



# Bringing Intelligent Collaboration to Small Spaces without Compromise

How to Deploy AI-based, Fully Manageable Collaboration at Scale with Less Cost and Complexity

FROST & SULLIVAN EXECUTIVE BRIEF

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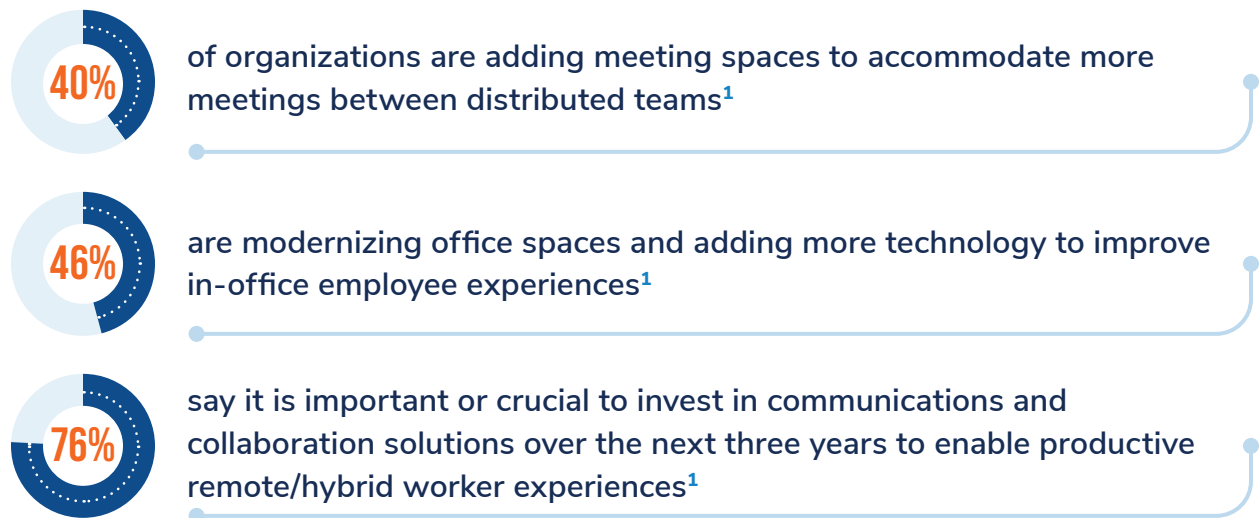
# Organizations Are Expanding Video Collaboration Deployments with Higher Expectations

As organizations of all sizes and industries solidify their hybrid work and return to office practices, they are embracing video collaboration as a centerpiece in the future of work. The overarching goals are to improve employee engagement, satisfaction, and productivity and to increase organizational efficiency and agility.

Although Frost & Sullivan research shows that 87% of organizations will have adopted video conferencing by the end of 2024, just 41% of IT decision-makers (ITDMs) state that a majority of their employees are satisfied with current work models. Something needs to change, and soon.

Fortunately, these initiatives are not static; they are ongoing and evolving as organizations gain experience supporting new work models, as technology advances, and as user expectations shift. Requirements are moving to more intelligent, manageable, scalable, easy-to-use solutions that can be implemented more cost-effectively and therefore, more widely.

## ITDMs are now undertaking a multitude of strategies to address evolving work models:



These activities are moving beyond the large meeting rooms and spaces that were initially prioritized to now make video collaboration accessible to more of the workforce. Frost & Sullivan anticipates increased video collaboration deployments in small spaces and huddle rooms over the next five years as large room implementations decrease proportionately over the same period.

1 Frost & Sullivan 2024 UCC Buyers' Perspectives



# Equipping Small Spaces with Video Collaboration

Outfitting meeting spaces with video collaboration technology can require dedicated in-room computers in certain scenarios, such as larger rooms and more sophisticated setups (for example, multi-camera). However, a dedicated compute option can pose challenges in small spaces compared to bring your own device (BYOD)-based solutions.

## Challenges of video collaboration solutions with dedicated room computers in small spaces



Acquiring, deploying, and licensing dedicated computers for several or more small spaces can be cost-prohibitive



Dedicated in-room compute solutions have more cabling components, adding deployment complexity, cluttering meeting spaces, and creating more potential points of failure



Requiring meeting hosts to orchestrate video collaboration sessions from dedicated computers and room controllers degrades ease of use, adoption, utilization, and ROI



Hardware-based video endpoints typically cannot be upgraded to support software-driven functionality enhancements and are, therefore, less sustainable



Video collaboration device warranties and vendor support associated with dedicated compute-based solutions are relatively narrow



As a result, BYOD-based meeting room solutions are popular among many companies. Frost & Sullivan estimates that 50% of meeting spaces were equipped with BYOD video collaboration solutions at year-end 2023. BYOD is even more prevalent in smaller spaces, where basic personal USB video cameras are often installed for their cost-effectiveness and because they support laptop PCs and MacBooks users bring to host video sessions.

