Videoconferencing and visual collaboration

New uses, challenges, key success factors

orange™ Business Services

November 2015

Editorial
Eric Monchy

Head of Videoconferencing solutions

“ Visual collaboration is a supporting tool to speed up the digitalization of business processes „

The Digital Revolution has presented us with wonderful tools which can help transform businesses. The digitalization of business processes can deliver a powerful competitive advantage, particularly through visual collaboration, and is an opportunity to be seized. The aim of this white paper is to share our views on the key success factors and the challenges that may be faced regarding visual collaboration.

Every day, people are increasingly resorting to technologies which help to transform their personal lives. They are becoming more connected with the ability to interact and communicate instantly. This digital revolution has an effect on their expectations; not only as customers but also as employees. They expect the same ease of use from the tools used in the professional workplace as the ones used at home.

Facing this trend, businesses everywhere are taking on digital transformation schemes in order to meet these new expectations, from both their customers and their employees.

These schemes have several objectives:
1 - **To improve** customer and employee satisfaction,
2 - **To encourage** collaboration,
3 - **To increase** productivity.

Whereas traditionally videoconferencing had been used for meetings on an ad hoc basis, it is now beginning to be a part of regular business processes. It is now being found in technical support for field staff, in showrooms for remote sales demonstrations, in the initial stages of recruitment and even in distance training sessions.

Mobile devices (portable laptops and tablets) and high speed 4G and fiber optic networks have catalyzed the increasing use of videoconferencing services in the business environment. Furthermore, new technologies and solutions (WebRTC, unified communications, etc.) will soon contribute to extending the use of visual collaboration tools in the corporate world.

With the adoption of visual collaboration tools becoming more and more widespread, the challenge for businesses is about identifying their individual needs and implementing good practices to ensure a successful deployment of the service and the best user experience possible.

Today, the use of videoconferencing is no longer limited by the technology available, but by organizational and social constraints, of which we hope this white paper will help to eliminate.

Summary

The democratization of videoconferencing in businesses

Visual collaboration is being welcomed in business. Two basic trends have given way to this phenomenon of digitalization; the abundance of mobile devices and, to correspond with this, the development of efficient connection services through wired networks or the virtually universal mobile network (fiber, 4G etc).

A tool more and more widespread and easy to use.

Used for a long time in businesses, videoconferencing is a tool that has been booming over the last few years and is being democratized in the business world.

Several factors explain this development: the increasing number of devices equipped with internal microphones and cameras, the development of high speed networks and the decreasing costs associated with these devices.

In employees' workspaces, Unified Communication services incorporating videoconferencing features have also played a large role in the democratization of videoconferencing by making it available for use at any time. Developing solutions around the WebRTC platform will reinforce this trend.

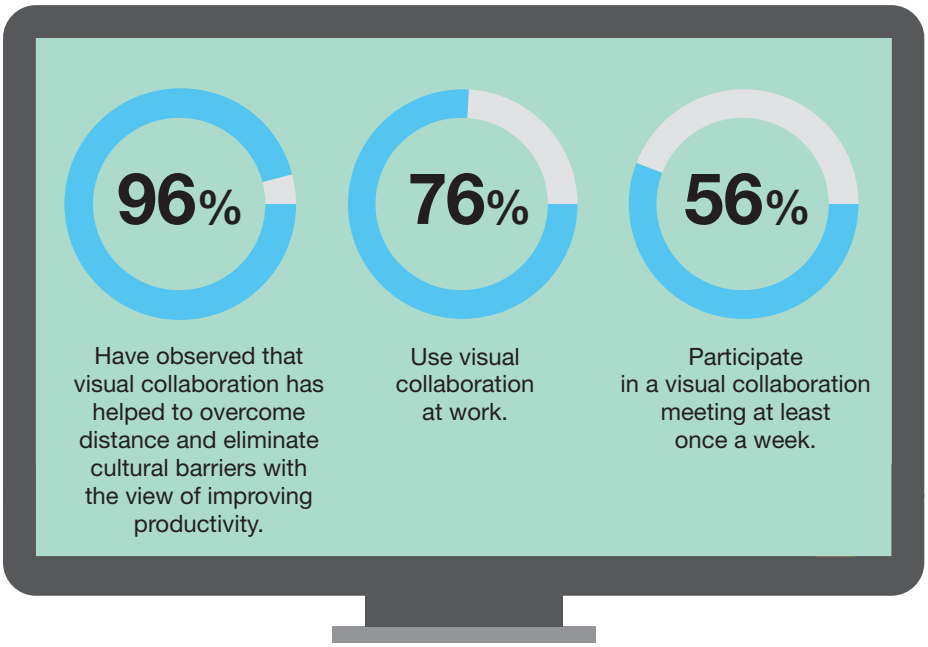
Furthermore, user-friendliness and the ease of use of videoconferencing platforms and their equipment have grown over the past few years, allowing its use to become more widespread amongst workers.

Moving towards a standard of communication.

