



Mastering IT Challenges: Maximizing Microsoft Teams with Logitech Rally Products

How Logitech Rally Solutions Enhance
Flexibility, Scalability, and Cost-Efficiency
with Microsoft Teams

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OCTOBER 2023

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Image courtesy of Logitech

Redefining the Modern Workplace with Microsoft Teams

The term 'new way of working' is fast becoming outdated. As we move further into the post-pandemic era, it's evident that these work modalities are here to stay. A Pew Research survey⁽¹⁾ revealed that over 75% of U.S. workers whose jobs are compatible with remote or hybrid models have already embraced this trend. Similar patterns are being observed globally by The Futurum Group. Amidst these changes, many IT decision-makers are making a strategic move: they're going all-in on Microsoft Teams as their Unified Communications platform. If you are among them, The Futurum Group applauds you as you transition to focusing on the principles—or challenges—that matter in this paradigm shift.

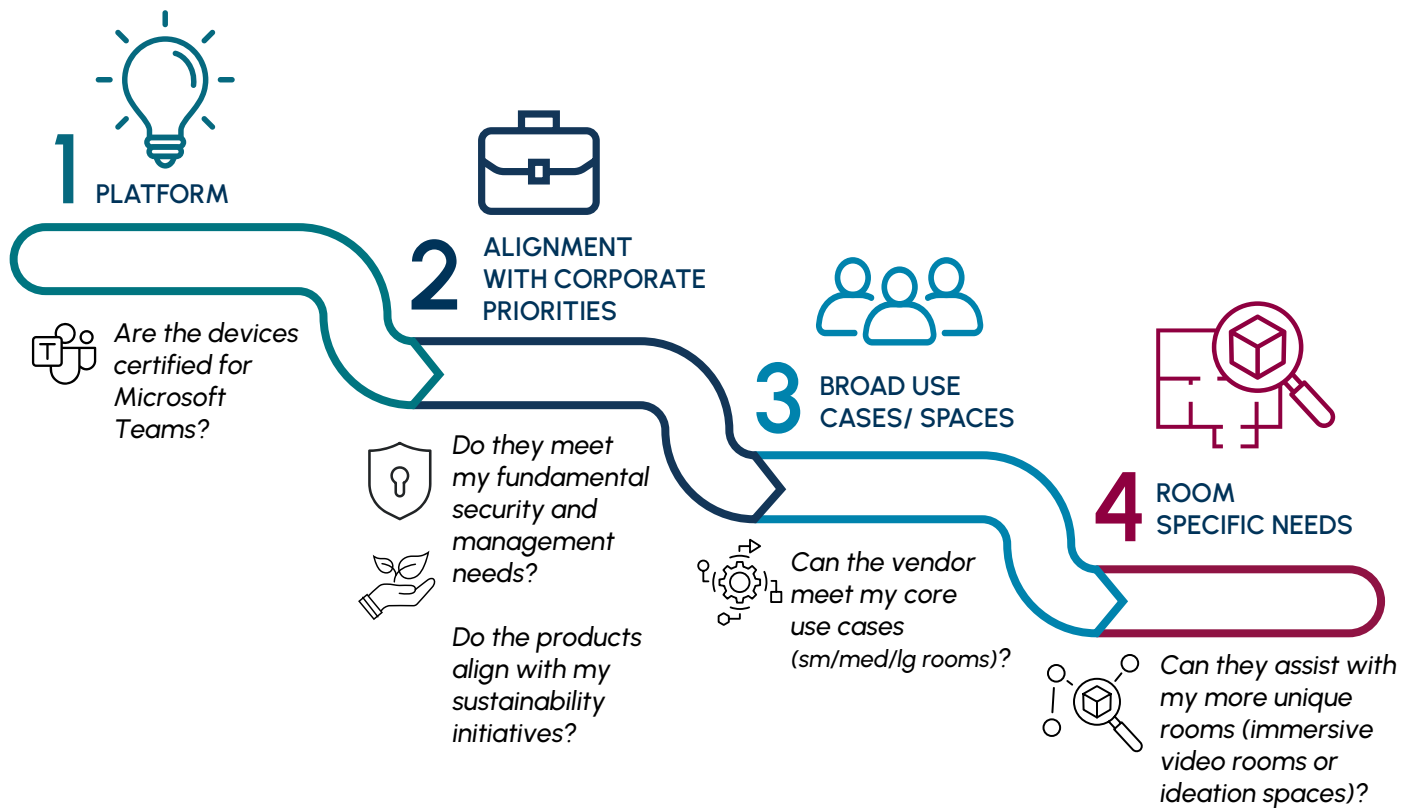
For example, one of the biggest challenges today is ensuring that meeting attendees feel like they are seen and heard—and can see and hear—regardless of their location. Organizations learned how to run successful virtual meetings during the pandemic, but hybrid meetings are significantly more complex.