### Benefits of BYOD-based room video collaboration solutions



Use of existing user computers is cost-effective and does not require room licenses from video platform providers



Easy deployment with plug and play configuration with including fewer cable requirements, clutter-free installs, and fewer points of failure



Meetings can be controlled from personal video conferencing clients and users can access familiar software menus, content sources, and more on their own devices which drives confidence, utilization, and ROI



Switching between different meeting services to collaborate with internal and external participants is easy



Eliminating the need for additional hardware and cables is more sustainable

For all the differences, however, BYOD has not traditionally been without challenges. Room-based video collaboration endpoints paired with BYOD have lacked centralized monitoring and management, support for advanced features (A/V automation and AI), and software upgradability that would make them more sustainable.



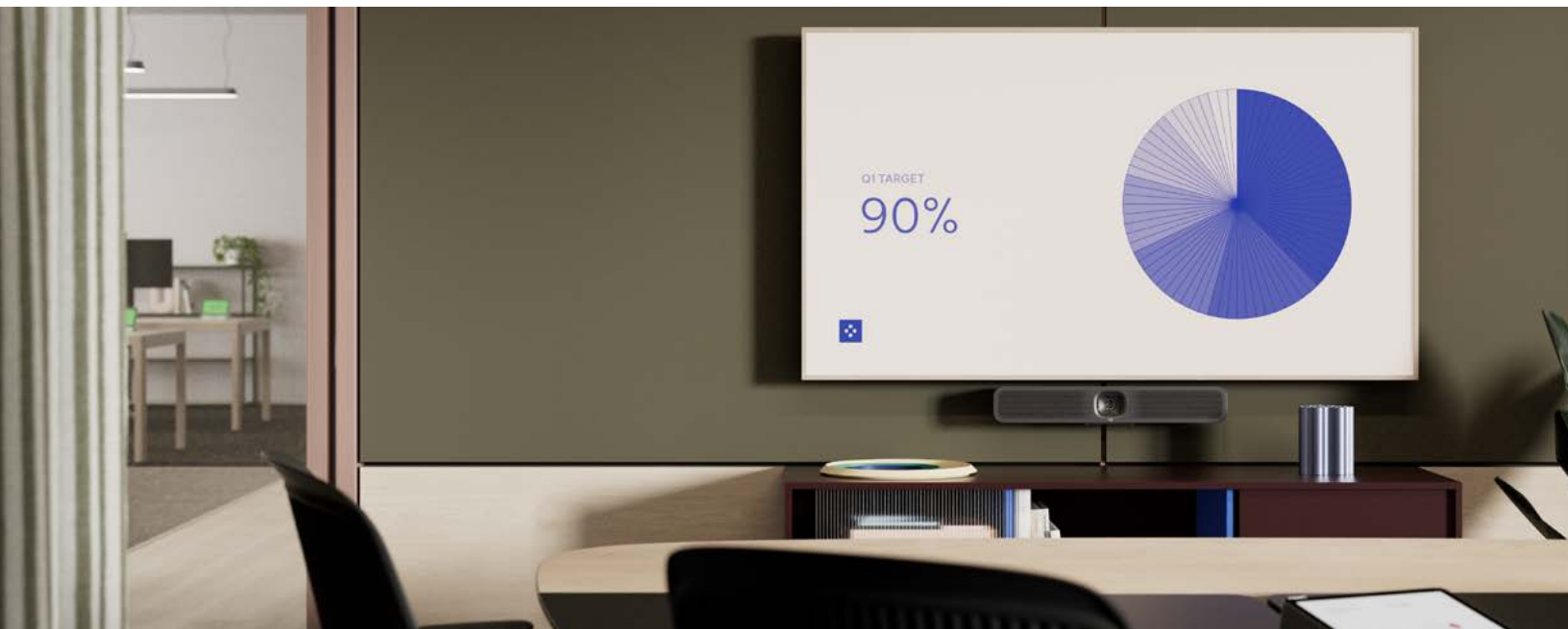
## Accept No Compromises in Your Small Rooms

The historical absence of advanced functionality, often prioritized in larger spaces, has compromised user and administrator experiences associated with BYOD-based video collaboration in smaller meeting spaces. In general, the lack of advanced capabilities has impeded utilization, meeting performance, and productivity and has increased the support burden on IT teams.

R&D advancements are breaking away from past limitations to expand the full-feature collaboration endpoint options in small meeting spaces.

**Future-proof all-in-one video collaboration devices** can now be flexibly deployed with dedicated in-room computers or BYOD, depending on needs today or tomorrow.

These devices combine modern hardware designs and intelligent software to power small meeting rooms with AI-driven features that enhance user experiences and effectiveness by driving intuitive, natural video collaboration while reducing IT support requests.





