VYOPTA PRESENTS

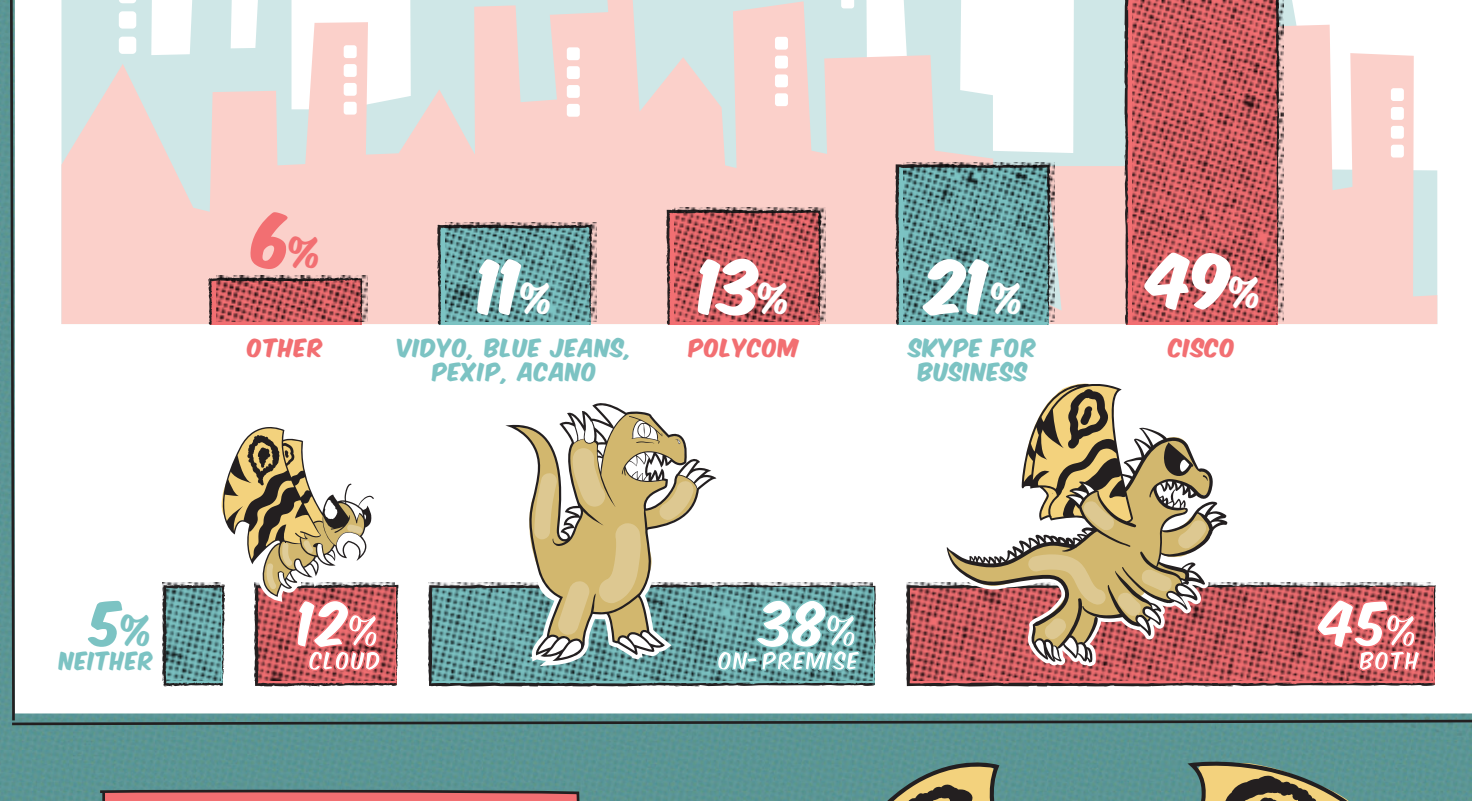# BATTLING THE VIDEO CONFERENCING CALL QUALITY BEAST

WHEN TRYING TO WRANGLE ON-PREMISE AND CLOUD-BASED VIDEO CONFERENCING SOLUTIONS IN A MULTI-VENDOR ENVIRONMENT, IT'S EASY TO ACCIDENTALLY UNLEASH THE VIDEO CALL QUALITY BEAST.