Beyond this, IT leaders are grappling with novel challenges: reimagined workflows, evolving office utilization strategies, and shifting workforce policies. The conversation around workplace collaboration technology has expanded, with departments like HR and Facilities voicing their requirements. At the same time, IT's role has grown more intricate.

Given that many IT decision-makers have already adopted Microsoft Teams as their communication and collaboration solution, it's evident that while it represents the future of work, it also introduces a new set of challenges for IT to address.

(1) <https://www.pewresearch.org/short-reads/2023/03/30/about-a-third-of-us-workers-who-can-work-from-home-do-so-all-the-time/>

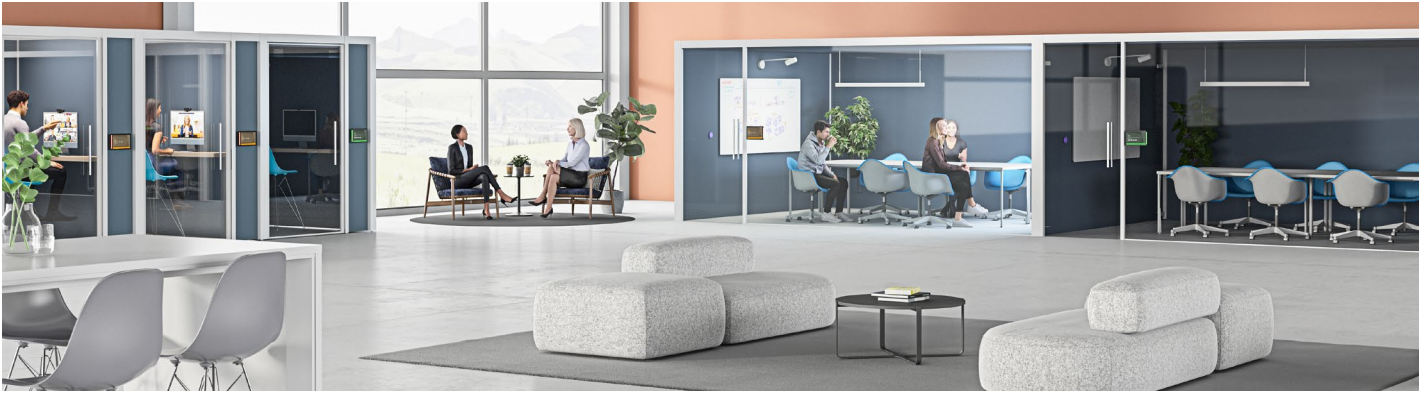
The Flow of Hardware Decisions Once Committed to Microsoft Teams



Once your organization has committed to Microsoft Teams as your primary UC platform, it does not mean your hardware decisions are a simple follow-up action item. Quite the opposite—making hardware decisions for a Microsoft Teams ecosystem can be daunting. There are many different vendors and products to choose from, and it can be challenging to know where to start.

