a pro on the iPad with picture-in-picture capability of the Webex Meetings iPadOS app.



“Webex Meetings is the groundbreaker as far as I am concerned. I’ve found their product stable and viable in all areas of whiteboard technologies. We’ve always gotten support, even though we’ve rarely required it. It is designed for the average person to utilize, with little or no IT help, usually.”

– John Kelly, Programmer Analyst, Second Coming Technologies Alaska
(Information Technology & Services, 1-10 employees)

Get up and running in minutes

Your business moves fast, and so should your meetings solution. Webex is easy to use and even easier to manage. Get your account set up and start collaborating in minutes.

Whether you have outsourced your IT or have a lean team in-house, a single administrative portal makes it simple for you to manage your meetings account, all in one place. And best-in-class security makes sure you stay secure by default so what happens in your meetings, stays in your meetings.

Ready to jump into the future of video conferencing? Get Webex, a brand you can trust, in a solution you can afford—designed for your growing business.



“Of all the video meetings platforms out there, Webex clearly stands out as the front runner in terms of ease of use, with a focus on enterprise-grade functionalities, especially from a security standpoint. We use it when we need to conduct internal meetings, sales pitches, training sessions, and when we organize Webinars for our customer base.”

– Verified User, Account Manager in Sales, Internet Company, 11-50 employees

Get started today

Give Webex a try for free or talk to us to get a personalized demo.

[Try Webex Free](#)

[Request a Demo](#)

© 2022 Cisco and/or its affiliates. All rights reserved. Cisco, the Cisco logo, Webex by Cisco, and Webex are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, see the Trademarks page on the Cisco website. Third-party trademarks mentioned are the property of their respective owners. The use of the word "partner" does not imply a partnership relationship between Cisco and any other company. (2203R)