The adoption of visual collaboration in the workplace can be explained by the growing popularity of video calling at home. It is possible for everybody to use in any place at any time; "Anytime, anywhere, any device."
For most of the Millennial generation, those aged between 20 and 35 years old, communicating via video is just as natural as talking on the phone. This generation represents 75% of the labor force in 2015 according to a study by Deloitte ("Workplaces of the Future: Creating an Elastic Workplace", 2013), which reinforces these expectations from videoconferencing solutions in the business.

WebRTC, what is it?

WebRTC is an application program interface (API) working in conjunction with HTML5 which allows access to real time communication features (voice, instant messaging and videoconferencing) directly from an internet browser, without the user needing to download any specific software.



According to a survey led by Redshift Research in 2013 from 1205 policy-makers in 12 countries, videoconferencing has become a standard of communication.

source : Redshift Research, 2013

- Videoconferencing rooms

Pre- 2012

- Growing use of personal G-ready devices and compatible workstations
- Emergence of WebRTC (HTML 5) and cloud based solutions

2012 - 2014

- Growth of "video enabled" mobile equipement
- Development of WebRTC and cloud based solutions
- Interoperability of these solutions and removal of professional/personal usage barriers

2015 - 2016

- Anytime, anywhere, any device
- Videoconferencing becoming a standard of communication same as the telephone
- Development of immersive technology

2017 - 2020

Videoconferencing is growing to become a standard of communication

source : Orange, 2013

via immersive room

on the move with a tablet

teleworking from a computer

via conference room

in the office via dedicated screen

Connectivity

Huawei: technological advances and innovation

How is the videoconferencing market structured?

The videoconferencing market consists firstly of room-based solutions, either telepresence ready or "classic" furnished rooms, used for many years in businesses. In recent years, the market has shifted towards Unified Communications solutions with the notion to make videoconferencing more accessible in a large number of changeable environments. This is especially the case for the medical profession and the education sector, with these communication solutions being available on the move.

Which innovations have impacted the market over the past few years?

The market has benefited from technological evolutions concerning the quality of screens and their resolution, as well as the miniaturizing of many devices. The integration of intuitive menus, USB ports, and wireless and Wi-Fi enabled technologies has also revolutionized the usage and setup of these solutions by simplifying the user experience. Furthermore, users are able to benefit from videoconferences enhanced by sharing documents over Wi-Fi, eliminating the need to connect computers to the main system via cables. Moreover, Huawei's solutions for telepresence rooms have reduced the necessary network resources three-fold and lowering energy consumption has improved user comfort by eliminating the need for air conditioning inside the telepresence room. Lastly, another evolution (which is valued and appreciated by businesses) has been the lowering of the cost of videoconferencing solutions, allowing a wider adoption of these solutions, whilst offering an enhanced quality of service.

What's in store for the videoconferencing solutions of tomorrow?

In the short run, one of the biggest challenges for videoconferencing will be to work on integrating with new technologies (e.g. WebRTC). At the moment, it is in its early phases and will require more work. Concerning the interoperability of solutions with a diverse range of equipment and ecosystems, we can rejoice in the knowledge that significant progress has been achieved, recently allowing our users to move forward in the context of multi-developer solutions. Provided that each of these individual developers of course continue to provide optimized solutions with an improved user experience in their own context. Furthermore, the virtualization of these infrastructures will also be reinforced with the rising of power of Cloud based solutions.

In the longer run, we will also see new immersive technologies (e.g. holograms, augmented reality etc.) which will provide an enhanced experience for users. New uses for videoconferencing that have already appeared, will continue to be developed, especially in the education, healthcare and finance sectors, and in more broadly, in 'Smart Cities'.

Testimonial from
Eric Delaruelle

Accounts Manager for
Orange Business Services World

HUAWEI

Visual collaboration accompanies new ways of working

Prioritizing collaboration in team projects

The digital transformation of business is accompanied with a change in the way our employees work. Typical hierarchical organizations are currently evolving into matrix-based, cross-functional, horizontal organizations where workforces with different expertise (finance, marketing, engineering etc.) find themselves working together on projects at different sites.
Videoconferencing accompanies this evolution by simplifying how these teams connect together and by making the sharing of information easier.

Mobility involves designing the way we operate and work differently

The increasing diffusion of portable computers and tablets into our businesses has consequently redefined our concept of the “working space”. Thanks to mobility and the virtualization of the workstation, employees can potentially work anywhere, at the office or from a remote location.
Many businesses already see the benefits of these new ways of remote working and even encourage flexibility in some job roles.
By allowing managers and their workers to maintain a “natural” contact, videoconferencing has presented itself as a beneficial management tool for the organization. At the same time, visual communication helps to escape the feeling of isolation that a remote worker may feel.

