Cloud-Based Video Conferencing

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Learn to:

- **Build trust by communicating face to face**

- **Use cloud-based video conferencing creatively within your business**

- **Pick the right solution for your company**

Deborah Ng

About Blue Jeans Network

Blue Jeans Network's mission is to make video communications as easy and pervasive as audio communications, enabling more effective collaboration at work, at home, and on the road. The Blue Jeans cloud-based service makes this possible by enabling customers to connect with each other over video from practically any device while sharing content that supports the discussion.

Blue Jeans wants to make it simple for individuals and employees throughout an enterprise to interact more effectively with each other, and with their customers, partners, suppliers, family, and friends.

For more information go to: bluejeans.com or follow the company @BlueJeansNet.

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Blue Jeans Network Special Edition

by Deborah Ng

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Publisher's Acknowledgments

Chapter 1

Using Cloud-Based Video Conferencing for Your Business

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In This Chapter

▶ The benefits of face to face

▶ Getting your head in the cloud

▶ Increased flexibility means increased productivity

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*M*eetings have changed. Remember how you used to fly across the country to meet a supplier or take the train into the city for a job interview? Today, your physical presence is no longer mandatory. With the ability to meet *virtually,* long commutes and whirlwind cross-country meetings can be bypassed. Welcome to the world of *cloud-based video conferencing.*

In this chapter, I explain why cloud-based conferencing should be a consideration for all businesses, but especially those requiring a lot of interaction with clients, team members, students, and customers.

About This Book

If I did my job right, *Cloud-Based Video Conferencing For Dummies,* Blue Jeans Special Edition, will show you the importance of using video conferencing for your business. I touch on some of the benefits of cloud-based video conferencing, talk about what to look for in a video conferencing platform, share some tips for a productive conference, and even discuss some use cases that go beyond the obvious.

If I really want to direct your attention to a specific bit of information, I use icons to alert you to what's coming next. The icons are as follows.

The information in paragraphs marked by the Remember icon is important. The icon allows you to easily spot the information when you refer to the book later.

The Tip icon indicates useful and helpful information.

This icon marks places where technical matters, such as protocols and whatnot, are discussed. Sorry there's no getting around it.

Why Video Conferencing?

Would you prefer to do business with someone you could see and talk to, or someone you could only hear or send emails to?

If you said face to face is more important, you're not alone. People are more comfortable talking with folks they can see. When you can see a person's reactions

and mannerisms, you tend to trust that person more. In fact, studies prove that people prefer face-to-face meetings as opposed to something more anonymous. That's why video conferencing is so vital. It's a much better way to communicate, and it adds the element of trust.

> **TIP** The latest and greatest video-conferencing solutions also support screen sharing, in-meeting text chat, recording, and other collaboration features that make the face-to-face interaction more productive.

Video conferencing also saves your company money. For example, businesses can bring in guest speakers and corporate trainers without having to pay travel expenses. In the past, video conferencing required dedicated meeting rooms. Now, meeting attendees don't have to leave their offices or cubicles. In fact, video conferencing requires little more than a laptop. Today's video conferencing allows easy interaction from the comfort of your office or home — or when you're on the road.

When employees are happy and comfortable, they're more productive. In short, video conferencing powers virtual teams. Video conferencing can cut costs and reduce overhead because staff doesn't necessarily have to come into the conference room, or even the office. Conversely, if you *are* in a conference room, you can easily interact with those who aren't.

> **REMEMBER** Brands that use video conferencing to reach their clients, customers, and internal teams are thought of as innovative — discussions move beyond the back and forth world of emails and calls. Face to face enables you to get your business handled effectively and in a timely manner.

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And don't forget that video conferencing can be used in many different environments. Teachers can interact with off-campus students, lawyers can discuss important cases with clients, and engineers can meet with far-flung teams for daily check-ins. See Chapter 3 for more ways that cloud-based video conferencing can be of use.

