



THE TOP TEN WAYS YOUR COMPANY CAN USE VIDEO CONFERENCING TO "GO GREEN"

**Increase the use of video conferencing in your company
to help fight global warming**

By Nina Parker, Marketing Director, IVCi, LLC

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As costs have come down and network reliability has improved, more companies are choosing video conferencing to increase productivity and improve efficiency. Now businesses are realizing that video conferencing can also be used as a “green” technology in the battle against global warming.

When used as an alternative to commuting and automobile or airline travel, video conferencing can help companies reduce carbon dioxide emissions and improve their environmental records.

New studies are finding that consumers are placing more value on doing business with companies who are green, and employees would rather work for organizations whom they perceive to be environmentally ethical.

Forward looking U.S. companies are putting green solutions like video conferencing technology in place before stringent legislation requiring emissions caps is passed by lawmakers. This is an achievement businesses can promote to their customers and shareholders, since they have added value by improving the company’s image while driving down travel related expenses.

The following are the top ten ways your company can benefit by using video conferencing to “go green”:

- 1 Telecommuting.** Video conferencing can be used to implement an effective telecommuting policy. Employees will be able to work from a home office but still maintain face-to-face contact with team members. The reduction in the amount of time employees spend traveling to work each week is not only good for the environment, but the time added to their day can give workers an improved sense of a work/life balance.
- 2 Access to remote experts.** Businesses often require the input of experts for advice and guidance. Video conferencing can be used instead of travel to access these knowledgeable resources who are often located at a distance, and as a result the experts’ costly time is used more productively.
- 3 Human resources recruiting.** Firms can use video to streamline the hiring process. For example, high definition video conferencing makes it possible to see extremely fine details such as facial expressions and body language. This can give such a realistic impression of the job candidate that recruiters can complete a nationwide interview process without having to visit each city.
- 4 Board of director meetings.** It can be challenging for businesses to arrange a convenient time for board of director meetings that fits each member’s schedule. Companies can arrange for the board to meet over video to increase participation and reduce time spent in transit.

- 5 Customer briefing centers.** A company may have a client on an opposite coast who has requested weekly reviews of a project's private and confidential material. Video can be used to facilitate discussion in place of shipping these sensitive documents.
- 6 Remote management.** The modern workplace is evolving to include numerous national and international locations. Video conferencing gives managers the freedom to supervise departments remotely, reducing the need to meet in person with each team member.
- 7 Real-time document sharing.** Whether it is architectural diagrams or a presentation of a new ad campaign, video conferencing improves efficiency by allowing employees to share and discuss documents in real-time.
- 8 Distance learning.** To remain competitive your employees may need continual training and industry certifications. Many professional development programs are now available through video conference. Instead of taking time take out of the work week for travel, employees can attend these classes when it is convenient for them.
- 9 Product research and development.** In this competitive landscape, timing is a critical factor in maintaining market leadership. Video conferencing can be used for departments to collaborate on product research and development, increasing the speed of decision making and bringing new products to market faster.
- 10 Team building.** This use of video conferencing may be the hardest to quantify, but it is no less important. Video makes meetings more personal, and can replace trips made between company locations that are often required for maintaining a sense of community within a geographically dispersed organization.

These are just ten of the ways your company can use video conferencing to go green. To get your company ahead of the curve, consider implementing a video conferencing solution now. Contact industry expert IVCi at 1-800-224-7083 to help you get started.