Nearly

17%

of French people

are teleworking, mostly from their homes (79% of cases) but also from telecentres (8%). Nevertheless, France is still behind Anglo-Saxon and Scandinavian countries (between 20% and 35%).

source : LBMG Worklabs, 2013

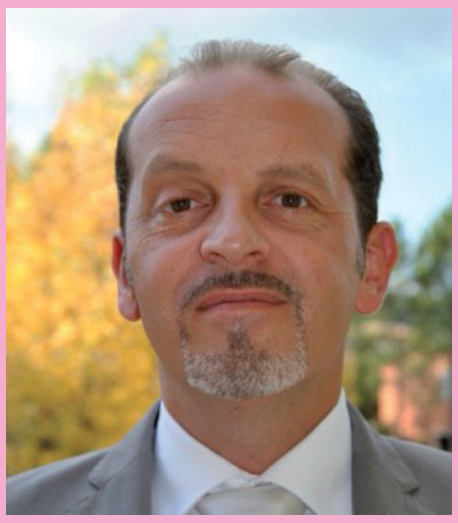
To the third place

Outside of the home, many other places are today considered as potential work environments: we are talking about the “third place” or “third space” culture.
This is a direct consequence of digitalization. These third places have not yet become widespread but they are developing enormously.

Teamwork

MPSA
Visual collaboration to optimize the functioning of the business

> “Videoconferencing has allowed us to reduce our travel budget by 30-40% and to change our style of management, which has directly increased our efficiency. At the end of the day, we have improved our overall productivity.”



Philippe Alazet

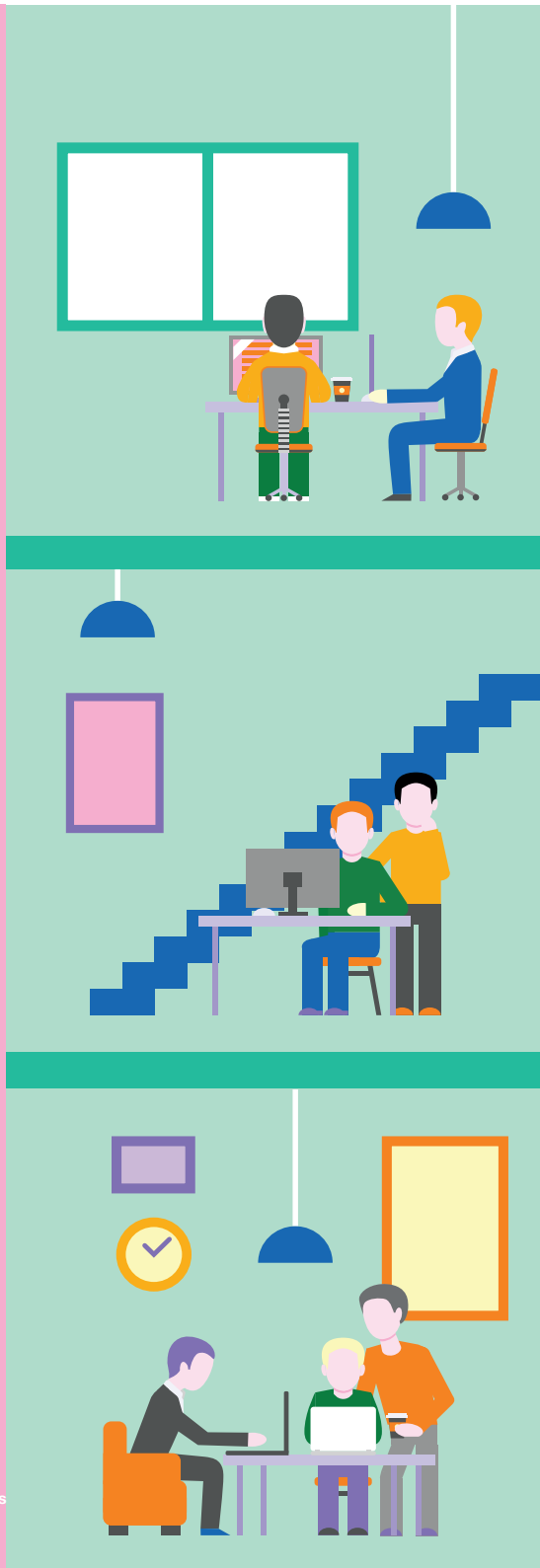
Supply Chain Manager of the MPSA group, which supplies, stocks and expedites pneumatics in metropolitan France.

Visual collaboration for instant internal and external interactions

A prime example of a large multi-site enterprise, MPSA currently has 10 sites in France. Faced with the difficulty of organizing face to face meetings, MPSA has naturally turned towards visual collaboration solutions and now uses them once or twice a week.
With visual collaboration, decisions are made much more quickly thanks to the instantaneous nature of this communication tool. Faced with the success of the internal use of this tool, MPSA has decided to open its visual collaboration sessions with its transportation partners in order to optimize communication.

A simple tool to make our meetings more efficient

For MPSA, the real power of visual collaboration comes from the clarity of the meetings and consequently, their efficiency. Furthermore, according to the company, it is a very simple tool to use. If third parties need to take part in the sessions, a link is sent to them so they can download a light application on their smartphone, tablet or computer to connect. An assistance service is also available to respond to any incidents.
Won over by visual collaboration, MPSA has now extended its use to new sectors: in particular for sales networking and at a Human Resources level for recruitment purposes.



Teamwork

Cisco: collaboration and mobility

What are the collaboration challenges for businesses?

