



# Videoconferencing checklist for UCC pros

If your eye isn't on enterprise videoconferencing opportunities, it should be. According to research from MarketsandMarkets, the enterprise video market is expected to grow from \$16 billion in 2017 to nearly \$41 billion by 2022 (at a CAGR of 20.1%). Getting involved isn't difficult, especially for UCC professionals.

Take a look at the following cheat sheet to get started. As you'll see, you can pick and choose from a variety of different tiers of products to build a videoconferencing solution that fits your customers' needs and budgets.

## PRODUCTS

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### Camera

#### A. Webcam

Ideal for small, up to 3-person, conference setups that don't require advanced features or high-quality audio-video. Low cost, in the sub \$100 range.

#### B. Mid-tier

A relatively new category of cameras that offers high-quality optics and value-added features such as digital pan-tilt-zoom (PTZ) through onboard software. \$500-\$700 cost.

#### C. Enterprise

Cameras with high-quality optics and features, such as optical/mechanical PTZ, active speaker identification, better sensors and more. Costs typically start at \$1,000 and go up to \$4,000.

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### Speakers (wired and wireless)

#### A. On table/desk

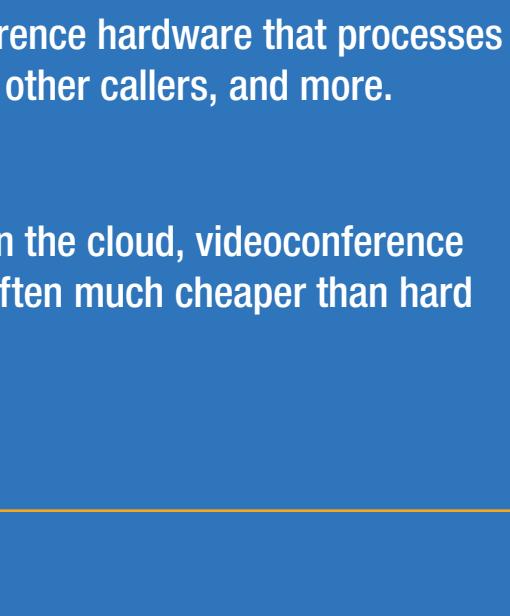
This is an entry-level solution for small conference rooms.

#### B. On wall

Wall-mount speakers can provide a fuller sound for medium to large rooms. Multichannel (surround sound) is an option.

#### C. Distributed in ceiling

This is ideal for large rooms that require a full sound. Additionally, if aesthetics are important, mounting speakers in the ceiling is a great option.



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### Microphones (wired and wireless)

#### A. Webcam

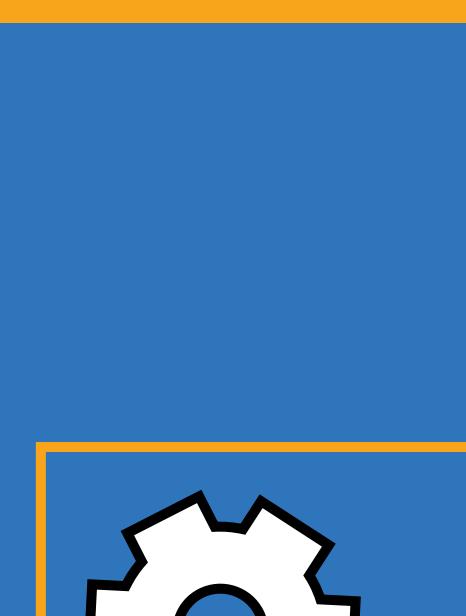
If you selected an entry-level webcam, a microphone is most likely integrated into the device. This option is good for small huddle rooms with only a few people.

#### B. On table/desk

These are ideal for small to midsize conference rooms. Expansion microphones are available for larger rooms to achieve complete coverage.

#### C. In ceiling

These are ideal for medium to large conference rooms where multiple people may be speaking.



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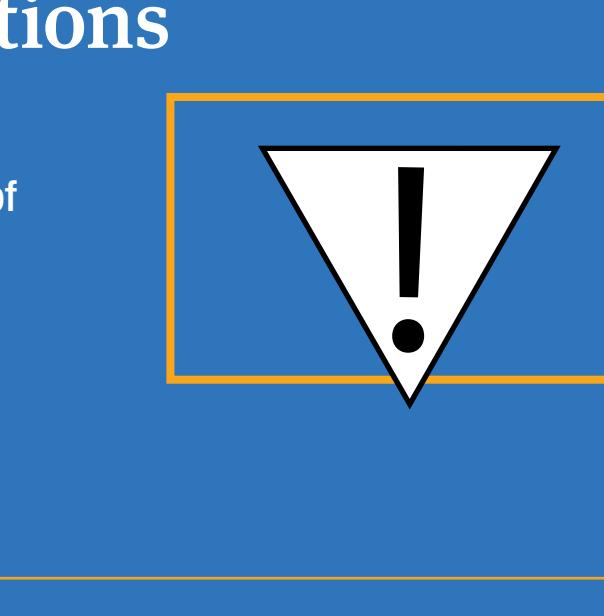
### DSP (digital signal processing)

A DSP may be required to capture audio from microphones and process it for transmission. Benefits of a DSP include:

**A. Active noise control**—removal of unwanted ambient sounds through cancellation effects

**B. Echo cancellation**—good for large rooms

**C. Sound enhancement**—for improved sound quality



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### Codec



#### A. Hard

This is the traditional videoconference hardware that processes the video and audio, connects to other callers, and more.

#### B. Soft

This is a software-based, often in the cloud, videoconference center that runs on a PC and is often much cheaper than hard codecs.

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### Display

#### A. LCD/LED monitor/TV or projector

Selection often made based on budget, needed display size and available lighting.

#### B. Mobile device

The ability for remote callers to access a conference call via a mobile device such as a tablet can be appealing.



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### UCC integration



Determine whether your customers need advanced features—such as collaboration tools, chat, document sharing and more—that come with an integration to their UCC platform.

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### Room Considerations

Pay close attention to HVAC noises (and how they might differ in winter and summer months) that could impact the audio quality of a conference call. Additionally, sunlight shifts throughout the day might negatively impact video displays if placed near windows.



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### Bandwidth requirements



Video is bandwidth intensive, so you need to test any videoconferencing solution before actual deployment to make sure that your customers' WAN connection is adequate.

With these 9 basics in mind, you'll be well on your way to creating an effective videoconferencing solution for your customers. If you're looking for additional assistance, contact Ingram Micro's UCC and videoconferencing experts, [Curt Vurpillat](#) or [Chad Simon](#).