Setting Up Your Conference Room for a **Hybrid Workplace**

How Compatibility and Certifications Deliver Better Collaboration Outcomes

FROST & SULLIVAN VISUAL WHITEPAPER

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INTRODUCTION

No matter which format of hybrid or flex work practices they have adopted, most organizations, including yours, are preparing for at least some workers to return to the office some of the time. They will work differently and need access to new or enhanced tools. As part of this, you are building or upgrading your meeting rooms to support today's video conferencing solutions.

Modern conferencing is multifaceted, as it can **cement the migration to a hybrid on-premises/connect-from-home model**. In the hybrid work era, equipped meeting spaces comprise in-room microphones, speakers, and a complete audio and video (AV) ecosystem. These include video codecs, audio endpoints, collaboration applications, cables, cameras, displays, and custom furniture.

In this landscape, high-quality audio is a prerequisite for great conference or meeting experiences. But you must **ensure your audio combines with video and all the various collaboration tools and technology you need** to work seamlessly in an ecosystem of vendors.

There is a lot to consider when updating your meeting rooms, including whether your technology and connectivity choices will work seamlessly together, such as audio equipment with collaboration platforms, including Microsoft Teams, Zoom, Webex, and others.

To effectively support your workforce today and in the future, you must **trust in your technology choices**. Selecting products designed to work together instills trust and confidence.

Enterprise Decision-makers Plan for Persistent Remote and Hybrid Work

Enterprise and IT leaders expect high levels of remote and hybrid work to continue and are planning accordingly.

By 2024, enterprise decision-makers say:

6%	9%	38%	46%	48%
expect their organization will have a fully remote workforce	anticipate that all employees will work in formal office spaces	plan to have more geographically dispersed offices	will invest in cloud video conferencing services to address remote and hybrid workers	will add meeting spaces to accommodate more meetings among a dispersed workforce

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Source: Frost & Sullivan, 2022

Outfitting Your Meeting Rooms with Confidence and Without Compromise

As an AV or IT leader tasked with purchasing and/or managing the conferencing setup in your organization, you know that no one solution fits all. Except for the most basic rooms, even out-of-box meeting room kits require tailoring, **adjustments, or additions to best equip each room**.

Knowing the details greatly lends to outfitting each room with confidence and without compromise.

> A formal, structured technology ecosystem develops, qualifies, and delivers single- and multi-vendor AV solutions for a diverse range of collaboration spaces and use cases.

Considerations for Excellent Meeting Room AV

Physical room dimensions and layout
- ▶ Shape and size
- ▶ Seating and furniture placement

Room architecture
- ▶ Window and door locations
- ▶ Acoustics and lighting
- ▶ Building materials and services

Room design and appearance
- ▶ Organized cable management
- ▶ Clean tabletops
- ▶ Multiple location options for AV device placement

Use cases
- ▶ Front of room presentations, lectures, and whiteboarding
- ▶ Around the table conversations
- ▶ Classroom-style training
- ▶ In-room, remote, and hybrid meeting participants

Corporate facilities policies and IT standards
- ▶ Alignment with organizational security posture and performance standards
- ▶ Standardizing on preferred technology brands

Manageability
- ▶ Local and remote management capabilities
- ▶ Software update processes

Potential future investments
- ▶ Installing additional displays, whiteboards, or cameras
- ▶ Equipping additional rooms in your organization

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An Ecosystem Approach Seamlessly Combines All of Your Collaboration Tools

To **address the varied characteristics and functionality requirements of each room**, AV devices must often be sourced from multiple manufacturers. However, not all devices are designed to work together in tight integration with leading video conferencing applications.

An open ecosystem approach makes it easier to right-fit meeting rooms of any type by removing inconsistencies and uncertainties that occur when combining products that are not designed to work as integrated solutions.

An ecosystem is any number of interconnected components that work together and enhance other interconnected components to consistently deliver expected outcomes, such as high-quality, highly reliable video conference sessions.

Leading video conferencing technology ecosystems include AV device hardware and software and conferencing software that all interact to **create rich, intelligent service platforms that continuously meet predefined quality, performance, and functionality specifications.**

> Audio must effectively combine with video conferencing platforms and all the collaboration tools and technology you need in an ecosystem of components and vendors.