Generally speaking, the challenge for businesses is the ability to prioritize the sharing of information in order to stimulate innovation, reduce development and processing time in the business and in effect gain competitiveness. The challenges for collaboration solutions are to reduce or eliminate organizational silos in the business, to overcome distance, and reduce cultural barriers all while conserving the quality of face-to-face interaction.

How can we improve internal and external collaboration?

Collaboration solutions are broken down into two main categories: real time solutions (videoconferencing, telephone, instant messaging) and asynchronous solutions (e-mail, document sharing, social networking). However, they are not all used with the same intensity. To improve project collaboration, Cisco has launched a Cloud based platform which creates a link between these two types of solutions. Around this collaborative space, both internal and external users can share documents, discuss these documents with a continuous chat and organize meetings on the same platform using the company's resources (videoconferencing, telephone, web conferencing). The objective is to be able to bring together everyone working on a project in order to progress as quickly as possible.

How has videoconferencing played its part in the mobility of employees?

Videoconferencing addresses two issues for people on the move. Integrated within their workspaces, it firstly allows people to continue to connect with their teams, customers and partners, just as if they were physically present. Following this, videoconferencing reduces the amount of necessary travelling, leading to a gain in responsiveness and productivity without losing the quality of face-to face interaction.

The use of new mobile devices (smartphones and tablets) during videoconference sessions should only be for short durations. There are many factors which create and unstable user experience (noise, movement, etc.) These devices should therefore be reserved only for short meetings, to increase the intensity of a relationship or to resolve a situation.

Testimonial from
Bruno Caille

Head of Business
Collaboration solutions

CISCO

Partner Testimonial

A response to specific job requirements

Originally created to make communication easier and optimize the functioning of the business, videoconferencing should no longer be seen as a supplementary communication solution, but an optimizer of internal processes. It is now integrated with existing tools and applications to improve them. Here are some examples of the variety of uses of visual collaboration in different sectors.

Human Resources: recruiting, training and managing at a distance.

In businesses, videoconferencing is increasingly being used in recruitment situations. It is also an effective tool for managing remote and expatriate teams or in the context of professional training by improving, for example, the efficiency of distance language courses. The indirect benefits of visual collaboration impacts personnel related administration by reducing the need to organize trips and a decrease in expenses.

Marketing and Sales: evaluating reasoning, feedback and the non-verbal.

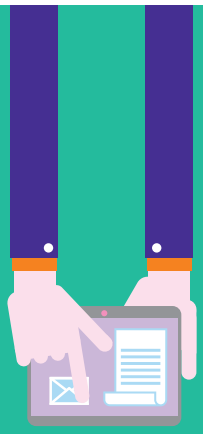
For marketing teams wanting to communicate with customers and partners at a distance, videoconferencing is a magnificent tool to establish strong relationships with a virtual face-to-face quality, allowing nonverbal communication, which is essential in commercial relationships. Furthermore, this tool allows salespeople on the move to be remotely connected to sites where bulky demonstration products are installed.

Expertise: involving remote experts

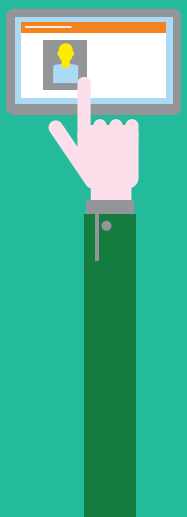
Within a petroleum company, for example, an onsite engineer may need very specialized expertise at a specific time. Videoconferencing allows immediate intervention from a remote expert.

Law: optimizing hearings by reducing risks

Another example concerns the transferring of prisoners who must attend their trial. Visual collaboration tools allow these proceedings to take place at a distance for security reasons. In France, a system was created for the Ministry of Justice to store videoconferencing sessions under a unique format with data encryption, in compliance with the regulations in force.
The challenges were:
- to speed up decision making in international affairs and improve cooperation between different administrations;
- to reduce the number of transfers and trips (of detainees, remote lawyers, witnesses etc).



The challenge is to offer users a unique communication experience in specific working environments



Connectivity

UEB C@mpus, Pioneering digital teaching in Europe

"We are currently in the process of establishing a real interconnected community. From new prospects opening to us, to current students and to research fellows. And we are only at the beginning of our long journey, of a new way of working."

Pascal Olivard

President of the European University of Brittany (UEB)

UEBC@MPUS
Un campus numérique unique en Europe

The European University of Brittany's digital campus "UEB C@mpus" uses visual collaboration to interconnect 28 universities and schools over 38 sites in Brittany, and so forms the first European digital campus.

Developing new uses.

"UEB C@mpus" strives to offer innovative and original services to the scientific and educational community. The objectives are to simplify the individualization of learning pathways and to be adapted to the expectations and practices of the final users: on the move, multi-establishment working teams, and using personal devices (Bring Your Own Device).
At the heart of the digitalization of teaching, visual collaboration allows user groups to interact at a distance as naturally as possible, for education and for research. Thanks to video capture tools associated with visual collaboration, UEB Campus is capable of offering a number of educational multimedia resources to its students (lessons, conferences etc.) accessible at any time on several online platforms.
Moreover, these installations are also associated with services such as an online concierge and collaborative work platforms.

