MAKING MEETINGS MORE EFFECTIVE
IMPROVE PRODUCTIVITY WITH WiDi TECHNOLOGY
Despite the growth in collaboration and communication technologies, on-site meetings and informal break-out sessions are still important mediums for enabling such sharing between colleagues and customers.

Yet many organisations are failing to make the most of this collaboration time. According to a survey conducted by Epson and the Centre for Economics and Business Research (CEBR), wasted meeting time costs UK businesses £26 billion every year.

To maximise every minute and enable better outcomes, organisations need to deploy the right technologies in their meeting spaces. They need to deploy reliable and user-friendly technologies. And they need to ensure they are easy and economical to maintain.

Many organisations, however, are failing to achieve a balance between these requirements, with 16 percent of respondents citing IT failures as the main cause for wasted meeting time in the CEBR survey.

To ensure IT enables not encumbers meeting attendees, organisations need solutions that are standard across the business, simple to operate and are easy to set up.

---

CABLES EQUAL COMPLEXITY

Meeting room technologies usually comprise a screen, either a projector or a large format display and the means to connect to it. Invariably it is local connectivity that causes the majority of issues.

Meeting attendees must battle with an assortment of cables to use their device – from HDMI and VGA to power and audio. Missing, incorrect or damaged cables are a common occurrence.

To add to the complexity, technologies develop rapidly, and meeting rooms are often not adequately equipped for the latest technology. For example, the latest Ultrabook or newest tablet often doesn’t have VQA connections.

Even with the right cables and the right connectors, it can be awkward to transfer connectivity to the screen from one meeting participant to another.

A cabled approach, however, is no longer the only option for organisations. Current alternatives include:

**Proprietary hardware solutions:** Providing seamless connectivity between screens and devices, they are typically designed for the consumer market and only compatible with specific devices.

**Standard WiFi-enabled devices:** While they can be effective, these are also often complex and costly to install, configure and maintain.

**Unified communications and collaboration solutions:** Great if you have them, but many organisations don’t and they generally still require cables and can be difficult to use especially for external meeting participants used to different technologies.

**Intel® Wireless Display Pro (Intel WiDi):** Widely available, easy to install and maintain, Intel WiDi is a cost-effective and practical option.

TECHNOLOGY FOCUS: INTEL WIDI PRO

- Enables wireless connectivity between Intel devices and displays
- Encryption ensures content is only viewable on the selected screen, as intended
- Multiple presenters can quickly transfer connectivity to one another
- IT departments can update settings remotely on enabled displays
- Prevents corporate WiFi usage issues
With no cables or complicated configuration, Intel WiDi Pro makes it quick and easy for users to stream content to displays direct from their devices, whether in meeting rooms or informal break-out areas. It is also simple to swap display access between presenters, while maintaining security, as content is encrypted and only made available to the selected display device.

Designed with security in mind, Intel WiDi Pro uses a six-digit PIN to pair the source and display devices, and confirmation is required from the user before streaming content. The solution also offers support for dual band frequencies, which enables organisations to configure a separate direct channel for wireless display, preventing outsider access to the network. Additionally, WiDi Pro-enabled devices can be managed remotely using the solution, thereby offering a secure hardware level channel.

Intel WiDi Pro is therefore straightforward and cost-effective to rollout across the entire enterprise, and easy for the IT department to maintain.

**GETTING IT RIGHT FIRST TIME**

As with any workplace deployment, organisations need to ensure that Intel WiDi Pro matches current and future workstyles. User profiling exercises can help establish the IT needs for different user types to support IT investment decisions in the workplace.

WiDi requires limited investment, however deployment must be consistent to ensure the solution is robust – and therefore adopted by end users. Unreliable collaboration technologies can be worse than deploying no technology at all.

By working with an experienced workplace IT partner such as Computacenter, organisations can take advantage of a best practice approach to rolling out, maintaining and maximising their use of Intel WiDi – as well as other key collaboration technologies. As an appointed partner we are also be able to help establish compatibility of both source and display devices across the enterprise.

Using Intel WiDi Pro as part of a broader workplace collaboration strategy can help organisations improve productivity, accelerate decision-making and enhance employee relationships.

With these benefits and a low total cost of ownership, Intel WiDi will soon earn its place in the workplace IT portfolio and help make meetings more collaborative and more successful.

---

**BUSINESS BENEFITS: INTEL WiDi PRO**

- Effective and efficient meetings
- Greater employee satisfaction and productivity
- Simplified IT support and lower operating costs
- Enhanced collaboration with employees, customers and partners

**COMPUTACENTER’S WORKPLACE IT CREDENTIALS**

- Computacenter helps organisations select and provision workplace IT based on their the business needs and user workstyles
- We have been helping customers create more meeting room solutions for more than 15 years. In 2012 we integrated 233,000 audio-visual solutions
- We provide bespoke online IT procurement catalogues, which feature thousands of workplace devices from desktops, laptops, tablets, smartphones and peripherals
- Our supply chain services include benchmarking, user profiling, product fulfillment, build management, configuration, logistics and disposal
- Computacenter works with all the major workplace vendors, including Microsoft, NEC, Samsung, Lenovo, Dell and HP
MORE INFORMATION
To discover how Computacenter can help you establish a more collaborative workplace please contact your Computacenter account manager or call 01707 631000

For more information, please contact workplace@computacenter.com
Alternatively visit www.computacenter.com/workplace
Computacenter is a leading independent provider of IT infrastructure services and solutions. From desktop to datacenter, we help our customers minimise the cost and maximise the value of IT to their businesses. We can advise organisations on IT strategy, implement the most appropriate technology, optimise its performance, and manage elements of our customers’ infrastructure on their behalf.

Computacenter operates in the UK, Germany, France and the Benelux countries, as well as providing transnational services across the globe.