A brief history of video conferencing

Video conferencing has been around since the late 1930s, but at that point wasn't much more than two closed-circuit televisions connected using radio or coax cable. At the New York World's Fair in the late 1960s, AT&T introduced The Picture Phone. Although it was very cool, it was an expensive, hard-to-use technology and didn't make it into the mainstream.

Many attempts were made to introduce video telephony or video conferencing in the 1970s and 1980s but they failed — mostly due to poor audio or video quality. Finally, in the 1990s, the technology became more refined and video conferencing started to make its way into the workplace.

It wasn't easy. Not everyone could afford the technology and the setup wasn't always convenient for everyone. And video conferencing tools needed to be set up in one location — say a dedicated conference room.

As you can imagine, early adopters learned of the many benefits and uses of video conferencing, especially the capability to allow telecommuting or to meet with clients from around the globe. Local businesses were able to grow their client base nationally and globally, because they were able to meet with clients and suppliers face to face.

Today, video conferencing has moved to the cloud, ushering in a new era within the industry.

What Is This "Cloud" You Speak Of?

You probably noticed the title of this book is *Cloud-Based Video Conferencing For Dummies.* So where does the cloud fit in?

TECHNICAL STUFF
The *cloud,* in Internet terminology, is an external server you access over the Internet. You can use the cloud to store data, run programs, or access sophisticated services.

Why is this a benefit?

Because you can subscribe to certain types of programs and services instead of developing and maintaining them yourself.

So How Does Video Conferencing Fit In?

With cloud-based video conferencing, all you need is a video-enabled device and an Internet connection — this could be a computer with a webcam, a mobile device, or a video system specifically designed for conference rooms. The point is that the cloud can connect whatever devices you already have. You can now participate in video conferences without the expensive hardware *bridges* that you needed in the past.

The benefits of cloud-based video conferencing abound, including:

✔ **Simple to meet from your own office:** In the office but can't find a conference room? Meet from your desk! Sometimes it's easier to take notes or share information with others on the call if you're in your own workspace.

Someone on the 10th floor can meet with some-
one on the 2nd floor without moving out of his
chair. A few saved steps may seem negligible, but
the time spent in elevators, climbing stairs, or
interacting with talkative co-workers does add up
in the long run.

✔ **Flexibility:** Cloud-based video conferencing frees
you from needing to be in a specific spot at the
time of the meeting because you can access your
video conference from any desk, in any depart-
ment, at any time.

And don't cancel your vacation because of a man-
datory meeting. As long as you have an Internet
connection and a computer, smartphone, or tablet,
you can use cloud-based video conferencing. Meet
from home, the coffee shop, the beach, or your
mother-in-law's.

✔ **Mobility:** Stuck in traffic and running late to a
meeting? No problem. Dial into the meeting from
your mobile device in audio-only mode or step
into a nearby coffee shop and join via video. Need
to join a meeting from an airport without Wi-Fi?
Use 4G from your phone or tablet.

✔ **Scalability:** You won't outgrow cloud-based video
conferencing because it's set up to add users on
demand and dynamically scale with your
organization.

✔ **More affordable:** Because you're working with the
cloud, your only cost will be the subscription to
the cloud-based service. There is no hardware to
purchase because you can connect to the meet-
ings with whatever video equipment you already
have.

✔ **Up to date:** With the cloud, you aren't purchasing hardware that will become out of date. Instead, you're purchasing a service that your service provider takes responsibility for updating. Providers like Blue Jeans typically make feature updates every 4-6 weeks.

> The best reason to use cloud-based video conferencing is that it gives every employee access to video meetings, from any location. Video conferencing decreases the time spent in meetings due to the impact of face-to-face interaction, which increases productivity. Staff will appreciate having flexible options.

Video conferencing offers freedom. Employees have freedom from being tied to a conference room and client meetings can take place all over the world. Who doesn't want to take advantage of that?

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Chapter 2

What to Look for in a Cloud-Based Video Conferencing Solution

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In This Chapter

▶ Searching out some specific features

▶ Taking a look at some video conferencing tips

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*N*ow that I've piqued your interest, don't run out and sign up with the first video conferencing service you encounter. Knowing what to look for could save you from a bad experience. Take some time to learn about the different services available and choose the one that best suits your needs. This chapter covers some of the features to keep in mind as you look around. You want to make sure you have the best solution possible for your business.