Numerous benefits.

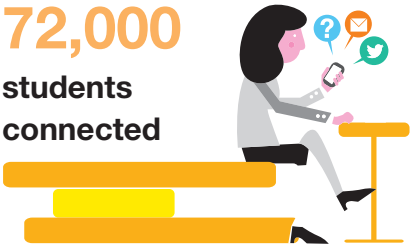
Today, Brittany's students and research fellows can benefit from digital services allowing them to train themselves, be informed and increase collaborative multi-site projects, driving these projects forward more quickly whilst having the most optimal quality available for their interactions.

While the simplicity of use makes it available to everyone, visual collaboration also offers a new method of teaching and researching at a distance, whilst being more efficient and accessible, with lower financial and ecological costs. Visual collaboration marks the entry of digital education into a new era!

L'UEB C@mpus in numbers:

28 establishments connected

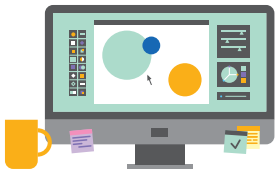
72,000 students connected



8,900 research fellows

54 rooms and lecture halls interconnected

7 immersive telepresence rooms



3,000 hours of online learning


Inspir

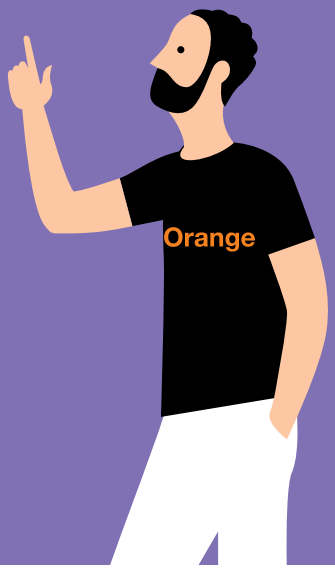

“ Above all,
simplicity is key „

How to succeed with your videoconferencing scheme?

Implementing a videoconferencing scheme in a business relies on three key steps :

1. Recognise the needs and expected uses for each type of user.
2. Encourage adoption by the internal employee.
3. Build environments offering optimal usage conditions and the best user experience.

Attention: the accompaniment of experts is recommended in all videoconferencing schemes, to best meet the specifications of each business and to ensure the inter-compatibility of existing solutions.



1/ Recognition of needs and expected uses for each type of user.

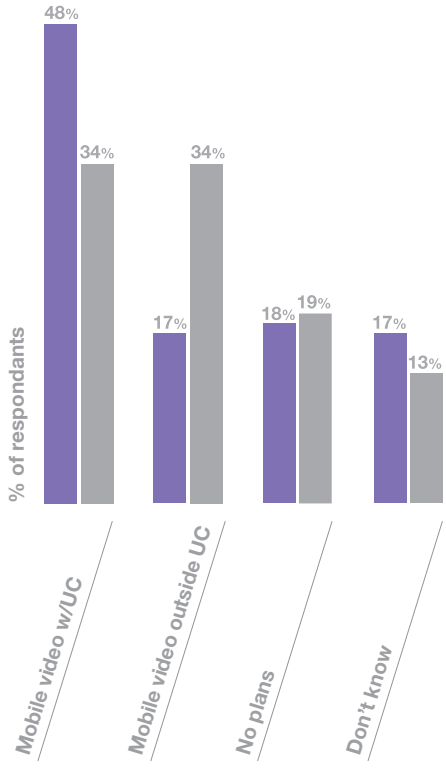
The advantages that a company can gain from visual collaboration are dependent on their intended uses. The company's needs depend on its objectives, which may differ: for example to reduce the amount of travelling, to improve working processes etc. Once the objectives have been defined, the company will be able to evaluate the quantitative and qualitative advantages that visual collaboration brings.

Following this, faced with the diversity of solutions and the number of providers, companies may find themselves confronted with an array of choices to make regarding technology. Before making any choices, the company must consider the way in which their employees do their jobs. The frequency of their meetings or the amount of travelling are amongst some of the factors that the company must consider in order to define its priorities in terms of implementation and solutions: is there a need for visual mobile collaboration, room based solutions or telepresence ready? To succeed with their videoconferencing scheme, the company must follow the strategy which is the most likely to encourage adoption by its employees.

It is equally as important to define the role that visual collaboration needs to play in the communication of the company. It is necessary to plan the installation of the technology in such a way that it becomes integrated with the Unified Communications tools that the company already uses, which also covers audio and web communications. Furthermore, with the increase of devices integrated with native image-capture functions, provided by the company or by "BYOD" (Bring Your Own Device), an effective strategy must be multi-terminal and multi-device oriented.

In summary, as outlined by the Frost & Sullivan study, ("Aiming to increase UC Adoption ? Look to video", 2013), "getting employee buy-in and adoption requires that companies also deploy the right set of tools to each user, based on job roles and location."

