



Managed meeting room environments elevate EX to new heights

The combination of advanced technology and managed services can transform your meeting spaces for the better, improve collaboration and create an excellent employee experience.



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You're all set for the big presentation. The room is packed, the stakes are high and your career-defining moment is just a click away. You press "Start" and ... nothing happens. The screen is as blank as the faces staring back at you. Panic sets in as you fumble with cables and remotes.

Sound familiar?

Meetings are where ideas compete and decisions are made but, too often, they are remembered for malfunctioning technology rather than groundbreaking strategies. In a world where "Can you see my screen?" has become the unofficial mantra of the workplace, it's clear that something needs to change.

With the latest technology, your meetings can be transformed from technology-fueled nightmares into smooth-running, productive experiences.

It's how organizations are bridging the gap between remote workers and those in the office, so that everyone can collaborate and be seen and heard as if they were in the same room.

Such interventions are key at a time when nearly 60% of employees around the world are following a hybrid work model or working remotely full-time, according to [NTT DATA's 2023 Global Employee Experience Trends Report](#), based on a global survey involving nearly 1,500 interviews with senior managers in 14 industries.

Yet, only 48% of organizations strongly agree that their employees have secure and reliable access to the technology they need when working from home or on-premises.



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Get EX right and revenue will follow



Employee experience (EX) is about making things easier for your employees so they have more time to focus on what really matters in their jobs and produce more in the time they have available. If they are not enabled by the right technology – including in the meeting rooms they use physically or virtually – it becomes difficult for your organization to maintain a high level of EX.

And, in our report, 50% of organizations that have significantly increased employee satisfaction by providing great EX have recorded a 50% increase in customer satisfaction – which translates to higher customer loyalty and more revenue.

An EX strategy that is aligned with your business needs leads to improved hybrid- and remote-work enablement, increased productivity and more efficient collaboration among your employees.

It's therefore no surprise that respondents in our EX report rank hybrid workplace or office redesign (including meeting rooms) among the top five technology-enabled ways to improve EX in 2024.

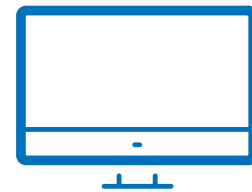
Is this thing on?

The technologies fueling the meeting-room revolution



Audio

Speakers and microphones are essential to any meeting. New technology can even improve audio streams continually, making everyone's voices crystal-clear at all times, and eliminate background noise.



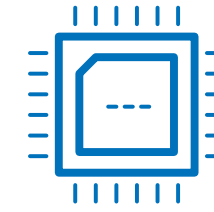
Display

TV screens, monitors and video projectors should always be in working order and easy to activate, connect to and manage.



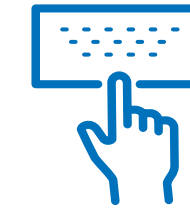
Control

Display panels showing reservations and room statuses make it easy for employees to find available meeting rooms.



Computing

Technology such as Intel's NUC – a fully functional PC that can run videoconferencing software, manage presentations and support other applications needed in a meeting room – and codec devices or software, which compress and decompress audio and video data to ensure smooth transmission over networks, need to be working optimally at all times.



Interactivity

Advanced interactive display devices such as Microsoft's Surface Hub and the Cisco Board wireless presentation, digital whiteboarding and videoconferencing capabilities into one integrated device.



Cloud or on-premises

Some organizations still use on-premises videoconferencing systems while others have shifted to smart meeting-room solutions based in the cloud, such as Microsoft Teams Rooms and Cisco Webex Rooms. There is also increasing adoption of voice solutions like Webex Calling and Microsoft Teams Calling. Cloud-based solutions are secure, scalable and affordable because organizations don't need to deploy their own infrastructure.

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Managed meeting-room services also support legacy technology – in other words, you don't need to drain your budget to start using the service. The service provider will be able to integrate your new and old technology as part of a controlled, budget-friendly transition to a more modern setup.



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To connect office-based and remote-working employees, organizations are increasing the number of meeting spaces that are video-capable and integrated with unified communications, with varying levels of complexity.

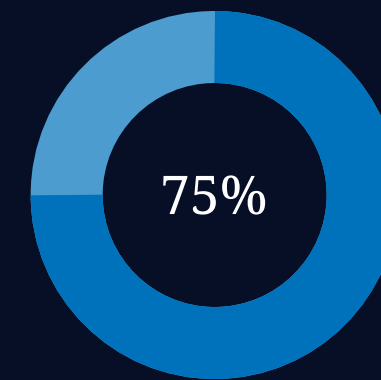
According to the NTT DATA EX report, more than 7 in 10 organizations are now upgrading their meeting spaces with videoconferencing, many at an advanced level, and respondents are planning to raise the proportion of video-capable rooms from 48% now to 65% in the next two years.

The level of technological sophistication of these rooms is forecast to range from simple to complex.