Ease of Use

Video conferencing doesn't require a lot of technical knowledge. Chances are, you already have everything you need on hand. The best video conferencing services allow you to log in, connect with the right people, and go.

REMEMBER Your video conferencing service should be intuitive — with no need to consult a manual or read instructions for each login. Communicating face to face should be a pleasure, not a frustration.

Your team and clients should also have smooth experiences. A reliable video conferencing service should allow anyone to access the conference from anywhere, without having to jump through a lot of hoops.

Choose a service that allows you to easily schedule meetings through calendar invites, rather than having to email a separate invitation. The less time spent on email, scheduling, phone calls, and other methods used to set up meetings, the more time you have for business.

WARNING! If it takes more time to log in than to take part in the video conference itself, you're not using the right service. Choose a video conferencing service that makes productive use of your time.

Quality of Experience

Have you ever been on a video conference where at least one person's video was choppy or participants were continuously dropped? Or perhaps you've had the joy of hearing an echo each time you spoke. These experiences can create frustrating conversations. If things get really bad, a video conference may be discarded without anything resolved.

Your video call experience should be clean and pleasant — without static, poor video quality, or dropped connections, and your video conferencing service of choice should have no problem assuring you of a productive meeting every time.

How can you tell if a video conferencing company is going to provide a quality service? Most should allow for a free trial, usually for a week or longer without cost. You should also be able to request a demo where a representative from the brand will run through how the service works. A free trial should be enough time to determine whether or not the service is reliable.

Don't settle on a video conferencing solution without at least several run-throughs. You want to be sure every experience is a positive one, and a single use isn't enough to go on.

Meet from Any Device

You must be able to access your video conferencing service from any device. If not, it defeats the purpose of that whole "you can do it from anywhere" thing. Today's business people are on the go and don't want to be chained to their desks. Though chances are they will be accessing the service from work, they should also be able to use it with tablets and smartphones.

Having that kind of flexibility means those who travel often for work don't have to worry about traveling back simply to attend a meeting. On the flip side, they no longer need to travel to a client's office simply to attend a meeting, either. It's this kind of adaptability that increases both morale and productivity.

Being global means adapting. Because a business on the other side of the globe isn't in the same time zone, you want to be accessible at your clients' convenience. This may mean having a video conference at night while your family is watching TV or playing video games. The ability to go into a quiet room, close the door, and have a video conversation via your cell phone will keep everyone happy.

Interoperability

Each company offers its employees a particular set of tools for things like instant messaging and video conferencing. But the tools on the market don't always connect seamlessly to each other.

For example, Microsoft Lync and Cisco Jabber are two of the most popular desktop communication tools for instant messaging and video conferencing, but they don't inherently connect to each other.

Conference room–based video systems from Cisco, Polycom, and LifeSize can largely connect to each other, but not to Lync, Jabber, web browsers, mobile devices, and other non-room-based video systems.

An interoperable cloud-based video conferencing service removes these barriers and enables users to connect into the same meeting from just about any video device or service.

If you're going through a merger or acquisition, finding a solution that can allow you to easily interact with new colleagues who use different communications tools can be very helpful.

Collaboration Features

When is a call more than a call? When you can turn your video conference into a full-fledged, collaborative meeting.

When choosing a video conferencing solution, look for the following features to complement the face-to-face conversation:

- ✔ **Content sharing**: A video conferencing service should offer a simple way for you to share a website, document, or presentation for discussion during your meeting.

- ✔ **Video sharing**: A good video conferencing solution enables sharing of video clips. For example, if a marketing team wants to solicit feedback on a video the team created for its brand, members can share it in real time during the video conference for all to see and remark on.

- ✔ **In-meeting text chat**: Chat allows you to make comments or share links while a meeting is in session without interrupting the person who is talking.

