# 7 Trends Driving Video Collaboration in the Modern Workplace

Democratizing seamless video meetings across organizations, partners, and customers

In the 21st century - the age of innovation - the cornerstone of business success relies on effective and efficient collaboration that can be seamlessly accessed by employees, enabling connections with internal and external stakeholders. 7 key trends are evolving the modern workplace.

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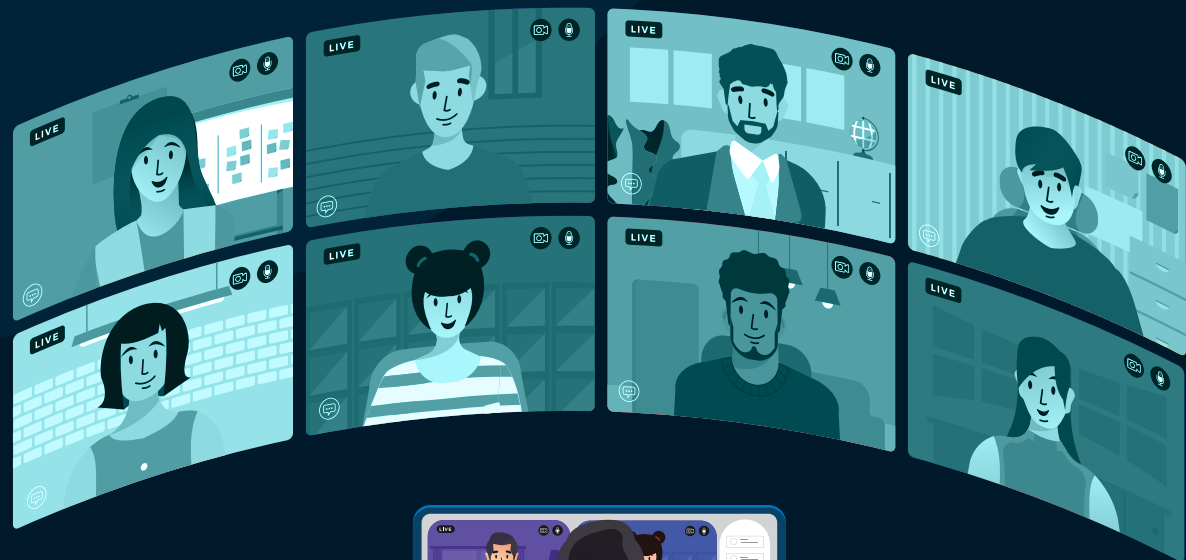
1 **Multi-generational workforces demand new ways of working**

75% By the year 2025, 75% of the global workforce is expected to be made up of digital natives whose preferred communication mode is video.

2 **Focus on employee experience (EX) delivers business impact**

77% 77% of businesses say that flexible work is helping them become more successful by enabling them to attract and retain top talent.

3 **Collaboration becomes central for increasingly distributed talents**

6X Post-COVID-19, the number of remote workers is likely to grow 6X over the pre-pandemic number to reach 30% of the global office worker population.

90% **More than 90% of global businesses agree that video conferencing enhances the effectiveness of remote workers.**

4 **Video is the new voice** — human-to-human communications take on a new meaning

62% Video meetings as a percent of all virtual meetings is forecast to grow from 10% pre-COVID-19 to 62% in the next five years.

5 **Video is vital for rising collaboration with external stakeholders**

84% 84% of businesses agree that video is fast becoming the norm for collaboration with external stakeholders (as opposed to audio conferencing).

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6 **User expectations are changing. Experience on business tools need to match experiences in personal lives.**

Ease-of-use improvements and enhancements in video conferencing have set the scene for the meteoric rise of video adoption that we saw in 2020.