NEVER FEAR! We've collected 200+ survey results from enterprise, IT experts to provide you some sweet moves to help successfully go head-to-head with this sly hellion!

SCROLL DOWN TO MAKE YOUR VIDEO CALL ENVIRONMENT A BETTER PLACE!

YOUR MULTI-VENDOR, ON-PREMISE AND CLOUD-BASED ENVIRONMENT

OTHER	VIDYO, BLUE JEANS, PEXIP, ACANO	POLYCOM	SKYPE FOR BUSINESS	CISCO
6%	11%	13%	21%	49%

NEITHER	BOTH	ON-PREMISE	CLOUD	BOTH
5%	12%	38%		45%

GODZOTHERA TAKE OVER

While cloud-based solutions propel the video conferencing and collaboration market forward, on-premise will get smoother, smarter, and more affordable. Neither solution is dominant, but together, they're a beast to manage.
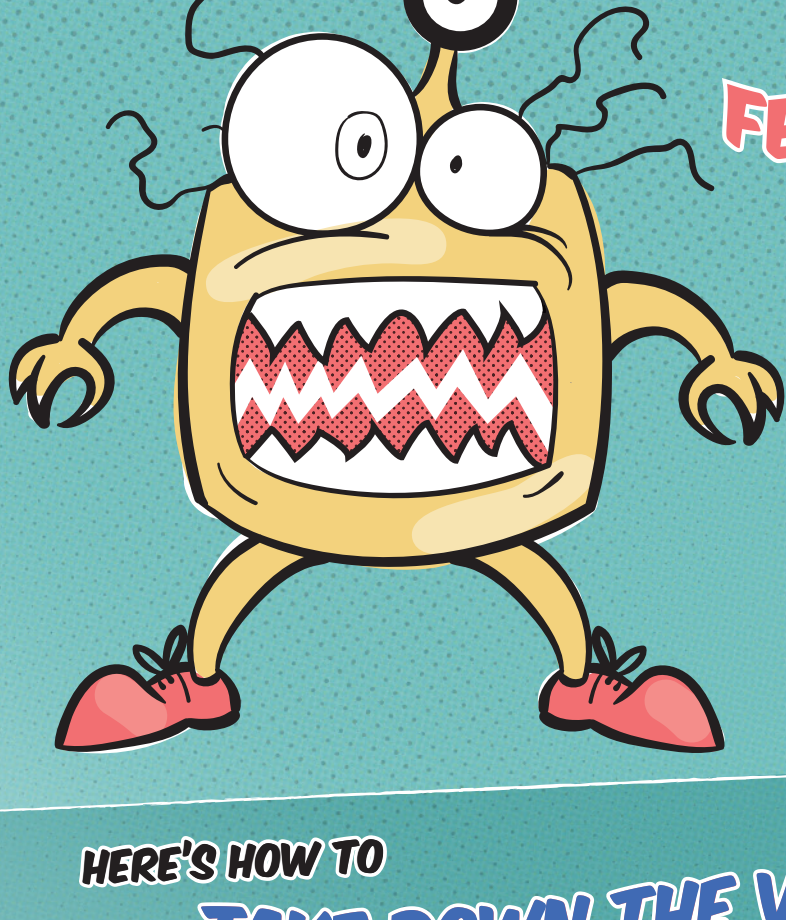
YOUR FEARSOME (AND SNEAKY) FOE

This fella is running around messing with video quality performance while you're busy with other things. **87% of survey participants ranked video call quality as medium-high importance,** but getting this little beast under control can be tricky.

HERE'S HOW TO TAKE DOWN THE VIDEO CALL QUALITY BEAST

#1 SIZE UP YOUR OPPONENT

Use this simple formula to determine the total productivity hours being impacted so you can get a baseline.

