No Choice But to Live With Multiple Collaboration Tools

What is the optimal product mix?

Mybys - Facilis

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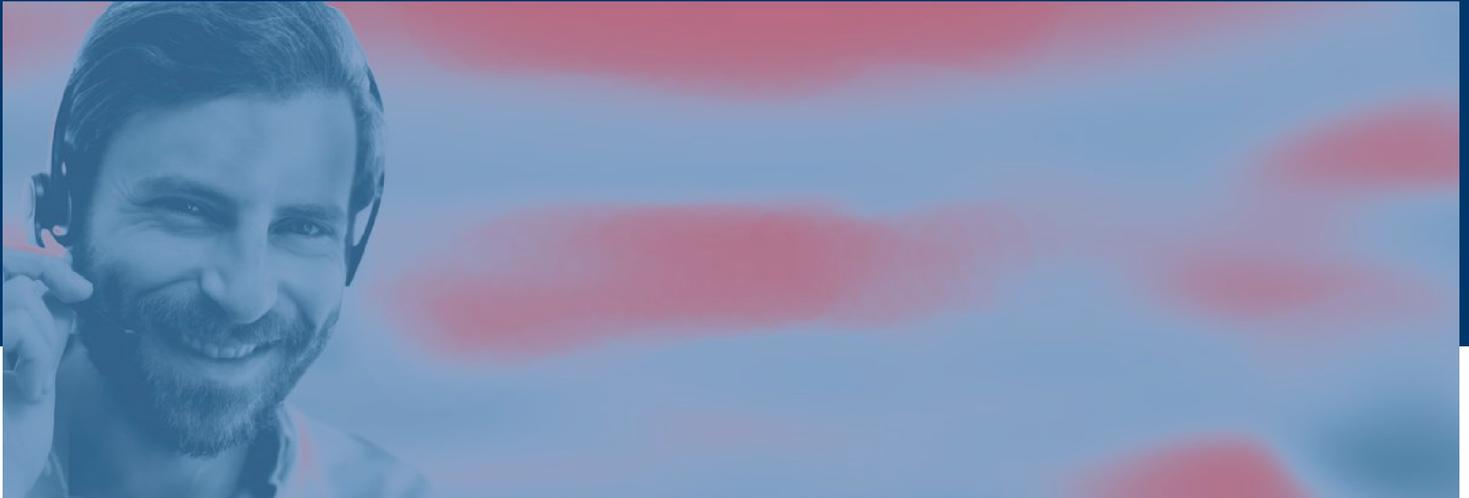
Situation

Corporations use different Meeting & Team Collaboration Software for one solution cannot meet the integrated and full featured requirements of internal employee collaboration and, at the same time, the inexpensive and simple ad hoc external meetings constraints.

Avaya 2019 Customer Survey

As an example, Avaya surveyed their customers in 2019 and found out that they use, on average, six (6) meeting software solutions.

No Jitter 2018 Reader Survey

NoJitter, on their side, numbered more than 3 solutions for 61% of corporations.

Gartner Magic Quadrant 2019

Gartner also presented in September 2019 that organizations with complex needs typically use separate meeting solutions for informal collaboration (among users within the same team or project) and for more formal meeting scenarios (external presentations, learning/training scenarios and large-scale webinars). This therefore causes organizations to deploy solutions from more than one vendor.

The major points that drive platform selection

▶ Costs

▶ Audio quality (and in some instances video)

▶ IT support and infrastructure requirements

▶ Efficient bandwidth usage and management (especially for video feeds)

▶ End-user groups preferences and adoption

Recent events linked to the COVID-19 pandemic only increased the need for a pragmatic and efficient approach to collaborative environment selection.

Supported the development of three major market solution families

- Team Collaboration Software

- Advanced Meeting Software

- Informal Meeting Software

	Team Collaboration Software	Advanced Meeting Software	Informal Meeting Software
Market Examples	• MS Teams • Google Hangout • Slack	• GoToMeeting • WebEx • Zoom	• Mybys

Objectives	• Mostly for larger enterprises
	• Internal integrated platform
	• Deployed for all employees
		• Organize formal meetings:
		  • Sales meetings
		  • Trainning
		  • Webinars
		  • Recruitment
		• For Lines of Business
			• Mass deployment for all employees
			• Easy integration of external participants
			• Low cost & simple
			• For all informal meetings

Required Features	• Instant Messaging • File Sharing • Team Management & Dashboard	• Videoconferencing • Screen Sharing • Raise Hands • Mute all • Optional Registration • Access Management • Automatic reminders • Calendar integration	• Screen Sharing • Videoconferencing • SIP trunking • Audioconference bridge
Considerations	• Expensive with audio plans • Cumbersome for external participants	• Full featured • Required training & deployment support • Expensive user accounts to share	• Easy to use • No download • One-click access • No training and minimal support • Video can be disabled at installation

What about audio?

Gartner also reveals that buying decisions for meeting solutions are still often taken independently of decisions regarding enterprise voice platforms, though vendors are increasingly attempting to bundle these two pillars of unified communications.

The disparity in terms of IP infrastructure for corporations in addition to remote work considerations highlight the need for a heightened concern for audio quality, the most important component of all meetings. Solutions that can assemble low-bandwidth screen sharing, standard IP video feeds, and high-quality audio components will prevail. Even better if one can offer a solution that provides an array of options depending of the role (presenter vs participant) and the available infrastructure for each participant (high quality internet link, regular phone or mobile line access, dedicated audioconference bridge…).

Optimal meeting solution components

- Low-Bandwidth Screen Sharing
- Standard IP Video Feeds
- High-Quality Audio Channels

This is exactly the solution that Mybys from Facilis offers in partnership with leading voice carriers to their clientele.

Model for MS Teams users complementing their platform

In this configurations, MS Teams is the collaboration tool engine within employees with channels, messaging, scheduling, file sharing, and more. For screen sharing and video feed (without audio), one uses MS Teams within employees of an organization, and Mybys from Facilis when external participants are to join. This is an easy single-click no download access.

Finally, clear audio will be obtained through a choice of different channels:
- Standard IP audio with small groups and great internet (Mybys or MS Teams)
- Audioconference bridges for formal and larger groups (important meetings, press conferences, annual assemblies...)
- Hybrid mode with IP access through WebCall for participants with high-quality & high-speed internet, and SIP trunking access for other participants dialing-in local phone numbers or toll-free lines.

	Collaboration tools	Screen Sharing	Video	Audio
With external participant(s)		mybys		**IP audio** IP devices mybys **Hybrid Audioconference** IP devices & Phones webcall Standard IP audio for some Telephone number access for others Toll free and local numbers
Internal participants	Meetings Channels Instant messaging File sharing	T (Teams)		**IP audio** IP devices T (Teams)

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