Top-line Benefits of an Ecosystem Approach in Your Meeting Rooms

Reference designs: Standardize your meeting room AV technology against defined performance and functionality benchmarks to ensure a consistent user experience in any room.

More validated choices: Access a wider selection of best-of-breed brands, price points, and device form factors to create flexibility.

Component sourcing autonomy: Source qualified single- or multi-vendor solution kits/bundles from sellers.

Better support: Consolidate management and monitoring utilities. Streamline installation and troubleshooting through pre-defined solution specifications.

Future-proof: Create a foundation that enables the addition or removal of components to support evolving collaboration use cases and user preferences.

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Certified and Compatible Technology Ecosystem Solutions

With the rapid increase in adoption of advanced business communications and collaboration tools, terminologies such as "certified" and "compatible" have become so common in sales and marketing that their meaning can easily be undervalued or overlooked.

The importance of certification and compatibility cannot be overstated. In the business collaboration context, certification and compatibility programs test products' abilities to cohesively interoperate within a broader solution to repeatedly produce desired results.

Video conferencing platforms are the top consideration in technology purchase decisions. As such, they are at the center of their technology ecosystems and define the certification and compatibility processes that AV device manufacturer partners build to.

Certified devices have been through a certain level of testing and validation by the platform provider—an understanding is in place that those devices will perform up to a certain standard. Compatible devices are tested by device providers and validated against their own performance specifications.

AV device certification and compatibility programs for room-based video conferencing intend to:

Ensure complete microphone pick-up and speaker coverage in collaboration spaces of defined dimensions and uses (e.g., small, mid, and large-sized rooms; training rooms; and classrooms).

Ensure complete video coverage via camera field of view, auto-focus, pan-tilt-zoom, presets, light filters, and more in collaboration spaces of defined dimensions, types, and uses.

Assure sufficient computer processing power for application quality, room system control, monitoring, and management.

Qualify AV device firmware versions for defined performance and feature support requirements.

Define cabling specifications to meet solution performance and quality metrics.

Develop and **deliver value-added functionality**, such as synced speaker tracking of AV devices with video conferencing platforms; mute sync between audio devices and video conferencing user soft clients; AV device control from room controllers; intelligent lighting adjustment; and advanced noise suppression.

Impact of AV Device Certification and Compatibility in Meeting Rooms

PARTICIPATION
Clear, unobstructed AV for both in-room and remote participants

SCALABILITY
Reference configurations for consistent quality and experiences across rooms

SIMPLIFIED PROCUREMENT
Source qualified single- or multi-vendor solution kits/bundles from sellers

SUPPORTABLE
Enhanced, enforceable, performance-based service level agreements

AV device certification and compatibility programs for meeting rooms validate that products work well together. Look for verified information and approvals from a network of trusted vendors, manufacturers, and service providers supporting your conferencing platform of choice.

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Alignment of Certification and Compatibility with Enterprise Priorities

The attributes and advantages of certified and compatible AV devices align with the characteristics that enterprise decision-makers prioritize in their communications and collaboration investments.

Important Factors when Purchasing Communications and Collaboration Solutions

Factor	%
Technology roadmap/Innovation velocity	82%
Robust security features	83%
Best features and functionality/technology roadmap	83%
Scalability	81%
User buy-in	82%
Reliability	85%
Vendor implementation and support services	81%
Vendor customer care and support capabilities	85%
APIs and integration with third-party solutions	82%
Open standards and interoperability with third-party solutions	82%
Broad technology portfolio that allows one-stop shopping	81%

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N=1242   Source: Frost & Sullivan, 2022

Vendor Spotlight—Shure Device Certification and Compatibility

Video conferencing platform standards matter—they are reinforced and elevated in joint testing with AV device vendors.

Shure conferencing and meeting **products are developed and engineered with certification in mind**. Quality is the goal from the outset.

Shure leverages a large team of engineers who focus on ensuring products meet video platform providers' requirements and the end-user organizations' demands for certification. Among their functions are:

▶ Internally **test and document** new and existing Shure conferencing product performance against Microsoft Teams, Zoom, and other partners' specifications.

▶ **Monitor** progress with partners and third-party testing labs.

▶ Assist in **field trials** performed by each partner platform for consistency and compatibility.

▶ **Evaluate compatibility** of certified solutions with other unified communications provider solutions to offer tested and supported solutions for in-room installations to ensure the best experience.