The importance of consumer-like experience: **the ability of an enterprise to deliver solutions that emulate consumer-like experience is an increasingly important influence on purchase decision …. Over 72% believe it to be either critical or very influential.**

7 **Organizations are looking to optimize how they collaborate and want to extend the same experience to customers through B2C interactions**

Healthcare
Video powered telehealth is transforming healthcare and delivering services from the hospital to the home

Financial Services
Video meetings are humanizing customer contact to build trust and loyalty

Government Agencies
Video conferencing facilitates continuity of operations and services amidst travel restrictions

State of the current collaboration environment

Organizations of all sizes, industries, and regions seek technology solutions to help them thrive in an environment that is agile and responsive. They are faced with:

Multi-vendor environments, legacy infrastructure, communication silo, sub-optimal experience
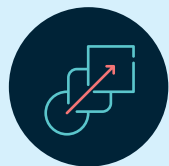
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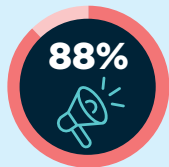
88% of organizations use communications products from multiple vendors.

A need for a well-designed strategy to avoid pitfalls

There is a strong demand to support and utilize existing investments and assets in the technology, even while moving forward with newer technologies.

Shifting meeting dynamics – with an emphasis on user experience

A growing number of remote workers and the need to connect dispersed teams instantaneously has led users to leverage collaboration platforms for a more natural flow of interaction, leading to more ad-hoc meetings.

Requests for company branded meetings for tighter brand experience

Organizations demand the ability to customize the single meeting interface with their brand to ensure a tighter brand identity with other organization tools.

A need to enhance IT experience, although unrelenting challenges undermine reality

As IT budgets and team size have started to shrink, the role of IT personnel has changed to more of a service management function.

TOP CHALLENGES FOR GLOBAL IT MANAGEMENT:

33%
Dealing with security concerns

33%
Systems integration; managing multi-vendor solutions

28%
Aligning IT/ telecom with business strategies

22%
Skills shortage; training requirements

Video collaboration considerations and Pexip

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Successful video collaboration strategy requires careful consideration of nuances around:

Evolving Enterprise Requirements

Addressing Changing User Needs

Focus on Flexibillity & Innovation

Pexip addresses the end-to-end video needs of organizations:

