THE ROLE OF I.T. IN 2021 AND BEYOND
TECHNOLOGY LEADERSHIP PANEL Q&A

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Q: Are you all using Enterprise Zoom, or MS Teams, or Cisco, or other?

A: We leverage a combination of cloud platforms including all that you mention, and in some cases, multiple platforms within our organizations, as our users often need to meet and collaborate with customers and partners beyond our primary platform. (Editor's note: This requirement is largely why Logitech created Swytch, our new product that makes meeting rooms far more flexible than one-platform-fits-all systems.)

Q: Which platforms and solutions could be used in a medical setting?

A: Logitech webcams, headsets, conferencecams, and room solutions are all collaborative healthcare solutions that can be used with the platform of your choice. Organizations use Logitech video products to provide personalized healthcare in outpatient settings, inpatient hospitals, and nursing home facilities. Now more than ever, Logitech helps healthcare providers and patients interact at a distance safely and effectively.

Q: We do have Google App for Education and the students use Google classroom in the school. During the pandemic we started using Zoom for online classes. Currently I see some of the schools are using Microsoft Teams. What's the difference?

A: Depending on your use case, all three platforms cited are great for educators and students. We recommend you qualify and rank your specific requirements—ease of use, scale, whiteboarding and content sharing, security, reliability at desktop and over the cloud—and choose the platform that works best for you. The great news is that Logitech hardware works with all of them and more.

Q: I am curious on what your standard conference room VC hardware is for the majority of your rooms. Also, are these standards changing upon re-entry to the office?

A: Great question! Logitech has designed and packaged our video collaboration products to ideally suit specific environments—desktop, huddle room, medium-sized room, boardroom—to make it easy for customers to scope and scale their requirements.

Q: Moving forward do you see your post-COVID-19 organizations returning to an all in-office environment or has your organization decided to stay mostly virtual? If virtual or hybrid, how are you maintaining the hardware in the vacated office space?

Q: As we begin (continue) our return to work, what type of spaces do you see organizations utilizing for video communications? Large conference rooms with people spread out? Medium conference rooms designed for 4-8 people now being used by 1-3 people or even "phone booths" with monitors and small Logitech MeetUp or Brio systems?

Q: How do you see the conference room spaces changing when employees go back to the office? Are larger rooms going to be broken into smaller spaces in order to manage the growth in video calls and also to minimize or control the number of in-person participants?

A: Early reports and surveys regarding the return to office indicates that social distancing will be critical for easing user concerns about shared spaces, and that this will factor into meeting room layouts and design, with everything from room ingress and egress to the total number of meeting rooms, to seating arrangements and touchless interfaces being considered.

Q: With how quickly the pandemic changed the day-to-day for our end-users, how did you handle the shortage of video conferencing equipment?

A: We adopted a variety of strategies for video-enabling the sudden influx of video end-users, ranging from

providing them with a stipend for purchasing what they needed for remote work to providing a list of certified and approved hardware they could choose from.

Q: I was building out Teams/Logitech Meeting Rooms and had to pivot to supporting Teams Live Events which really saved our business by being able to remotely manage live events for a Global audience. To what extent did you have to start supporting/producing virtual events from home?

A: Providing our executive team with the ability to communicate in high quality was critical (especially in the early days) for setting expectations and demonstrating how remote work could be done. That said, we had to ensure that variables like audio quality, lighting, framing, backgrounds, their ability to use the tools within the platform, and even things like making sure the "mute" function was activated at the right time, were all accounted for. At first it was somewhat trying, but as people became more comfortable with the technology, our live event quality improved.

Q: Would you be able to provide more info as to where I can purchase Swytch? We're currently transitioning from RingCentral to Zoom Rooms and that would be helpful to allow us to utilize both products in conference rooms.

A: Yes! Please visit www.logitech.com/swytch or contact your Logitech representative or partner to learn more.

Q: When will Logitech certify Swytch for Google Meet? My understanding is that it is not yet certified for Google.

Q: Does Logitech have a timeline to resolve technical issues with Logi Capture on the new Apple silicon products?

A: At this time, the date for those capabilities is undetermined.

Q: How did you support your organization in adopting the meeting room conferencing system? Was hardware training/hand-holding required?

Q: As you deploy new technologies with the goal of business continuation and connection, what are your organizations doing to help drive the understanding, adoption, and acceptance of the new methods and tools?

Q: What tools can we use to include hard-of-hearing, restricted sight, and also those with limited English all on the same meeting?

Q: Has anyone encountered issues with users needing to use VPN to access protected apps but experiencing audio/video issues because the VPN was not designed for split-tunneling to support Teams.

Q: Much talk in the VC world about VR and AR within Enterprise. What does the panel expect in terms of VR and AR for the purpose of remote collaboration?

A: As video adoption has obviously accelerated in the last several months, ensuring the proper level of support for end users—especially those not comfortable with the technology—has been critical. That has involved everything from dedicating a help desk for video-related questions to providing them with tip sheets for using the technology, and ensuring their connectivity is reliable and secure (which at times are not always complimentary). Usage and adoption reports have been very helpful in providing us visibility into challenges and opportunities for improvement as the return to office gradually commences. We'll use these same tools in the meeting spaces and leverage technologies like people counting and occupancy reports to ensure our users are leveraging the technology and complying with environmental and facility-related requirements.

Q: Who played the live music for the event? Where can we find more information about him?

A: Conner Cherland was the special artist who performed throughout the event. If you are interested in hearing more of his music or attending an upcoming show, please visit **connercherland.com**