Mobile videoconferencing schemes are just as much involved in Unified Communications schemes as those without UC:



source : Wainhouse Research, 2014

Connectivity

Point of view from Polycom

1. To succeed with your visual collaboration scheme, you must simplify the user experience using user-friendly solutions. Ease of use must be applied to all software solutions integrated within the workstations, and visual collaboration rooms. With regards to the customer journey, whether they are connected via a laptop, tablet or from a videoconferencing room, the user experience and the user journey should be considered as the same.

Example:
In terms of unified communications, the ability to identify the availability of contacts and then connect with them should be possible with a single click.

2. Interoperability: the boom of 2016
In the short run, the development of WebRTC solutions and the democratization of these solutions in cloud mode will be the major trends regarding visual collaboration. They will enable the ease of interoperability of solutions which will become more and more essential in all visual collaboration schemes.

Polycom

Partner Testimonial

Testimonial from
Didier Ruscica

Global Sales Director
Orange

2/ Encouraging adoption by the internal employees

The installation of videoconference within the business only represents one part of the scheme.

One fundamental aspect consists of sparking the employee's enthusiasm. Just because the tool is available to use, it doesn't mean that they will automatically accept it and use it in good practice.

The IT department must establish a participative approach with the business's workers to choose solutions with them which will provide maximum efficiency

The success of these schemes requires that participative governance models are put into place, and a constant management of the driving changes.

To ensure the success of the visual collaboration scheme, the business must put in place several initiatives aimed at bringing these visual collaboration solutions to life:

A - Concerning team managers

The objective is to promote usage and encourage employees to use visual collaboration equipment in order to obtain a good return on investment from the visual collaboration scheme. In order for the scheme to be crowned as a success, exemplary behavior from the management team is essential.

B - Raise awareness amongst employees

The first stage towards users taking ownership of their solution relies on simple user interfaces and familiar features that resemble the ones that they use in their personal lives. Following this, usage of the system will occur in a viral manner, via word of mouth. Each individual has a different relationship with the visual collaboration solutions. Some will be enthusiastic about them, whereas others will be intimidated by the camera. It is important to inform future users about the advantages that visual collaboration brings. Several initiatives can be put into practice to achieve this, such as for example, an internal newsletter, communications via the company's intranet, information kiosks placed in corridors and live demonstrations.

C - Training future users

Although the use of visual collaboration has been simplified over the past few years, in particular concerning the use of terminals which are familiar to the employee (laptops tablets), it is always essential to put complete training plans into place for new users. It is the best way to ensure the adoption of visual collaboration on a large scale.

D - Link your visual collaboration scheme with the business's travel policies

If there is nothing to dissuade them, the majority of employees will continue to do as they always have, and take business trips to be present at meetings that often take place far away, rather than use visual collaboration. Putting in place an official policy on this subject can contribute to changing this habit.

E - Ease contact through visual collaboration

To encourage the use of visual collaboration from a laptop, it is necessary to provide a repertoire of internal users and partners who use visual collaboration whilst indicating their online status. From this, users know who is available and can launch a visual collaboration session directly from their work station.

How to directly reach out to final users

1. Find the visual collaboration "champions" and invest in them to promote its usage.
2. Practice "reverse mentoring": in some businesses, these are individuals between the ages of 23 and 30 years old, who deliver professional workshops where they explain how they use twitter and social networking, etc.
3. Alongside the creation of new jobs: with digitalization, there are new job fields being created, with new skills and new roles. For example, the "Chief Digital Officer" of which their role is to spread digital culture, is now becoming necessary in all businesses to support their managers.
4. Promote uses to inspire new practices: imposing alternative paths of communication on some days (no email, visual collaboration rather than audio conference etc.).

Maya Sérigne

Orange Labs Products & Services / Business Management

3/ Build environments offering optimal usage conditions

Visual collaboration is an open window for business. Consequently, it is important to take care of certain aspects for a video meeting, including the room, lighting and acoustics. In fact, setting up a room for a videoconference isn't only limited to installing a screen and a camera, and hoping that everything will function perfectly. Numerous factors, such as the size of the room, acoustics and glare, will determine the number, the size and the positioning of the loudspeakers and the screens. These factors strongly impact the feelings that the users will have about these rooms. Looking beyond the overall ergonomics of these installations, one key success factor is the simplicity of use of the equipment and their reliability. In the case of a bad first experience, users will feel reluctant to use it again. In fact, users shouldn't be left without assistance, and should be accompanied, for example, with a 24/7 concierge assistance, available if possible in several languages.

Keys for developing the use of visual collaboration rooms

Provision of service = key to internal adoption

source : Wainhouse Research, 2014

… and ensure good practice of use, whatever the place or the level of support

To encourage usage, it is important to ensure that users follow a few rules in order not to waste the videoconferencing experience for their partners.

Download our good practices by scanning this flashcode

Teamwork

Lectra
A successful integration with visual collaboration

> “Videoconferencing has become an indispensable tool to the development of our activity. … It improves our responsiveness, makes our communication more fluid, and makes our organization more flexible. It is now a part of the daily life of the company.”

Jean-Christophe Glot

Head of IT infrastructure at Lectra

All of the business’s services use visual collaboration regularly

Multinational enterprise Lectra sees visual collaboration as a suitable tool to allow quick exchanges of information from its subsidiaries to its headquarters in Paris, and, in response to this, quicker decision making.

