

CHESAPEAKE TELEPHONE SYSTEMS



THE BUSINESS CASE



VIDEO CONFERENCING

Seeing is believing

Meetings are essential, but the cost of face-to-face gatherings can add up fast. Low cost equipment and broadband Internet have reached the point where justifying a conference room video arrangement is simple math. Compared to the expense of travel and lost productivity, the business case for adopting Video Conferencing is clear.

Equipping a Conference Room

Here are the basic room system components you will need to get started: Camera, Full HD Monitor, Codec/Processor, Microphones, and Programming. Total costs to get up and running: \$5,000 - \$7,000. Using the conservative numbers in our Cost Scenarios you'll determine that Video Conferencing solutions pay for themselves quickly.

8 more ways video makes an impact

- Sales** – Deliver presentations remotely to prospects; qualify before driving or flying.
- Training** – Develop employees and partners; train customers on new products.
- Marketing** – Plan, coordinate, and execute campaigns faster to beat the competition.
- Human Resources** – Roll out policies and new programs to employees in branch offices.
- Engineering** – Collaborate on designs and plans to get solutions out the door faster.
- Tele-workers** – Enable impromptu corporate meetings without the commute.
- Project Managers** – Keep initiatives on track with progress and status check-ups.
- Customer Service/Helpdesk** – Lower service costs; improve customer communications.

Cost Scenario 1:

Unplanned meeting & flight to Atlanta – 2 Mid-Managers

2 Salaries	\$120,000
Hourly expense (2)	\$57.70
Unproductive Hours	15
Cost of lost Hours	\$865.50
Travel Mileage	\$0.48
Mileage	50
Mileage Cost	\$49.52
Parking	\$13
Air Travel	\$768.00
Car rental	\$75
Hotel – 2 rooms	\$300
Per Diem	\$100
Total Cost	\$2,171.02

Cost Scenario 2:

8 Branch Sales Managers' expenses to attend a bi-weekly sales meeting at in-region HQ

1 Branch Manager Costs:	
Annual Salary	\$50,000
Hourly Wage	\$24.04
Unproductive Hours	2.5
Cost of lost Hours	\$60.10
Travel Mileage	\$0.48
Mileage	35
Mileage Cost	\$34.52
8 Managers Total Cost	\$756.96

More than meets the eye

Stay connected, stay in business, and stay on top of your game. After you implement video conferencing the money you save from unnecessary travel and windshield time goes right to your bottom line. Contact the experts at Chesapeake for all the details about today's cost-saving video conferencing solutions. We'll help you run the numbers to see if video makes more sense than planes, trains, and automobiles.

CALL TODAY!

800-787-4848 | 410-850-4848

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