



# How to Enhance the Performance

of Your Meeting Room Technology



**6** Ways to Optimize  
Your Audio Video  
Conferencing Environment

# Introduction

Video conferencing is an essential tool in today's business world. Employees use conferencing software, dial-in options, and in-office Meeting Rooms to connect with each other and their clients anytime, from anywhere.

As organizations optimize their physical workspaces and technology stacks for hybrid work, providing users with reliable Meeting Room experiences remains a top priority.

Unfortunately, legacy tools or hard-to-follow processes make it tough for employees to connect remotely and can significantly decrease office productivity.

In-office employees might waste five or ten minutes of each meeting getting set up on the big screen, connecting to the right audio device, or admitting remote attendees to the call.

Along with frustrating experiences and delays, subpar Meeting Room configurations can lead to critical security concerns, like unauthorized users gaining access to a private meeting or the confidential files shared on a recent video call.



**IT and facilities teams must design Meeting Rooms that consistently function as intended, so users intuitively know how to get meetings started — and keep them running without interruption.**

Audio-Video (AV) capabilities form the foundation of most modern Meeting Rooms, often through a well-known conferencing software like Microsoft Teams, Zoom, or Cisco.

However, optimizing your organization's AV environment goes beyond simply purchasing and rolling out one of these solutions on your existing equipment. Instead, you'll need to invest in the "day two" success of your Meeting Rooms, by equipping your employees with the tools and training they need to use your AV conferencing solutions to their fullest potential.

Here are several ways to improve the functionality and adoption of your Meeting Room solutions:

# Tips & Recommendations

## 1. Look For Purpose-Built Meeting Room Tech

Some employees might imagine that simply plugging a laptop into a conference room TV is an adequate solution for hybrid meetings.

However, this approach leads to a disjointed, often frustrating experience when audio, video, and screen-sharing capabilities don't work as intended. It can also cause networking issues as multiple devices compete for WiFi bandwidth.

Rather than asking your employees to make do with their laptops, **implement specially configured Meeting Room solutions that account for the nuances of hybrid work** and in-office conferencing.

## 2. Prioritize Training & Team Adoption

Even the most impressive AV conferencing setups won't streamline collaboration if employees don't know how to use them or are hesitant to start using them in the first place.

Your organization must **support its Meeting Rooms with training programs and documentation**. These resources should teach your employees how to use the tools at their disposal, including how to minimize security risks, maximize productivity, and help maintain in-office solutions.

Alongside initial training, communicate with your end-users about any changes to your workplace tech environment, like new equipment or a software update that will impact how they use your Meeting Rooms.

## 3. Make a Plan for Change Management

As technology continues to evolve, your AV conferencing environment should evolve along with it. However, updating certain tools or systems in a vacuum can lead to disastrous ripple effects across your tech stack.

An update to one tool can "break" another, and inherently changing the way your environment functions can be disruptive if it's not properly accounted for.

The good news is, you can **develop a proactive change management plan** to keep your environment functional and scalable over time. This plan should account for the impacts of software updates, additions to your tech stack, and new feature rollouts, as well as how you'll adjust internal processes and training to account for these changes.

## 4. Keep Up With the Latest Tools & Features

Conferencing platforms roll out new features on a near-consistent basis, each of which has the potential to add significant value to your Meeting Rooms and improve collaboration for your employees.

However, you won't reap the benefits of these new features if your IT teams aren't aware of their release dates or if your other employees don't know they're available.

As you develop ongoing management and maintenance plans, account for upcoming feature releases. **Give technical teams time to research — and deploy — available features and updates** to ensure your organization is getting the most out of its Meeting Room solution.

## 5. Stay on Top of Patch Management

AV conferencing equipment forms the foundation of your employees' Meeting Room experience, but it's not the only equipment that impacts connectivity. Your end-users also need reliable, updated computers to use when they're working remotely or moving between conferencing spaces.

If devices go too long between updates, they may slow down or certain applications may become incompatible with one another. If they're updated inconsistently or by an inexperienced user, a well-intentioned update could accidentally break other critical backend features.

A well-defined patch management process **ensures all of your organization's computing devices stay secure and up to date** by automatically scanning for and implementing software updates. These updates fix bugs, introduce new features, optimize system performance, and generally enhance the back-end and front-end functionality of employees' computers.

## 6. Invest in Proactive Monitoring & Maintenance

Your AV conferencing environment isn't a set-it-and-forget-it solution. Your IT team must continuously monitor system activities to ensure your solutions and the processes behind them serve your organization in the long term.

In-house management can be costly and time-consuming for even the most experienced teams. What's more, it only gives you visibility into what's happening in your own environment.

As you look to the long term, **consider partnering with a managed services provider (MSP) that specializes in AV conferencing solutions**. Your MSP can take on ongoing maintenance tasks while also leveraging insights from their other clients to efficiently resolve issues and uncover optimization opportunities.

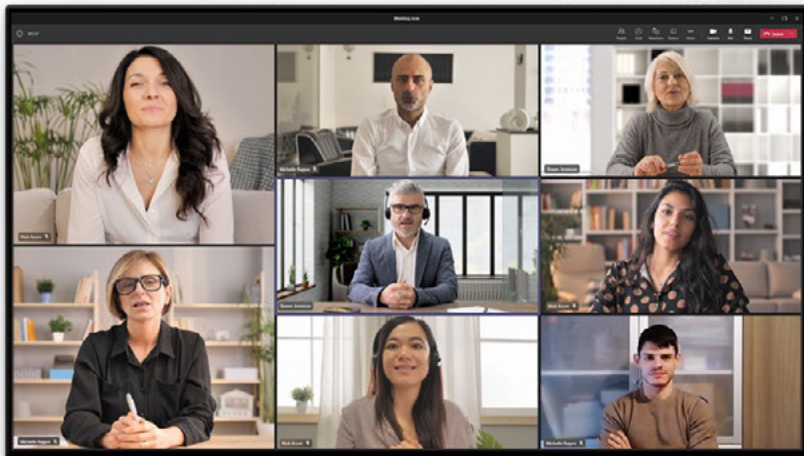


# Conclusion

## Improve Meeting Room Performance with a Trusted AV Managed Service Provider

Above all, your organization's AV solutions should streamline engagement so your employees can collaborate and work efficiently.

The right MSP partner allows you to upgrade your environment, improve collaboration, and optimize system performance, even as you scale. Plus, they bring industry expertise and real-world experience to help you solve challenges and unlock efficiencies across your tech stack.



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