Convinced by visual collaboration, Lectra has extended its use to the entirety of the business’s services: marketing, communication, sales, HR, R&D etc.

Today, Lectra uses between 400 and 500 hours of videoconferencing each month.

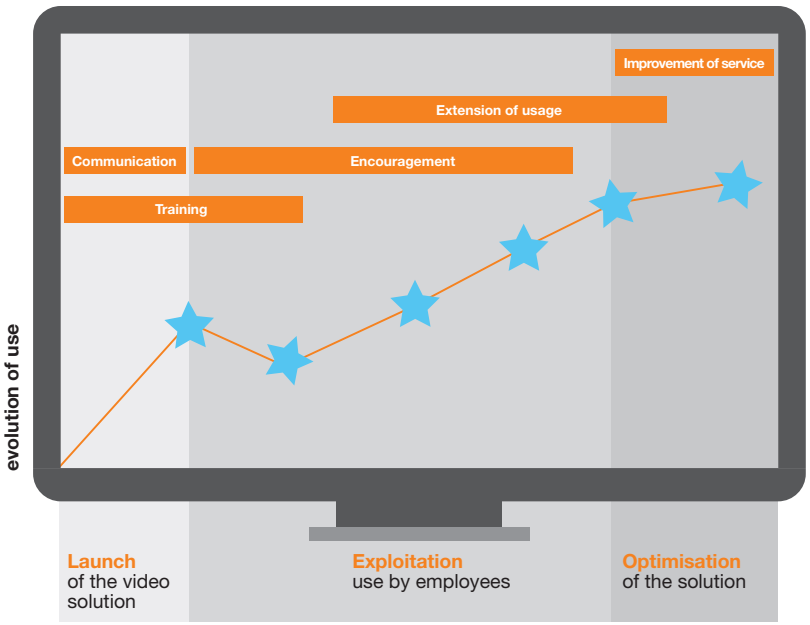
Towards an extended use of the solution

The flexibility and the level of responsiveness obtained thanks to visual collaboration have given Lectra an undeniable gain of productivity. To enrich the user experience, the business has decided to add instant messaging and video to their visual collaboration solution at workstations.

Furthermore, Lectra will extend the use of visual collaboration to its suppliers, customers and other partners in order to reach outside of the company’s internal framework.

How to measure your return on investment?

To best manage a visual collaboration scheme and to bring with it a good return on investment, it is essential to monitor and develop its usage.
The business must implement and use analytical tools which can be consolidated within a dashboard: surveillance, statistical reports etc. These tools allow the scheduling of deployment, to identify any gaps and much more.
The objective of this monitoring is to optimize the use of resources, to ensure user satisfaction and to assist them in order to be more efficient and finally to optimize administration and transportation costs. There is a direct impact in terms of Returns on Investment.



Evolution of use depending on the life stage of the videoconference scheme

source : Orange, 2015

Example of return on investment over one year for a company with 26 videoconferencing rooms*

Number of journeys avoided	Kilometers avoided	Kg of CO^2 avoided	Savings of costs
1,370 trips	1,293,241 km	7,184,674 kg**	1,127,476 euros

* Connections via computer, tablet or smartphone have not been taken into account in this calculation.
** The average French person emits the equivalent of 9 tonnes of CO2 each year.
source : Orange, 2015

Connectivity

The use of videoconferencing within the Orange group

In 2014, the Orange group accounted **for more than 300 Open Videopresence rooms**

The use of immersive rooms has increased by more than 10%
between 2012 and 2014*

A growth of more than 50% of usage of single and double screen rooms
since 2012

2 hours 17 minutes

Average duration of a conference
in 2014

The rate of room occupation has increased by +14%
since 2013

Use in mobility increased tenfold:

In 71% of conferences, at least one of the participants is connected via a mobile device (Laptop, tablet and/or smartphone).

Connections from Laptop has multiplied by 3.6 times
since 2009

*study conducted on 46 telepresence rooms.

And tomorrow?

Current visual collaboration tools are ready for use and know how to respond to working and organizational issues within businesses. They ask only to be adopted. Tomorrow, they will be the daily working tools alongside telephone and email. In the 3-5 year horizon, visual collaboration will be necessary and unavoidable.

Augmented reality to enhance the user experience

Provided by some companies, augmented reality is a technology which could offer enhanced visual collaboration sessions to employees with the instant sharing of documents and insertion of notes onscreen.

More immersive meetings

For videoconferencing solutions already offering immersive meeting conditions, new technologies in the future will surely enhance the experience of these sessions.

Methods of interaction with the rooms will develop, allowing the use of hands to interact with the room thanks to sensors. An experience that could provide users with sensations worthy of the film Minority Report!

Stronger collaboration between M2M and visual collaboration

In situations where the human cannot be present, the use of cameras with M2M sensors can assess situations remotely before making a decision, which could save companies millions.

Robotics, holograms, connected cars etc.

As robots, such as the Ub-y robot, begin to get installed in public places, the future promises more powerful and “life-like” machines.