Modern video technology supports high-definition audio and video, making remote meetings almost as good as face-to-face interactions. The technology often comes with features like automated scheduling, one-click meeting starts and integration with calendar applications to streamline the setting up of meetings. It also protects organizational data through robust encryption, secure connections and controlled access.

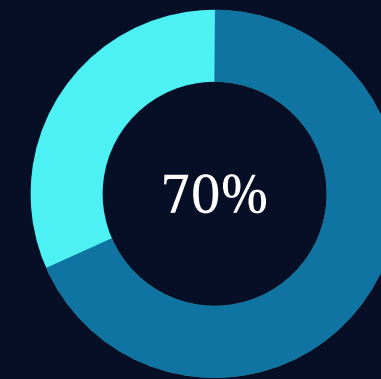
Videoconferencing reduces the need for travel, which can significantly cut down the time and costs associated with in-person meetings, including transportation, accommodation and venue hire – and, of course, less travel is good for your carbon footprint.

Level of sophistication of video-capable meeting rooms (average % of each type of room) in the next 12 months



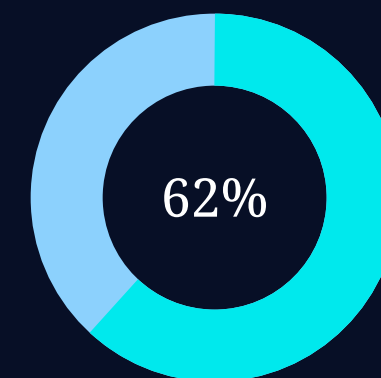
Simple and cost-effective

(one screen, webcam, microphone and speaker phone)



Advanced

(dual screens, microphone/room treatments, touch screen)



Complex

(telepresence and immersive AR/VR experience)



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Cloud brings it all together



The driving force behind recent advances in videoconferencing and real-time collaboration is the migration to cloud – not only to carry video and audio streams but also to power scalable, secure cloud-based platforms that allow for the centralized management of meeting-room bookings, equipment and configurations.

Cloud computing enables documents, presentations, recordings and other meeting-related resources to be stored in the cloud and accessed from anywhere, at any time. Such flexibility is crucial for organizations with remote teams or multiple locations, and cloud platforms can often integrate smoothly with other tools such as calendars, email and collaboration systems.

The flexibility of cloud computing, including payment based on usage, means you can reduce the costs associated with maintaining on-premises servers and other hardware. And the built-in disaster recovery capabilities of cloud platforms mean that data and services can be quickly restored in the event of hardware failure, natural disasters or other disruptions.



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AI makes meeting rooms smarter

A full migration to cloud or some level of integration with cloud services also has the benefit of giving organizations access to AI-based solutions, as most AI engines are cloud-based.

As you might expect amid the rise of AI-enabled tools in the past year, AI is voted the number-one technology enabler of EX strategies in three years' time, according to our EX report.

There are several ways AI can be used to create a more enjoyable meeting experience. AI-driven management of the quality of video streams can extend to the underlying network, the sound-capturing and reproduction systems or even the meeting-room layout.

AI can also automatically make room reservations based on the availability of participants and rooms, initiate meetings once participants are in the room, provide a transcript in real time while tracking the agenda and flagging follow-up tasks, and summarize the meeting once it's concluded.

And which meeting attendees wouldn't like to receive an AI-compiled set of relevant documents, presentations and data ahead of their meeting – perhaps even an analysis of past meeting content with recommendations for new topics of discussion?

The automation of meeting spaces makes it easier to limit energy consumption by avoiding



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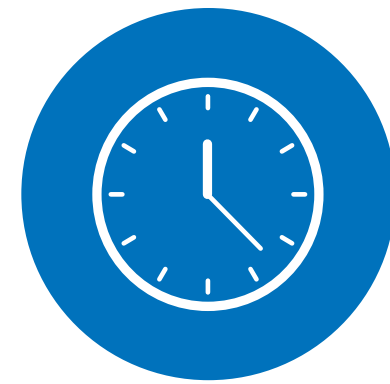
There is an impressive range of technology to improve the meeting-room experience, but this means it's more complex for organizations to manage their meeting rooms in-house – especially when multiple vendors and licenses are involved.

In the past, managed service providers or in-house IT teams focused on device management only, including managing certified Cisco or Microsoft meeting-room devices.

Now, however, the scope has broadened. Organizations need to know that their meeting rooms are always easily accessible to all staff – locally or remotely – and that technical issues can be resolved swiftly and with minimal intervention.

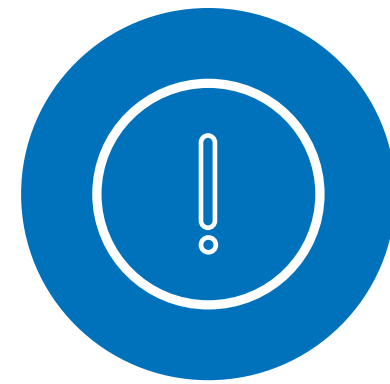
For instance, an automatic scan of the status of a meeting room, conducted before the start of the work day, might reveal a technical error that will then be fixed automatically (by changing a device setting, say). Or, if that's not possible, an instant alert will be issued to a technician who can attend to the problem before the first meetings start.

