

# VIDEONET



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Even more perfect than a video is a personal meeting.

Effective communication is the key to success in today's rapidly changing environment. Modern technologies offer a solution that not only saves on travel expenses but has much more in store for you. They represent the way to improve your business.



## Improve contact with your customers

You can meet them more often without leaving your office.



## Cooperate effectively with your partners and suppliers

Personal meetings will ensure mutual understanding, building good relationships and higher productivity.



## Use your time more effectively

Do not waste time travelling to meetings yet still retain the benefits of face-to-face meetings.



## Modernize internal and business processes

Simplify and streamline internal processes using the latest technology.



## Obtain accurate and fast feedback

Perceive all the signals of non-verbal communication.



# %50

To meet a business partner is not the only reason for a business trip. Almost 50 % of managers travel to meet with other employees of the company, relationships and higher productivity.

# %55

of communication is based on non-verbal expressions, which you cannot perceive over the phone.



## VIDEONET is an ideal way to implement video in your company

Without risk and without concern about technical complexity or high costs.



## What is Videonet?

Videonet cloud infrastructure is architected as a highly available solution according to Cisco design best practices. Our clients can take advantage of resilient key features (including network services, call control and management functions) to minimize service disruption in case of unplanned technology outages. Soitron Videonet cloud infrastructure is located in carrier-class Tier III data center, with fully redundant power and network paths.

In order to ensure end-to-end quality when deploying Soitron Videonet, it is necessary also for the clients infrastructure to meet design best practices as specified in Cisco Solution Reference Network Design (SRND) guides. A team of qualified Soitron infrastructure specialists is available to verify your network against these requirements and if necessary, suggest and even implement required changes.

Videonet service is designed with overall security in mind. Whether it is authenticated access to devices, call and signaling encryption, or authorized-only access to management and monitoring tools, we are making sure your information stays yours only.

## QUESTIONS AND ANSWERS



**We use Skype as an alternative to video. Isn't that enough?**

SKYPE is sufficient as one of the freely available „cloud“ alternatives for communicating with family or friends. If you want to hold private talks via the „cloud“ service, you usually do not require maximum security and reliability from a video solution.

However, for business communication, full control over the system, its reliability, and its security is a necessity in most cases. Therefore, any „cloud“ video solution should be seen only as an alternative with limitations.



**If a video call needs to be made using devices from other manufacturers, will our system be compatible?**

Yes, we offer a solution which supports standards and protocols thanks to which it is not a problem to ensure a link with most of the systems from other manufacturers. You can carry out a meeting with your potential and existing customers or partners via video no matter what kind of video technology they use.



**In case of a need to share presentations, can video conferencing even be used for this purpose?**

Thanks to the latest video technologies, you will be able to share necessary content (presentations, documents, applications, videos, etc.) in a flexible way. Content can be displayed along with the video on one screen or through an additional device such as a projector or a secondary display.



We have groups of people with different needs and requirements for the use of video conferencing within the company. What types of endpoints exist?

Basically, there are three main types of endpoints: The ideal solution for mobile users is a software client designed for operating systems OS X and Windows. If necessary, along with the software package we offer a top quality HD camera with USB interface.

So-called „Personal End Systems“ are designated for the purpose of video conferencing directly from the office desk. These systems can be used as external monitors for PC/laptops, and in case of an incoming video, they can easily and quickly switch to display a videoconference. Personal systems are compact and can be used for 1-2 persons.

Video conferencing systems consisting of a mobile stand on wheels, display unit, camera and codec are designed for meeting rooms where the participation of three or more persons is expected.



I am interested in using video technology. Is there a way to try it out?

The ideal way to get familiar with the video solution is to try the „free“ cloud-based alternative from Cisco – Cisco Free Jabber. Cisco Free Jabber is a service built on the same technology as fully fledged video conferencing solutions, and it provides an excellent opportunity to get to know communication via video. Free Jabber is mainly used for private purposes; therefore, for your business we still recommend the comprehensive video conferencing solution „turnkey“ that maximally adapts to you and your business needs.



We have used video conferencing for almost a decade and it still works, so why would we need to change our solutions?

The latest video solutions offer higher resolution, picture and sound quality – video streaming can be carried out in HD and FULL-HD quality, which significantly contributes to effective communication. Thus, you get a more realistic picture and therefore better understanding by both sides.

Furthermore, advanced video technologies are highly reliable, secure and encrypted, so you can solve even the most sensitive and important topics with your business partners via video; all video calls remain confidential.

Modern video conferencing solutions are easy to use. You will be able to use the devices through intuitive touch panels without having to familiarize yourself with extensive manuals and complex instructions.

Using video solutions gives others the impression that you are innovative and modern. To your customers and business partners, you will highlight your reputation as an advanced company using the latest technology to streamline your business.



What are the speed requirements for video streaming? Will our current data connection be sufficient?

In order to ensure sufficient picture and sound quality of video, it is necessary to provide the required transmission speed. A sufficient capacity is from 1.5 Mbps to stream in HD. If you would like FULL-HD video streaming, we recommend a minimum transmission speed of 2.5 Mbps.