▶ Maintain and contribute to a **joint ecosystem vision and roadmap** for future enhancements and new solutions.

The goal is to **combine the best audio with the best video and collaboration tools for the best meeting experience**. For anything but all-in-one devices for small rooms, achieving that goal demands a mix of focused vendors to address modern video conferencing's multifaceted capabilities.

Shure solutions have been rigorously tested and certified by for compatibility by leading platforms, Microsoft Teams, Zoom, Cisco, Google, Tencent, BlueJeans by Verizon, and others..

Furthermore, Shure products are certified and compatible as part of solutions incorporating AV devices from partners such as Logitech, Crestron, Huddly, Yealink, Poly, and others.

To find out more, visit: www.shure.com/meetings

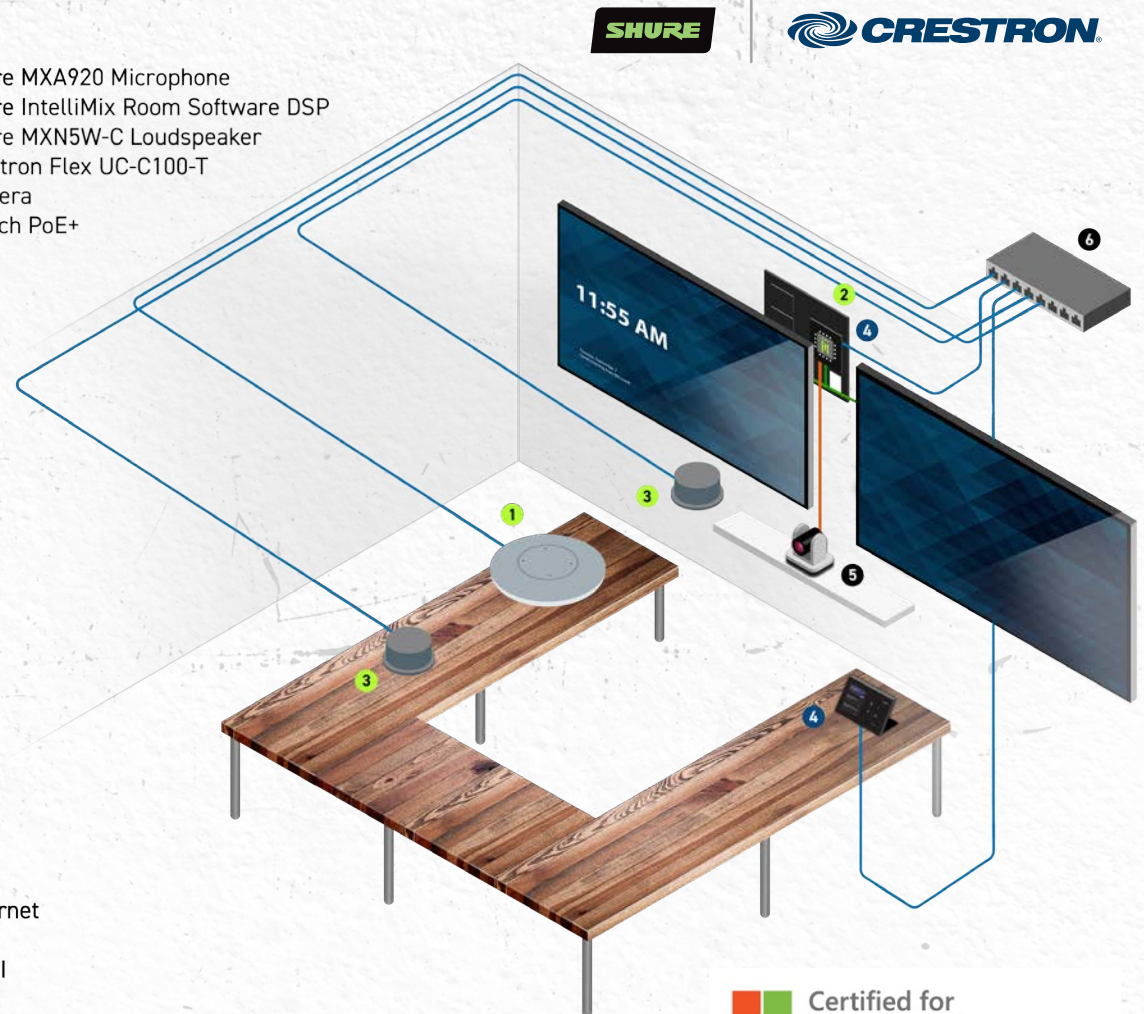# Shure + Crestron Certified AV Solutions for Large Microsoft Teams Rooms

Shure and Crestron have partnered to deliver a seamless AV conferencing experience for up to 24 people.