The Futurum Group understands the importance of making the right hardware decisions for your organization and advises our clients to think of the process as a series of decisions. The best hardware partners for Microsoft Teams should be able to provide answers to all the questions in this sequence:

- Platform: Are the devices certified for Microsoft Teams Rooms?
- Alignment with Corporate Priorities: Do they meet your fundamental security and management needs? Do the products align with your sustainability initiatives?
- Broad Use Cases/Spaces: Can the vendor meet your core use cases in small, medium, and large meeting rooms?
- Room Specific Needs: Can they assist with your more unique rooms (immersive video rooms or ideation spaces)?

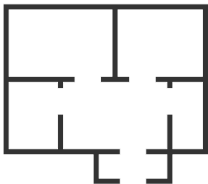


Critical Challenges for IT Management in the Current Environment

Even with the clear understanding that your UC deployment will focus on Microsoft Teams, decision-makers within the IT department still face significant challenges in enabling video conferencing that serves today's remote and hybrid use cases. The video conferencing systems and processes that were quickly implemented during the pandemic lockdowns may not be sufficient to support the hybrid workplace in the long term. Based upon our conversation with IT professionals, here are some of the top challenges facing IT departments as we ask more from our collaboration solutions:

Complex Room Layouts

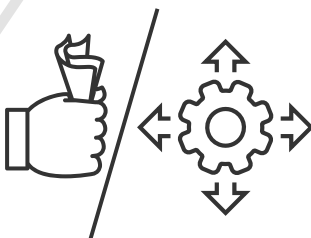
The office is growing beyond traditional conference rooms into a multifaceted environment of specialized spaces and new Microsoft Teams use cases.



IT teams are grappling with the growing demand for high-quality, simpler video systems across a diverse range of room types, extending beyond traditional small, medium, and large spaces. They must also manage video and audio quality in various settings like the Microsoft Teams Front Row experience, focus rooms, flexible meeting rooms, and collaboration areas. This, in turn, has led to greater complexity in every facet of IT, from planning and provisioning to deployment and maintenance.

Affordability vs. Scalability

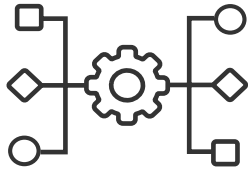
Finding the right balance of cost and fit is vital, especially when ensuring consistent Microsoft Teams performance across various room sizes. You're trying to ensure that whether it's a huddle room or a large conference area, everyone gets the same high-quality experience when they connect to a meeting. But here's where it gets tricky: what if you have to duplicate that feat for not just ten rooms but 200 or 500 across multiple sites or geographic locations?



It's not just about choosing a room solution that works well in one or two settings. You must find a product portfolio that's both budget-friendly and versatile enough to be rolled out across many different rooms and even campuses. Each of those deployments has to maintain the same quality and user experience, no matter how many spaces you video-enable.



Diverse Technology Stacks



Imagine your IT setup is like a busy airport, where different terminals represent various Unified Communication (UC) platforms such as Microsoft Teams, Zoom, and Google Meet. Even though you may have standardized on Microsoft Teams, your employees are like travelers who occasionally need to travel between these terminals to catch their next "flight" or meet with people and organizations outside your UC platform. Sounds hectic, doesn't it? The Futurum Group confirms this complexity, revealing that nearly half of all businesses have more than one UC platform they officially support. ⁽²⁾ This tech diversity demands agility from IT akin to a Swiss Army knife. They must ensure their conferencing devices can navigate this intricate maze, offering a frictionless experience for end-users regardless of the UC platform.

Stakeholder Management

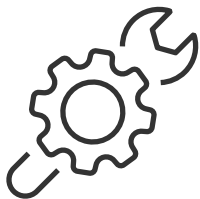


ITDMs (Information Technology Decision Makers) need communication tools that not only solve technical challenges but also contribute towards broader organizational objectives such as HR, Corporate Real Estate, Facilities, and even Procurement. For instance, HR can streamline hiring, cutting both time and costs. Remote work reduces the need for physical space, lowering rent, utilities, and office equipment costs. Procurement faces its own challenges, balancing costs against vendor management.