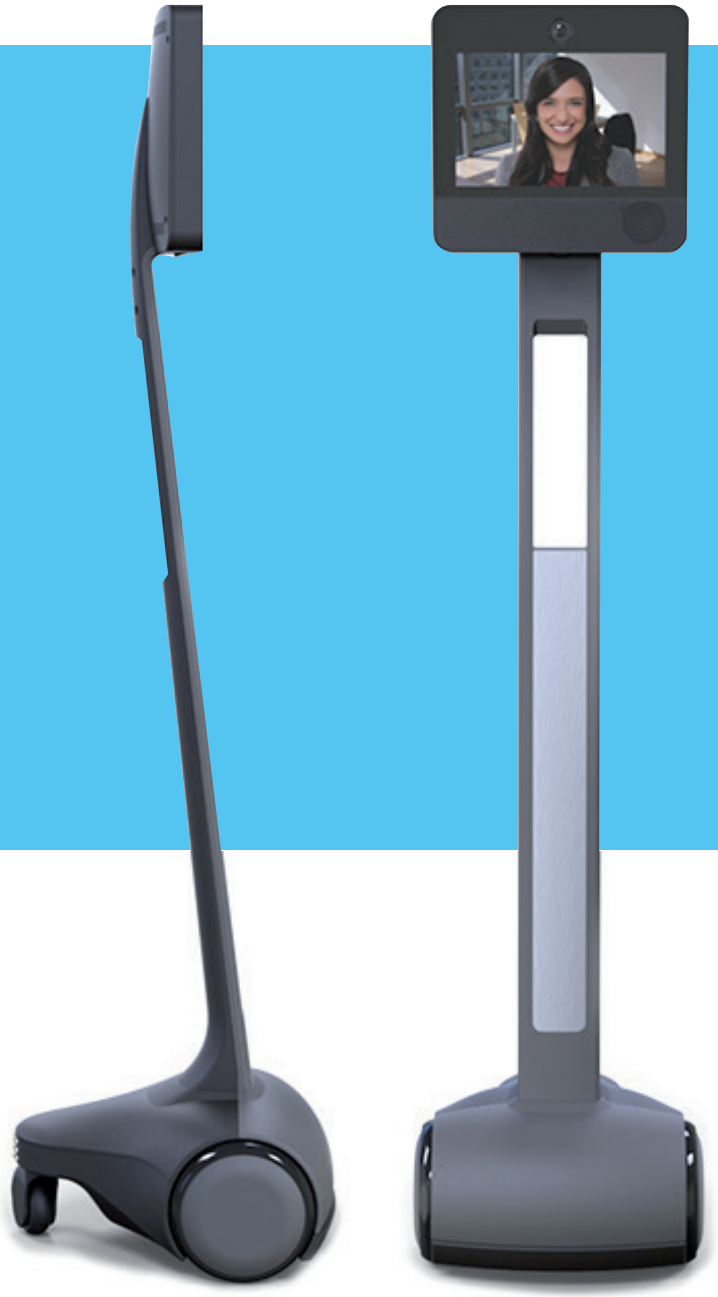
As cars become ultra-connected, automobile manufacturers have already tested embedded videoconferencing systems. A tool which lives up to its full meaning for mobile employees, whether they be salespersons or deliverers

Another type of technology often portrayed in science fiction films is the hologram. Even if its usage within businesses seems far away, it demonstrates the dynamism of visual technologies

But whatever the technologies used for visual collaboration will be tomorrow, the human factor will keep a central role and the user experience will remain.

Connectivity

Ub-y, the Telepresence device which makes ubiquity a reality



Do you see a robot walking down the corridors in your business? Does it move alone and interact with other coworkers? No, you're not dreaming, this is the Ub-y! It seems to move by itself but in reality it is controlled from a remote location. This device has been designed to allow users to communicate between themselves by videoconference wherever they are in the world.

With a height of 1.65m on two wheels, Ub-y is very stable. It is equipped with a microphone, a loudspeaker and two wide-angle cameras. But wherever, it is handled very easily. Simply tap on the keyboard's arrows to make it move, even soon from a smartphone or tablet. It runs on lithium batteries and can offer 2 hours of talk time independently. It recharges from a station and even parks up by itself.

Multiple uses are envisioned: it could allow you to move around different sites in your business as though you were there yourself, or to invite your clients to visit your business without needing to move. Ub-y is truly a tool of productivity for your business.

Laurent Marchou
IoT & Robots Director

Acknowledgements

We would like to thank all the companies who have accepted to be interviewed and to exchange their methods of working in order to help us to produce this publication:

This study has been written and edited by Orange.
We would also like to thank the contributors who brought this document into existence:
Maya Serigné, Agnès Foucher, Didier Ruscica, Eric Monchy, Eric Blazy, Claire Gayan, Delphine de Longeaux, Marie Leclercq, Bruno Caille, Eric Delaruelle, François Novotny.

This edition has been translated by Francesca Chong-Cashmore from the original French version.

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Edition 1 – November 2015 – Orange SA, capital of 10,595,541,532, 78 rue Olivier de Serres – 75015 Paris – 380 129 866 RCS Paris.