Shure's IntelliMix Room DSP software, MXA920 Ceiling Array Microphone, and MXN5W-C loudspeaker pair with the Crestron UC-C100-T Flex Video Conference System Integrator Kit with room controller and XiO Cloud® management services to make room-based presentations and meetings more engaging and productive.

Flexibility is offered through support for single or dual displays and placement of additional Shure microphones and speakers to accommodate various furniture and seating arrangements.

SHURE | **CRESTRON**

1. Shure MXA920 Microphone
2. Shure IntelliMix Room Software DSP
3. Shure MXN5W-C Loudspeaker
4. Crestron Flex UC-C100-T
5. Camera
6. Switch PoE+

- Ethernet
- USB
- HDMI

Certified for Microsoft Teams

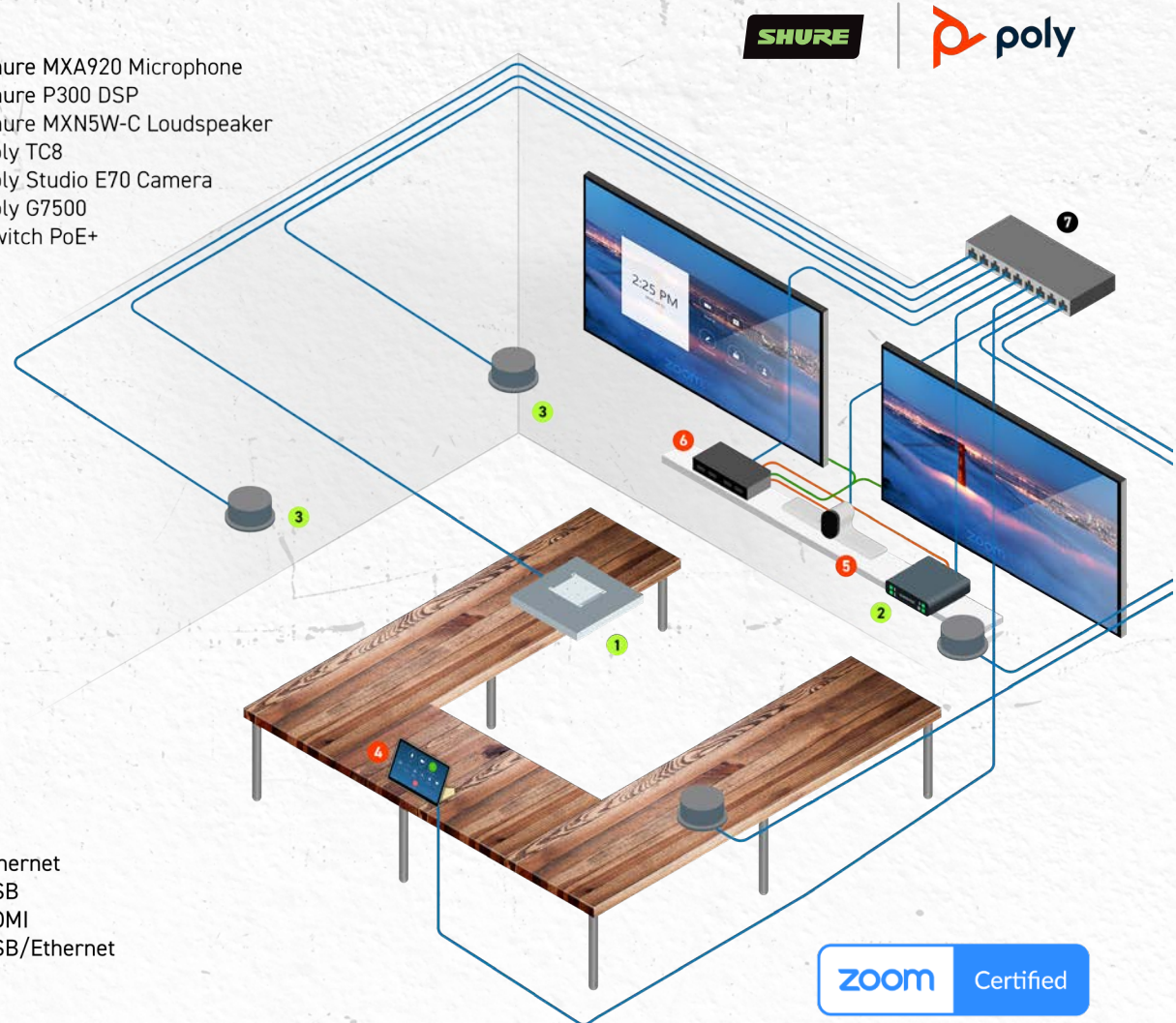# Shure + Poly Certified AV Solutions for Large Zoom Rooms