All of this emphasizes the need for a solution that meets diverse stakeholder requirements. There are financial benefits, as evident by Sun Microsystems saving \$68 million yearly in real estate or Dow Chemical and Nortel saving over 30 percent on non-real estate costs. ⁽³⁾

The shift to hybrid and remote work has unequivocally expanded IT's circle of stakeholders, making the selection of a one-size-fits-all solution an increasingly complex endeavor.

Maintenance and Manageability



For IT teams, the initial setup of a video conferencing system is just phase one. IT also needs good tools to care for this "digital landscape." Teams Admin Center is a powerful management tool that helps manage the Teams Room Account and Team Room Software, but it does not provide detailed information and control over the hardware. You still need something to run firmware updates, troubleshoot glitches, or gather room occupancy and utilization insights while minimizing the need for hands-on intervention at individual locations.

With the increasing usage of these systems daily—research from the Futurum Group indicates that more than 80% of meetings involve one or more remote participants ⁽⁴⁾—your video conferencing devices are becoming more critical to your user base. More meetings likely mean greater scale and complexity of your video conferencing estate and create a greater imperative to manage, maintain, and optimize uptime centrally and remotely.

⁽²⁾ The Futurum Group research shows 48% of enterprises have more than one IT-managed UC platform in use.

⁽³⁾ <https://globalworkplaceanalytics.com/resources/costs-benefits#toggle-id-5>

⁽⁴⁾ Microsoft Teams Certification forthcoming Q4 2023

Exploring the Rally Family of Products



image courtesy of Logitech

The Logitech Rally portfolio offers a range of versatile video conferencing solutions designed for various room sizes and use cases. And all of them are certified for Microsoft Teams Rooms. From the compact Rally Bar Huddle, ideal for smaller meeting spaces, to the more versatile Rally Plus system, capable of accommodating larger conference rooms or modular meeting spaces, the product range offers extensive Microsoft Teams Rooms integration features.

As a lead research director at Futurum Group, I've had the opportunity to review video conferencing products from the top vendors in the market. I have been impressed with how the single portfolio from Logitech covered four popular meeting room archetypes.

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| <h3>Conference rooms</h3> | <h3>Huddle space</h3> | <h3>Ideation space</h3> | <h3>Immersive space</h3> |
| <p>Solutions for traditional conference rooms feature a front-of-room camera, touch controller, and add-ons that extend the audio and video coverage within the room.</p> | <p>Ideal for deploying video conferencing in smaller spaces for quick collaborations and ad-hoc meetings with solutions that are simple to set up and deploy at scale.</p> | <p>Brainstorming and creative ideation across distributed teams with intuitive and interactive solutions built for open and dynamic spaces.</p> | <p>In rooms designed for video conferencing, furniture design and camera placement allow in-room participants to be better seen and captured.</p> |

Each product in the series provides an optimized set of features, such as varying levels of zoom, audio pickup, expansion camera and mic pod support, and intelligent experiences like Speaker View and Grid View, to support these rooms as the physical space and people orientations change. Still, they all maintain consistent portfolio features that help Logitech stand out among competitors, such as thorough deployment options like PC-based setup, appliance-based, or BYOD mode, as well as Logitech's well-designed cable management and mounting features, allowing for flexible placements that fit the room setting, and cables that stay plugged in and connected.

The portfolio thus demonstrates a comprehensive approach to meeting the varied demands of modern, hybrid work environments. But its true prowess lies in tackling the intricate challenges discussed throughout this ebook.

Logitech Sight expansion camera for front-and-center view



Three Reasons Why the Logitech Rally Family of Products is the Ideal Solution

Let's delve into three compelling reasons that make the Logitech Rally portfolio not just a viable but an exceptional choice for navigating the complexities of today's hybrid work environments within a Microsoft Teams deployment.