$$[(30,000 \times .05) \times 4 \times .05] =$$

AVG. VIDEO CALLS PER YEAR — % BAD VIDEO CALLS — AVG. # CALL PARTICIPANTS — # OF HOURS PER CALL
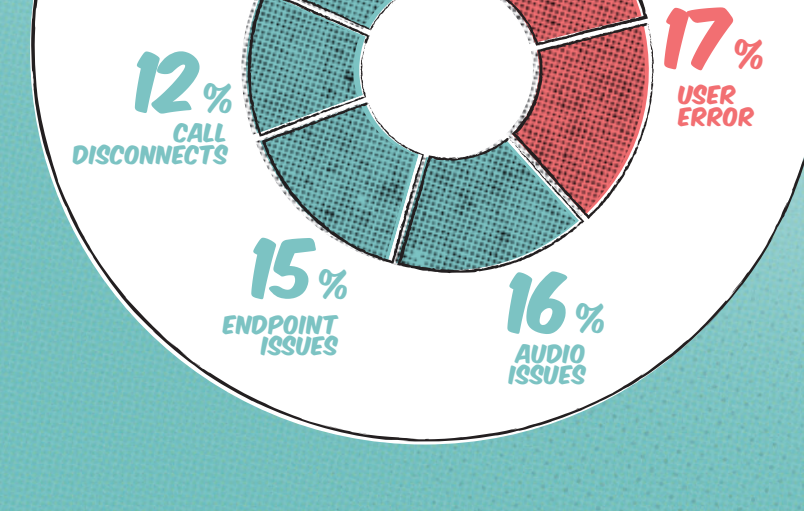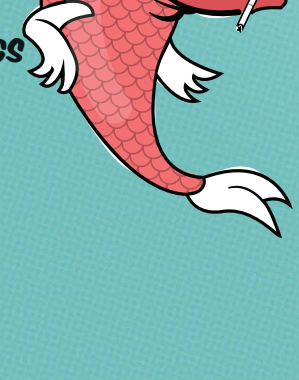
YEARLY IMPACT ON VIDEO CALL AND PRODUCTIVITY:

6,000 UNPRODUCTIVE VIDEO CALLS

3,000 PRODUCTIVITY HOURS

#2 LOCATE ITS WEAKNESS

Network performance and user error ranked as the top reasons for poor call quality. However, these contributors could be **RED-HERRINGS** distracting you from solving more impactful issues.

TOP REASONS FOR POOR CALL QUALITY

INFRASTRUCTURE ISSUES

- 10% USER ERROR
- 8% OTHER
- 21% NETWORK PERFORMANCE
- 12% DISCONNECTS
- 17% AUDIO ISSUES
- 15% ENDPOINT ISSUES
- 16% VIDEO ISSUES

ARE YOU IN IT TO WIN IT?

Don't get distracted. Focus on improving these three, key metrics, they are video call quality kryptonite.

MOST IMPORTANT PERFORMANCE METRICS

23%	15%	15%	13%	9%	9%	6%	6%	3%

CALL CONNECT/ DROP RATE — PACKET LOSS — LATENCY
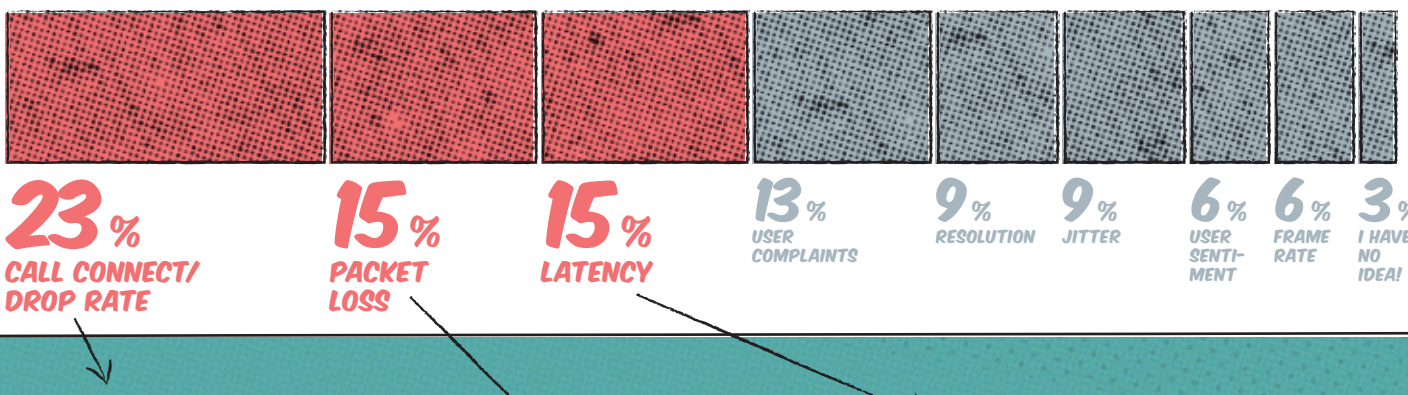
This refers to the **fraction of the video calls that were not able to connect or drop off** before the speaking parties have started or finished their session.