Shure and Poly deliver superior AV conferencing experiences in large rooms for 12 to 24 people.

The Zoom Rooms Certified solution encompasses Shure's IntelliMix® P300 Audio Conferencing Processor, MXA920 Ceiling Array Microphone, and MXN5W-C loudspeaker, which integrate with the Poly TC8 controller, Studio E70 camera, and G7500 appliance to enhance room presentation and meeting productivity.

You can accommodate a range of furniture and seating arrangements and single or dual displays by adding more Shure microphones and speakers as needed.

1. Shure MXA920 Microphone
2. Shure P300 DSP
3. Shure MXN5W-C Loudspeaker
4. Poly TC8
5. Poly Studio E70 Camera
6. Poly G7500
7. Switch PoE+

- Ethernet
- USB
- HDMI
- USB/Ethernet

Shure + Yealink Certified AV Solutions for Microsoft Teams Rooms
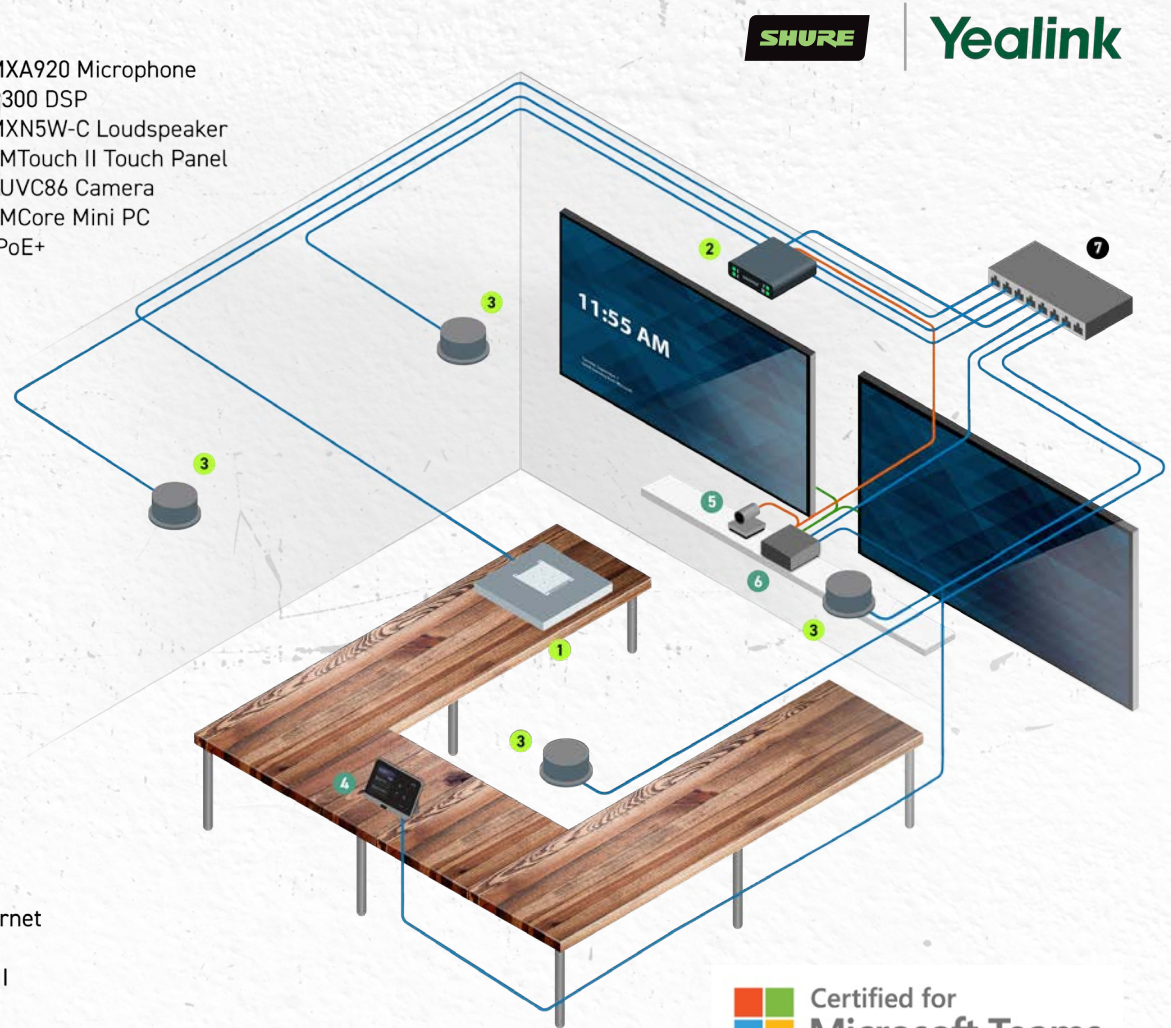
Combine Shure and Yealink certified devices for Microsoft Teams Rooms, supporting excellent AV experiences in large rooms with up to 24 people.

