

Video Web Conferencing

How Can it Benefit Your Business?



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At one time, video conferencing was a clumsy, but expensive, way for people with dedicated, proprietary hardware and software to hold a “virtual meeting.” It didn’t function particularly well and, in any event, it wasn’t something that most businesses could afford. All that has changed. Today, video web conferencing is a reliable, easy to implement alternative to a face-to-face meeting and conveys immense benefits to those who use it. And it’s also affordable—something that virtually everyone can access, requiring almost nothing in terms of specialized equipment.

Video Web Conferencing Defined

Video web conferencing refers to an online service that delivers audio and video communication plus a shared desktop resource that allows for collaboration over a wide assortment of tasks. The activity stream is delivered over the World Wide Web and typically there is an underlying application

that is used as an interface for all of the service's capabilities and is installed on the computer (or, in some cases, handheld device) of each participant.

Multiple people using individual access points can participate in a video web conference. In addition to the conferencing software, typically all that is required is a device to host the conferencing program (usually a computer) with a web browser a web camera, a microphone or headset and, of course, a high speed Internet connection.

The Numerous Cost and Productivity Advantages of Video Web Conferencing

The benefits of utilizing video web conferencing are numerous and substantial, with cost savings all around. The ability to conduct regular meetings, including shared



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resources, of numerous participants in different locations has been a positive boon to cost conscious enterprises. Travel expenses have been shaved to a minimum, of course, and the productivity of remote



conferencing has risen exponentially. Cutting back on travel has the added advantage of increasing productivity by eliminating the time wasting element of traveling. Additionally, since the communication method of video web conferencing is voiceover Internet protocol (VOIP), further cost savings are realized by minimizing or completely eliminating expensive direct long distance phone calling.

While larger companies have realized cost savings, many small and medium sized businesses, which previously had no way practical way to conduct meaningful meetings with far flung participants, have realized new and tangible improvements to their enterprises. Many companies have realized the benefits of cost effective training programs utilizing video web conferencing.

Further productivity benefits are realized as the technique allows businesses to engage more quickly and efficiently with their clients, providing time to interface with a larger number of customers in a given period of time. And, due to its direct nature, video interfacing tends to be significantly more productive than any of its communications alternatives. The kinds of time-wasting misunderstandings that tend to result from other forms of business correspondence are far less likely with video web conferencing.

End Note

If you haven't already investigated the considerable advantages of video web conferencing, you owe it to yourself—and your business—to do so. Contact a professional IT consultant and learn what video web conferencing can mean for the growth of your company.

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