This occurs when one or more packets of data travelling across a computer network fail to reach their destination.

This is a way to indicate **how much time it takes for a packet of data to get from one destination to another.**

#3 CALCULATE YOUR ATTACK

Keeping score is half the fun! Here are Vyopta's video call quality benchmarks.

"GOOD" BENCHMARK
-PACKET LOSS LESS THAN 0.5%
-JITTER LESS THAN 20MS

"FAIR" BENCHMARK
-PACKET LOSS BETWEEN 0.5% AND 2%
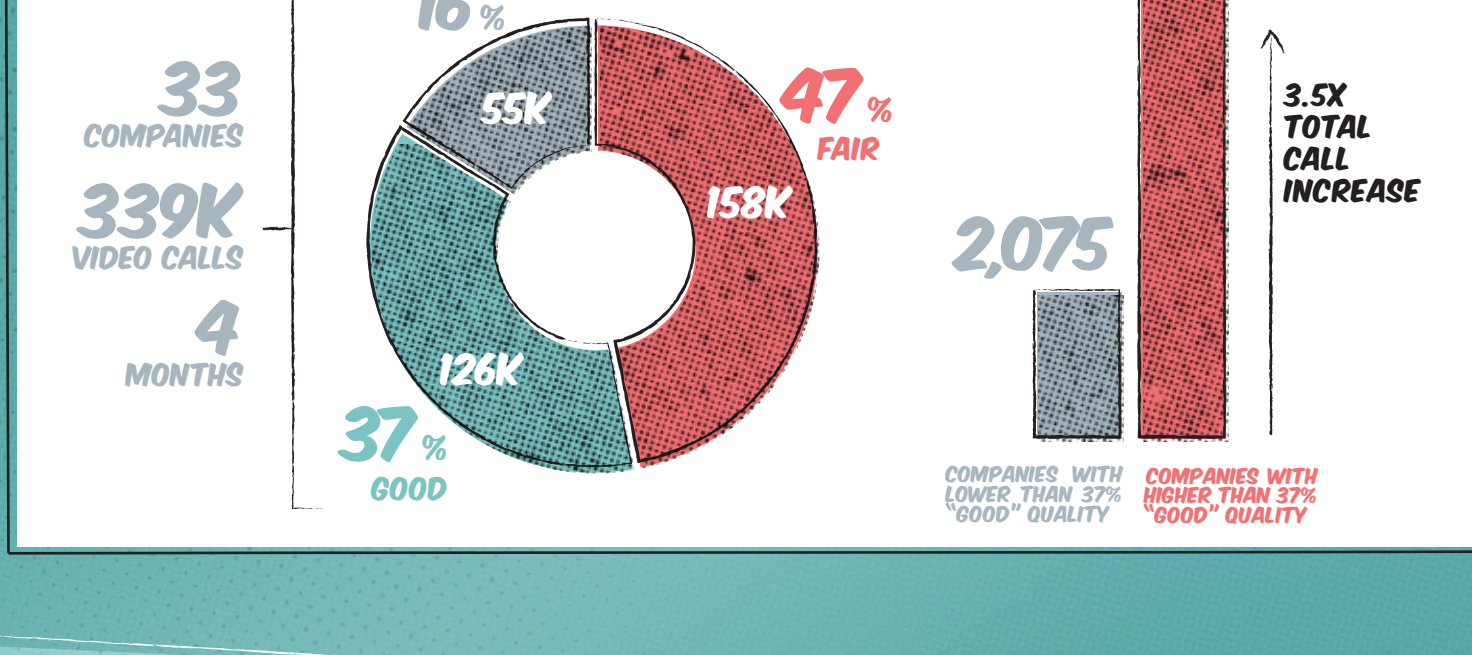-JITTER BETWEEN 20MS AND 40MS

"BAD" BENCHMARK
-PACKET LOSS GREATER THAN 2%
-JITTER GREATER THAN 40MS

*Based on over 400 million video minutes made each year to measure current performance and progress

#4 ENVISION YOURSELF VICTORIOUS

By using Vyopta's video call quality benchmarks (above) we analyzed 33 companies over 4 months that made a total of 339K video calls. Here is how things shook out:

