



# Meeting A vs. Meeting B

How would you rather spend an hour?



Mindy, Bob, and their team are starting a new project. Will collaboration tools lead the meeting along a pleasant journey or into a pit of despair? See for yourself.

10:00

10:01 Meeting A begins.

10:01 Meeting B begins.

10:03 One-button sign-on

Everyone is connected over voice, video, and chat. Let's go.



10:06 Twelve-button sign-on

Ok, we're almost all signed in. Bob, we can see you, but we can't hear you. Hang on, let me—nope, now I've lost video too.

10:14 Ahead of the game

Mindy's team is already two slides into the presentation because their next-gen collaboration solutions made it easy to share the agenda ahead of time.

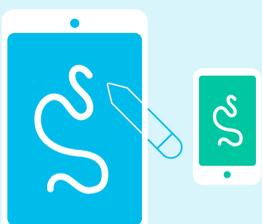


10:19 Not even in the game yet

Bob, are you there? The first 15 minutes are wasted getting the technology up and running.\*

10:24 Everyone brainstorming

From presentation to whiteboarding, with everyone involved. While Bob sketches out ideas on his tablet at home, Mindy adds in alternate ideas on the room board, and Sarah shares notes from her mobile as she zips to the airport.



10:27 Everyone just connected

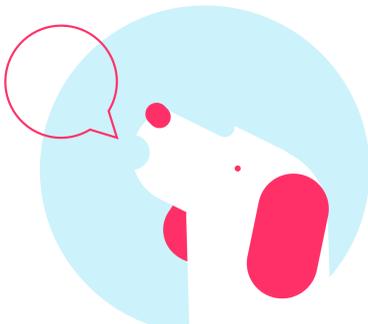
Bob can now see and hear the team, so Mindy recaps the presentation. Oops—looks like this isn't the latest version of the presentation. Mindy searches for the latest email chain and attachment.

10:39 Distraction spotted—and averted

Bob's expression falters—there's a potential roadblock. Mindy quickly invites an expert to the meeting. He's able to join easily so the team can address the challenge while staying on track.

10:36 Distraction heard—on repeat

While everyone listens to Bob's dog frighten the mailman, screen sharing cuts out. Mindy tries to email the presentation out to the team, and Sarah signs off—she needs to board her plane.



10:47 Done

Everyone leaves the meeting and, throughout the day, easily connects on their collaboration platform. Bob uploads work in progress, the team responds, and the expert answers questions.



10:53 Not done

Meetings that use video finish on time 73 percent more often than those that use audio only.\* This meeting has a long way to go.

A few people have to leave, so Mindy uses an email chain to send out next steps.

She doesn't realize that Bob isn't on the chain. Sorry, Bob.

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\*Are You Ready for the Meetings of Tomorrow?: A Guide to Choosing the Best Online Meeting Provider, ZK Research, Sept. 2017.