1 Unparalleled Flexibility. Overcoming the complexities in today's work environments requires flexibility. Logitech offers IT flexibility from the start.



One Portfolio to Support all Deployment Types. Whether you prefer your endpoints to be Windows-based or Android-based solutions, the Logitech Rally family supports both USB and appliance modes, allowing IT admins to adapt to different technology platforms and end-user use cases. Either deployment type allows you to deploy native Teams Room experiences, enabling your end users to access Microsoft Teams features like one-touch join, direct guest join, content cameras to share physical whiteboards into the digital meeting, and proximity features like seamlessly transferring a Teams meeting from your personal device to the room.



Adaptable to Your Spaces by Design. The Logitech Rally family of products is one of the few in the market that can cover practically all your rooms, from the huddle rooms that require cost-effective solutions to the most complex boardrooms that require additional camera support of Logitech Sight and modular audio options of the Rally system, to immersive, video-first rooms like Microsoft Signature Teams rooms. Logitech also offers mounts, carts, or integrations with other [complementary AV partners](#).



Synergies with a Single Vendor. Logitech provides a cohesive, one-stop experience from desktop solutions to large conference rooms. It's not often you can get this from a single vendor.

2 Exceptional Resources for IT. The hallmark of an IT-centric portfolio is how it removes friction throughout the entire product life cycle—from the setup to the interop to the ongoing room management. This commitment to IT is how Logitech delivers reliability as much as functionality.



Logitech Sync and Logitech Select Services. Post-purchase, these tools provide confidence by simplifying management tasks, ensuring effortless maintenance and consistent performance. While Teams Admin Center can manage the Microsoft Teams Room Account and related software, Sync complements Teams Admin Center to give you comprehensive device management, advanced analytics, and maintenance assistance. In addition, Sync can manage the Rally portfolio and Logitech personal collaboration devices within the same management tool.

Ensure additional reliability alongside functionality by adding the optional Select service, which provides front-of-the-line access to expert assistance, advanced replacements, and extended warranties.



Integrated Design for Aesthetics and Functionality. Logitech believes design matters—and should show throughout the physical meeting spaces. Small but important details like multiple mounting options and cable management make deployments quick and streamlined. Similarly, the Logitech user interface (UI) is an intuitive design that reduces complex support needs. Holistic, expert design enables uniform, high-quality meeting experiences irrespective of the user's device or location.



Certifications with UC Platforms that Matter to You. While Microsoft Teams certification is undoubtedly a priority for many IT executives, there's inherent value in products also certified by other leading UC platforms. Such wide-ranging certifications assure versatility, adaptability, and future readiness. Logitech, recognizing this, ensures that the Rally portfolio is not only optimized for Microsoft Teams but also holds certifications with other major platforms like Zoom and Google Meet. This multi-platform certification simplifies system management, reduces interoperability concerns, and provides flexibility for evolving collaboration needs and cross-platform interactions.

The Logitech Value Does Not Stop With the Rally Family

Part of the appeal of choosing Logitech is that value goes beyond the Rally family of products. Consider the following:

Audio and Video AI that Integrates with Microsoft Teams:

Logitech RightSense AI technology, a cornerstone of the Rally family, has been meticulously designed to work in tandem with advanced features available in Microsoft Teams Rooms. RightSense not only guarantees clear audio via RightSound and optimal lighting through RightLight but also enhances the video quality by seamlessly integrating with Microsoft IntelliFrame features, ensuring participants in Microsoft Teams meetings are framed optimally regardless of their position in the room.

Seamless, User-Focused Design:

Logitech doesn't just build technology; they craft experiences. The design continuity of the Rally family enhances user engagement and ensures that your team focuses more on the meeting and less on the technology.