Future-proof all-in-one video collaboration devices deliver more powerful audio coverage through embedded state-of-the-art microphone and speaker technologies that eliminate the need for additional tabletop audio devices. This further reduces hardware requirements and refresh cycles. As software-based endpoints, future-proof video collaboration devices also have longer lifespans through software upgrades that align with sustainability initiatives.

## For users, advanced functionalities delivered by future-proof all-in-one video collaboration devices include:


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Intelligent video features that frame speakers and participants in the room
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Noise reduction, extended microphone range, and enhanced audio delivery
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Thoughtfully designed experiences, like one-touch join and simplified BYOD

## For IT and the organization, next-generation all-in-one video devices conform to expectations for monitoring and management through centralized, web-based utilities, including:

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Measuring employee adoption and ROI
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Gaining deeper insights into office space usage for data-informed workplace management and real estate decisions
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Identifying and developing best practices for successful deployments



## Solution Spotlight: Logitech MeetUp 2

An established market leader in the business collaboration devices and software market, Logitech is actively addressing the pent-up customer demand for intelligent audio/video in small spaces.

**Logitech MeetUp 2** builds on the strong success of the MeetUp group video conferencing endpoint and others within the company's portfolio. Highlighted by AI, sustainability, and an all-in-one design, MeetUp 2 surpasses the capabilities of the original MeetUp device with new and enhanced functionalities and deployment flexibility in both dedicated compute and BYOD modes.

A combination of hardware and software enhancements enable MeetUp 2 to deliver improved performance in small meeting spaces in both modes, highlighted by:

- ▶ Works with popular platforms, including Microsoft Teams, Zoom Rooms, Google Meet, and more
- ▶ RightSight 2 AI-based, built-in video intelligence for precision focus and framing of in-room participants and the broader room; digital pan, tilt, and up to 4X digital zoom to ensure seamless video experiences for both in-person and remote participants





- ▶ RightSound 2 AI-driven audio intake and optimized audio processing; six beamforming microphones and pickup range for up to six people in a small room to be heard clearly without requiring additional microphones
- ▶ A better BYOD experience via a single cable connection using the Active USB Cable and digital signage via Sync or Appspace
- ▶ Ethernet port and Wi-Fi connectivity for simple and fast internet connectivity
- ▶ Easy remote monitoring and management with Logitech Sync
- ▶ Up to 23-foot microphone pickup range
- ▶ Multiple mount options (table, wall, display, and tripod)
- ▶ Built-in privacy shutter and cable management
- ▶ Sustainable components (62% post-consumer recycled plastic and Forest Stewardship Council (FSC)-certified packaging)
- ▶ Extended lifetime use through software upgrades enabled by Logitech Sync and embedded CollabOS software







In BYOD mode, MeetUp 2 can be implemented via a single Active USB Cable for simple, clean installation and is digital signage ready using Logitech Sync provisioning and management. Among its future-proof capabilities, MeetUp 2 can be deployed in BYOD mode today and easily paired with a dedicated PC in the future.

As part of broader deployments, Logitech Sync provides efficient, single pane of glass administration, monitoring, and upgrades for IT teams for MeetUp 2 devices and all Logitech video collaboration devices installed across an organization's environment. RightSight 2 and RightSound 2 are likewise supported by a range of Logitech video collaboration devices.

Several Logitech software and service plans help to further simplify video conferencing equipment and workspace management.

- ▶ **Basic** support is included with every Logitech video conferencing purchase.
- ▶ **Essential** offers advanced tools for managing rooms and devices, including remote UI access, alerts, and booking capabilities.
- ▶ **Select** is the premium plan with all Essential features, plus 24/7 expert support, a dedicated service manager, and next-day equipment replacement.



# Key Considerations for Small Video Collaboration Spaces

Do not settle for the limitations associated with previous generations of solutions. When outfitting small spaces with video collaboration many of the same considerations as those in larger spaces must be applied.

Be sure to look for:

- ▶ **Deployment flexibility** in how and where video collaboration devices can be mounted in a room and in how they are connected to compute, other collaboration hardware, and corporate networks
- ▶ **Advanced user features**, including intelligent audio/video that automate enhanced audio pickup and delivery, and participant focus and framing, which are essential to engagement, inclusion, and productivity of in-room and remote participants
- ▶ **Enhanced manageability** that encompasses remote provisioning, monitoring, and management from a single pane of glass in small rooms and larger spaces equipped with video collaboration devices
- ▶ **Sustainability and future-proofing** in the form of products that are manufactured responsibly, incorporate PCR plastics and FSC packaging, and are software-upgradable to reduce hardware replacement requirements
- ▶ **Support** spanning a selection of vendor-provided service plans to augment in-house IT capabilities and the investment protection of enhanced and extended warranties

Discover more about [Logitech MeetUp 2](#). 

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