The software-defined experience



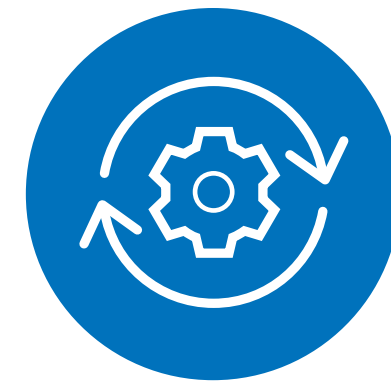
2:30 AM

A room-ready test is been scheduled to check all the devices in an auditorium



2:32 AM

An issue with the projector is detected



2:32 AM

An alert is sent to the MMRE platform, and a technician is automatically notified



07:00 AM

The technician fixes the projector with ease after reviewing the test log that diagnosed the problem



11:00 AM

The board meeting starts on time with no issues in the auditorium

Why going the managed route makes sense

Managed meeting-room services have evolved and now typically include:

- Proactive remote device-management
- Reporting and analytics
- Automation and scheduling
- Proactive support and monitoring
- Device configuration and control
- A service level agreement (SLA) that sets out the terms of the service, including response times

Why is a managed meeting-room service helpful?

- Your meeting rooms and equipment are configured to your specifications before meetings begin, so you avoid meeting delays caused by technical difficulties.
- You gain insights into when, how and by whom your rooms and equipment are being used, as well as the quality of their experience.
- It frees up your internal IT resources, as the service provider manages tasks, troubleshooting, monitoring, alerts and firmware updates.
- You can get more mileage out of your existing meeting-room hardware, software and device investments by rolling up their management into a single managed service.

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The ideal service provider will not only offer a managed service for your meeting rooms but also have relationships with a range of vendors to facilitate technology sales – plus experts trained on all of these technologies to assist with setup and ongoing maintenance.



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NTT DATA's **Managed Meeting Room Environment** platform, offered as software as a service, proactively configures, monitors and manages your meeting rooms' technical ecosystem according to your specifications.

We offer highly reliable expertise across multivendor collaboration, communication and productivity solutions, including voice calling, and we employ teams of certified Microsoft and Cisco experts. This makes us a one-stop shop for meeting-room services.

We're also vendor-neutral, so you can have a mix of meeting-room hardware and software in your organization without being locked into a single vendor.

Key features include:

- A fully managed service for the entire meeting-room environment, including signage, display, control touch-panels, video-room systems, audio devices, TV monitors and projectors
- Support for both legacy and new video-room systems, on-premises or in the cloud
- Configuration, monitoring, incident management, custom alerts and firmware updates
- Reporting and analytics on-demand, with monthly reviews by a dedicated service delivery manager
- Security for your meeting-room infrastructure and any related data
- Access to our experts around the world and in your region



Our **fully managed EX service** looks after your entire meeting-room environment, leaving your employees free to focus on more important matters. It extends to a range of communication and collaboration platforms, including cloud voice services on Microsoft Teams and Cisco Webex, Copilot for Microsoft 365, and the alignment of EX and CX within your organization.



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Why choose NTT DATA for your meeting-room management

We are a recognized leader in digital workplace services



Recognized as a Leader

2024 Gartner® Magic Quadrant for Outsourced Digital Workplace Services, Worldwide
Everest Group's Digital Workplace Services PEAK Matrix® Assessment, 2022
2024 Gartner® Magic Quadrant™ for Network Services, Global
2023 Gartner® Magic Quadrant™ for Managed Network Services, Global
Nelson Hall NEAT for Advanced Digital Workplace Services, 2021



#1 Microsoft Operator Connect partner and top performer for Teams telephony

Tier 1

global Cisco partner, delivering first-class service for more than 30 years

1M+ cloud voice and managed services users with Microsoft Teams & Cisco

65% contacts resolved with automation and bots

Top-tier global cloud communications provider

3.8M+ users supported
30M+ meetings hosted
10B+ minutes of cloud voice



One of the largest service-desk support user bases

23M+ annual service-desk contacts
6.2M+ managed users
2.5K+ service-desk agents

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Our Managed Meeting Room Environment platform in action:

Register for a live demo of our platform and get a first-hand view of the benefits we could offer to your organization:

- **Proactive monitoring and management:** See how we are able to manage everything from configuration to real-time monitoring, ensuring your meetings run smoothly.
- **Fast resolution of issues:** We'll show you how platform-driven automation resolves issues before they affect your users.
- **Operational efficiency:** By remediating issues remotely, we eliminate the need for costly on-site technicians.
- **Cost savings and sustainability:** Reduce energy costs by up to 40% – we report on power consumption at a device level, so you can manage power use more effectively.



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