- ✔ **Meeting recording**: The ability to record, play back, and share your meetings is incredibly helpful. It's especially useful for team meetings, training sessions, and online learning so you can review what was discussed or share the meeting with folks who missed it.

Don't look for the cheapest solution, look for the best solution. Choose a video conferencing solution that offers the ability to do everything in the preceding list, and you'll find it pays for itself in no time.

Scalability

In the past, businesses bought hardware *ports* for each video participant. As a company grew, it would run out of ports, which meant it needed to purchase and install additional, expensive hardware.

When a video conferencing solution operates completely in the cloud, you don't have to deal with hardware, making the entire process more cost efficient and less frustrating. You can easily add licenses or virtual ports instantaneously, simply by telling your video conferencing service provider what you need.

> Scalability allows you to start small and grow as needed with the same solution.

Security

When you're looking for a video conferencing solution, you want private matters to be kept, well, private.

So how do you know if a video conferencing platform is secure? Here are a few things to look for:

- ✔ **Dial out, not in:** A *meet-me* cloud service allows everyone to dial out of his or her network into a secure cloud meeting location. This avoids the risk and hassle of opening up your firewall to accept incoming calls.

- ✔ **Encrypted meetings:** Encryption is a method of *scrambling* your meeting data while it's in transit to its destination so that only the right parties have visibility into your conversation.

- ✔ **Participant passcodes:** Assigning a randomized, temporary ID number for participants ensures that only those with the code can join.

- ✔ **Lock meetings:** You lock the door to your home at night, right? You should be able to lock your meetings after all the right people have joined.

Personalized In-Meeting Experience

You want to have as much control over your video conference as possible — and that should include the option to customize your personal meeting experience. Having the ability to change meeting layouts, mute or unmute yourself as needed, make the person who is speaking larger than everyone else, and even adjust the zoom setting for shared content are important factors to consider when choosing a video conferencing solution.

Administrative Features

Not everyone needs the keys to the kingdom. However, the right people (usually IT) need to have administrative access to manage the video conferencing service for their whole organization. Someone needs to be able to customize the security settings, add users, and perform other key administrative tasks.

Administrators can control or view the following:

- ✔ **Adding or dropping users:** Service administrators need the power to allow conference access to specific people. They also should be able to remove access and manage users.

- ✔ **Viewing service usage and statics:** Administrators should be able to see who's using the service from within the company, how it's being used, how often it's being used, and the duration of the meetings. Being able to monitor this data will help you determine how productive the service is, if it's worth the cost, and if your team and clients are receptive.

- ✔ **Auto-provisioning users:** You shouldn't have to manually create profiles for each employee within your company. You should be able to upload a spreadsheet with all the user information for your company, or leverage a single sign-on solution. You want employees to be able to log in with the same username and password they use for other company systems.

Support

Any video conferencing platform should have round-the-clock support. In addition to having your own customer service account manager who is available during regular business hours, a video conferencing service should also have a customer support team available after hours.

Tips for Video Conferencing

Video conferencing isn't difficult, but there are some simple things you can do to optimize your experience. Here are some suggestions for effective, professional meetings:

- ✔ **Check audio and lighting ahead of time:** Take some time to make sure your microphone is working correctly and you're not sitting in bad light.

✔ **Make sure you're in a professional environment:** Just because you're accessing your video conference from your bedroom office doesn't mean the people on the other end should see your laundry basket. Position the camera so it captures your desk area and make sure it's neat. If you're making professional video calls, be sure you're in a professonal-looking environment. People notice.

✔ **Keep your microphone muted when not in use:** You may want to mute your mic when it's not your turn to speak. If not, others might hear you cough, swallow, whisper, breathe, or beat your hands on the desk top.

✔ **Watch out for echo:** If you're joining from a location that's near another meeting participant, you may hear an echo. (For example, if both you and your cube neighbor dial in to the same call.) One way to avoid an echo is to use a headset.

✔ **Don't have side conversations:** Unless it's a full-fledged emergency, don't talk to people off camera. It's rude and unprofessional.

✔ **Try not to move around too much:** You don't have to sit completely still, but try not to be too fidgety because others will see you bouncing around on the other end.