Versatile Add-Ons with Sight, Tap Scheduler, and Scribe:

Round out your conferencing ecosystem with the addition of other in-room devices such as [Sight to expand the front-of-room camera coverage](#), [Scribe to make analog whiteboards more inclusive for remote participants](#), and [Tap Scheduler to make it easy to see meeting details](#) and reserve a room for ad hoc or future meetings. These aren't mere add-ons; they're integral to the room solution narrative, extending your options in terms of flexibility and functionality.

3

Best-in-Class Total Cost of Ownership (TCO). Tailored for Microsoft Teams, the Logitech Rally portfolio is a comprehensive, budget-friendly strategy for conquering the challenges of hybrid work environments.



Designed for Scalability. The Rally family is meticulously engineered for scalability, offering an economical pathway to expand your video conferencing capabilities across multiple rooms or even entire buildings without breaking the bank.



Save Time on Maintenance. With software tools and portals like Sync, you can streamline provisioning, control updates, and monitor devices all from one centralized place. Add premium features to get additional insights and proactive alerts to optimize uptime.



Commitment to Customer ROI. With a robust commitment to continuing to partner on Microsoft's innovations in collaboration and staying in sync with customer needs, Logitech goes above and beyond to ensure you experience a maximum return on your investment. They prove this through value additions at every stage of the video solution life cycle. For example, Logitech uses CollabOS, its device operating system, as a vehicle to add new device features for in-room improvements, an expanding list of new third-party capabilities, and deeper integrations with the rest of the Logitech ecosystem. Your success is Logitech's priority.

The Futurum Group's Conclusion On Rally Meeting Room Solutions Tailored for Microsoft Teams



Image courtesy of Logitech

In analyzing the Logitech Rally lineup, it's clear these products are meticulously crafted to cater to the intricate challenges IT leaders face, especially in a Microsoft Teams-centric hybrid work environment. A lot is being thrown at you as you work to align your organization's communication and collaboration technologies—new room configurations, new stakeholders, alignment with more than one UC platform, and the struggle between affordability and scalability. These products and solutions step up to all these challenges.

There is much to like here: The Rally family stands out with its seamless Microsoft Teams integration across room sizes and use cases. Logitech values its integration with Microsoft, extending offerings and services that emphasize this commitment. The proof points can go on.

In today's dynamic IT realm, the Logitech Rally family emerges as a solution tailored for Microsoft Teams, addressing the urgent challenges IT administrators currently face.



About Logitech

Logitech helps all people pursue their passions and is committed to doing so in a way that is good for people and the planet. The company designs hardware and software solutions that help businesses thrive and bring people together when working, creating, gaming, and streaming. Founded in 1981 and headquartered in Lausanne, Switzerland, Logitech International is a Swiss public company listed on the SIX Swiss Exchange (LOGN) and the Nasdaq Global Select Market (LOGI). Find Logitech and more of its business products and enterprise solutions at www.logitech.com/business, the [Logitech for Business blog](#), or [@LogitechBiz](#)



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The Futurum Group is a global technology research and advisory firm for high-tech. We focus on research, market intelligence, analysis, advisory, lab evaluation, marketing, and lead generation services. The Futurum Group's range of services is focused on analyzing emerging and market-disrupting technologies, identifying and validating trends, delivering data and insights, and developing and executing sales and marketing campaigns that empower clients to find and leverage their competitive edge.

More than 200 of the world's leading technology companies are growing their relationships with The Futurum Group, including 14 of the top 20 global technology companies. The Futurum Group has established lasting trust with its clients, as evidenced by the 99% annual renewal rate of those who opt for a retainer arrangement.

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About the Researcher

Craig Durr is a Research Director for The Futurum Group and leads the Workplace Collaboration practice, focusing on the services, technologies, and devices that empower seamless connections between businesses, employees, and customers.

His expertise encompasses comprehensive market analysis, sizing projections, product evaluations, emerging trends, and end-user and buyer expectations. In addition to following the technology, Craig also studies the human elements of work - organizing his findings into the workforce, the workplace, and the workflows - and charting how these variables influence technologies and business strategies.

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