VIDEO CALL QUALITY SCORES ACROSS 4 MONTH PERIOD

- 33 COMPANIES
- 330K VIDEO CALLS
- 4 MONTHS

16K BAD	55K FAIR	47% 158K
37% 126K		

TOTAL CALLS IN 4 MONTHS

- 6,905
- 2,075

3.5X TOTAL CALL INCREASE

COMPANIES WITH LOWER THAN 0.5% "GOOD" QUALITY — COMPANIES WITH GREATER THAN 2% "BAD" QUALITY

#5 ALERT THE COMMUNITY

Most people forget to loop in the community which can lead to absolute chaos.
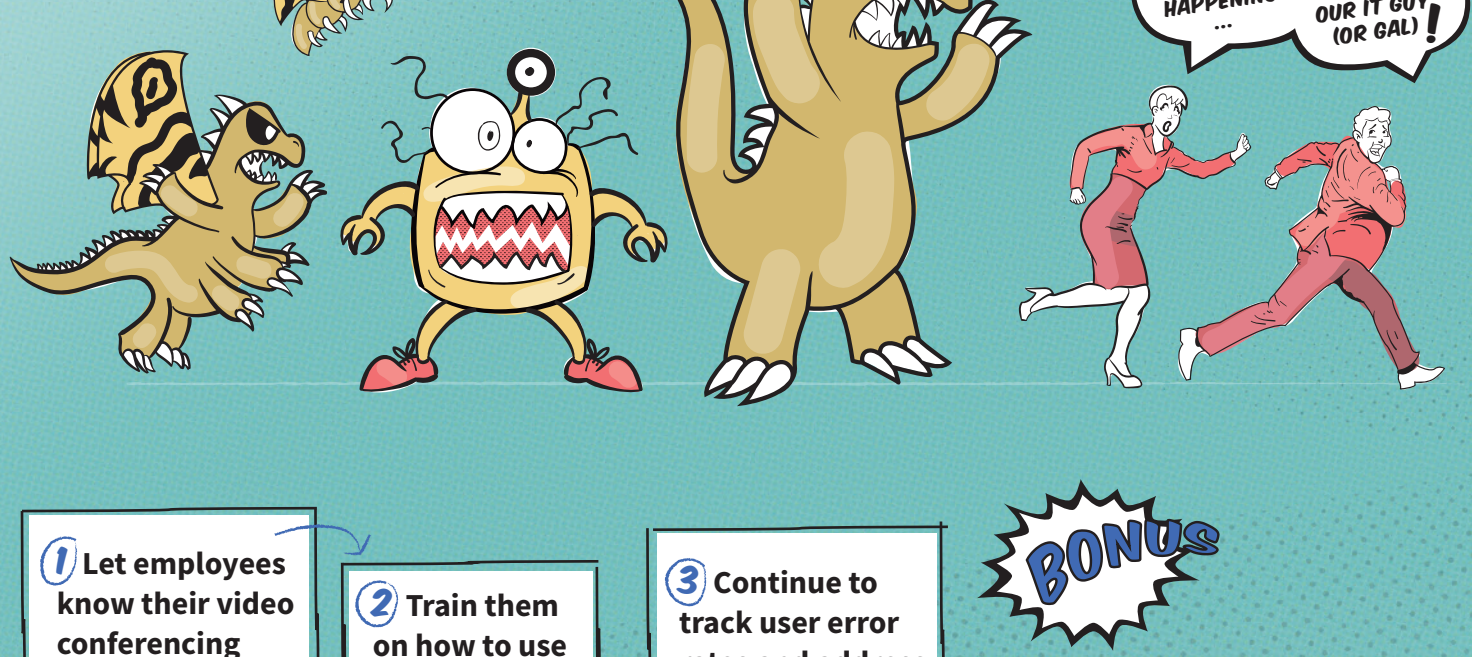
1. Let employees know their video conferencing options
2. Train them on how to use it and
3. Continue to track user error rates and address issues.

BONUS! Measure end-user sentiment by tracking support tickets and having users complete a simple yes/no CSAT survey after their call.

YOU VS. THE VIDEO CALL QUALITY BEAST

WELL, THAT WAS EASY.

POW!

WANT A VIDEO CALL QUALITY TKO?

UNIFY YOUR VIDEO CONFERENCING ENVIRONMENT AND MONITOR EVERYTHING IN A SINGLE PLACE

- LEARN MORE
- LIVE DEMO

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