Meetings
Pexip Meetings — scalable high-performing meetings, unifying people, business, and technology.
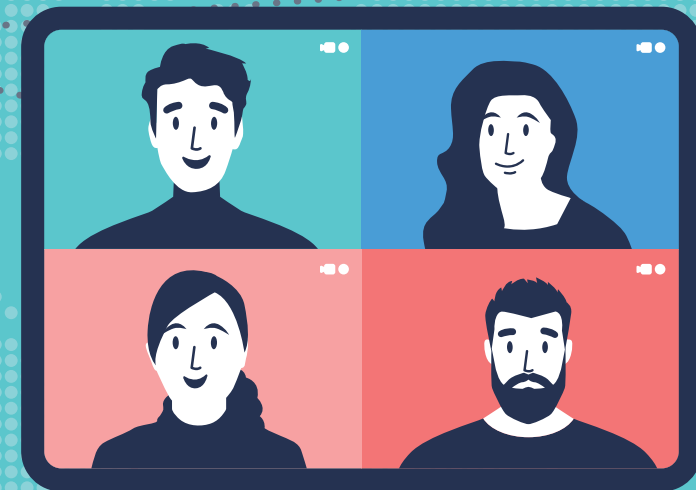
Modern Video Infrastructure
Flexible and secure Pexip deployments; a cloud-native platform provided as a service, as a private cloud or deployed as a self-hosted solution either on-premises or in any cloud environment.
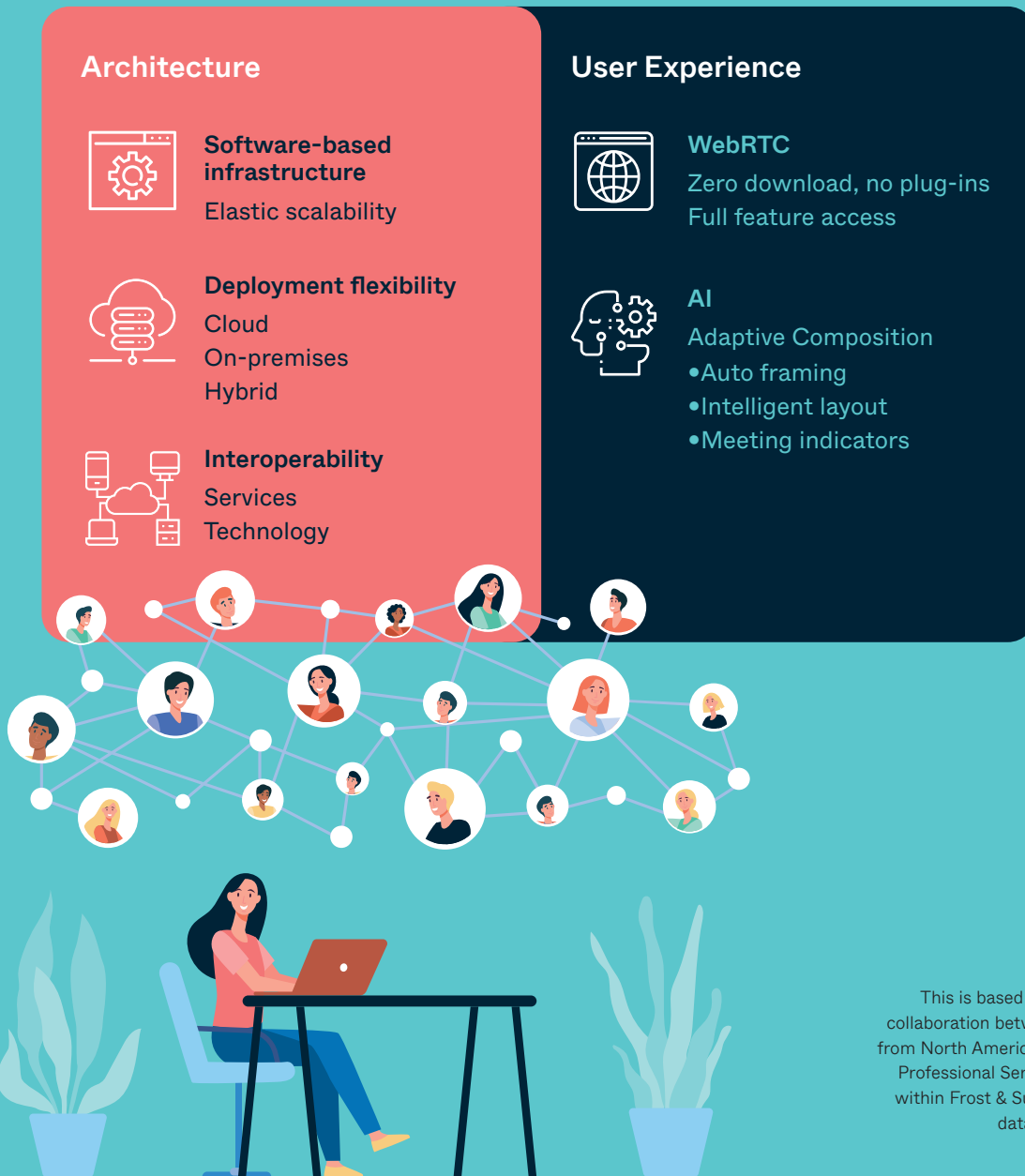
Meeting Interop
Pexip interoperability – unified workflow for any conference room.

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Pexip's leading-edge innovation for differentiation

Architecture

Software-based infrastructure
Elastic scalability

Deployment flexibility
Cloud
On-premises
Hybrid

Interoperability
Services
Technology

User Experience

WebRTC
Zero download, no plug-ins
Full feature access

AI
Adaptive Composition
•Auto framing
•Intelligent layout
•Meeting indicators

Democratize video across organizations, partners, and customers; realize a video collaboration vision that is scalable, flexible, and supports hybrid working practices

Frost & Sullivan believes that businesses must partner with forward-thinking technology providers who can deliver high-quality, reliable video meetings today and meet changing needs with equal ease in the future.

Pexip's software-based meeting platform and video conferencing service help organizations reinvent their business and create a competitive advantage by unleashing the power of video for every worker and in every space, regardless of where work takes place.

Learn more on how Pexip can help turn your video collaboration vision into a great success. Visit **www.pexip.com**