Shure's IntelliMix® P300 Audio Conferencing Processor, MXA920 Ceiling Array Microphone, and MXN5W-C loudspeaker integrate with the Yealink Mtouch II controller, MCore Mini PC, and UVC86 Camera to deliver consistent reliability and performance.

The addition of multiple Shure microphones and speakers offers the flexibility and versatility to address requirements for single or dual displays and several furniture and seating configurations.

1. Shure MXA920 Microphone
2. Shure P300 DSP
3. Shure MXN5W-C Loudspeaker
4. Yealink MTouch II Touch Panel
5. Yealink UVC86 Camera
6. Yealink MCore Mini PC
7. Switch PoE+

- Ethernet
- USB
- HDMI

Certified for Microsoft Teams

GET HYBRID READY

Important questions about equipping your meeting rooms include *how* and *when* they will be equipped, not *if*.
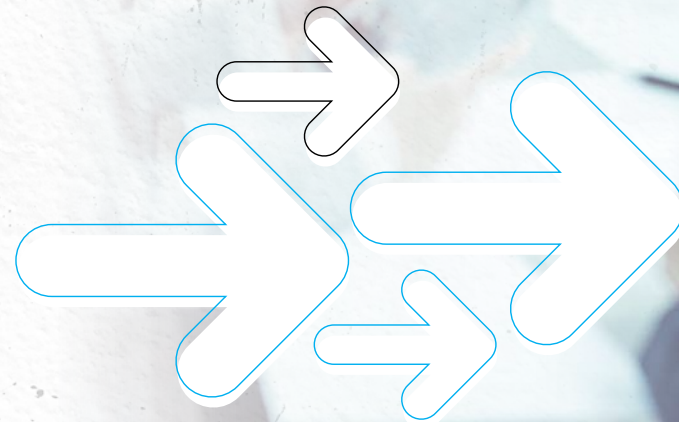
Engage your participants with the right capabilities for their use cases whether they attend meetings from home or physically in a meeting room, conference auditorium, or lecture hall.

Ensure that all your products, solutions, and hardware are compatible and certified with your chosen collaboration platforms.

Recommendations for success:

▶ Conduct a thorough room assessment

▶ Elevate your expectations for quality and performance

▶ Design with ecosystem components that are cross-qualified by vendors and video conferencing platform providers

▶ Select technology that drives consistency in ease of use and management

▶ Obtain and utilize expert support (e.g., routine firmware updates, solution performance testing, user/host training)

Click **here** to find out more about right-fitting your meetings, trainings, or classrooms with best-in-class, certified and compatible AV solutions from Shure.

GROWTH IS A JOURNEY. WE ARE YOUR GUIDE.

For over six decades, Frost & Sullivan has provided actionable insights to corporations, governments and investors, resulting in a stream of innovative growth opportunities that allow them to maximize their economic potential, navigate emerging Mega Trends and shape a future based on sustainable growth.

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