✔ **Look directly into the camera:** Look at the camera when you're talking even if it's a little higher than face level. You want people to think you're talking to them, not the computer screen.

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Chapter 3

Some Use Cases for Cloud-Based Video Conferencing

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In This Chapter

▶ Examining some general business uses for video conferencing

▶ Knowing how different teams can use video conferencing

▶ Identifying role-specific use cases

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*C*loud-based video conferencing is now a widely accepted replacement for in-person and phone conversations. You don't need to travel, you can see the other person, and you can easily support the conversation with visuals, such as presentations.

These capabilities have opened up a whole new world of use cases, including the ability to interview candidates for an open position in your company and counsel someone on potential investments. You can do almost anything you can do in a brick-and-mortar office.

See you in the cloud!

General Use Cases

How can you use a video conferencing solution to meet the needs of your business? So many ways!

Global team collaboration

With video conferencing, you can bring the whole team together, even if part of the team is located on the other side of the world. With screen sharing, document sharing, and other collaboration tools, you can avoid a lot of back and forth emailing, too.

REMEMBER

Everything you need for your meeting is right there at your fingertips, ensuring a more productive meeting — and team.

External meetings

Your team isn't the only thing that's global — your business is, too. Thanks to video conferencing, you can expect to meet with vendors, clients, customers, and partners from around the globe. Interoperable cloud video conferencing services enable these conversations. They not only let you talk to people all over the world without leaving your office, but they also remove roadblocks, such as different companies using different video conferencing tools.

TIP

The cost of hosting a video conference is minimal compared to the cost of flying across the country and staying at hotels. Not to mention expense accounts!

Training sessions

Teach your team how to use a product — or show new employees the ropes. You can even use video conferencing to run a new employee orientation.

With video conferencing, you can bring different departments together without having a huge crowd in a small, hot conference room. Everyone can meet in comfort at her individual desk or in a separate conference room.

Role-Specific Use Cases

Each department within a company exists for a different purpose. So naturally, the best way to use video conferencing depends on your role.

Sales

If there's one department that can most benefit from cloud-based video conferencing, it's the sales team. Between forecasting calls, product demos, strategy sessions with the marketing team, and training sessions, the sales team is constantly communicating. Video conferencing enables face-to-face meetings with everyone, while minimizing travel time.

Customer meetings

Cloud-based video conferencing is the perfect platform for customer meetings. Sales reps can share product details and demos using collaborative sharing tools. In fact, with video conferencing, sales people don't have to spend as much time on the road — saving money and allowing them to spend more time with their families. Perhaps most importantly, sales reps can have high-quality, face-to-face interactions with customers

and prospects that enable them to form better relationships and close more deals.

Forecasting calls

Sales teams meet weekly to review plans and go over the sales pipeline and forecasts. Global companies have local sales teams in major territories and video conferencing can connect everyone for face-to-face meetings.

HR

HR could be the poster child for a department that has embraced video conferencing. The ability to quickly meet face to face with a variety of folks without needing to travel is a huge boon.

Job interviews

A video conferencing platform enables HR teams to conduct face-to-face job interviews without bringing candidates into the office. The cloud makes this easy because candidates can join a video conference right from their web browsers.

Not only does video conferencing save money on travel, but it also enables recruiting teams to have more meetings so they can get to know candidates better and make better hiring decisions.

Training

Many HR teams are responsible for training employees on key topics like benefits, payroll, and prevention of sexual harassment. Video conferencing is a great way to reach many employees at once.

Marketing

Video conferencing allows marketing teams to assemble in a truly collaborative environment.

> **REMEMBER**
>
> Screen sharing allows for the same types of PowerPoint presentations you would see in a conference room. Team members can share graphs, product demos, videos. They can also work with focus groups.

Industry-Specific Use Cases

In this section, I go over ways that different industries can benefit from video conferencing.

Education

Video conferencing really proves its value in education. Whether for distance learning, homeschooling, attending college at home, or bringing in guest speakers to the classroom, video conferencing provides an opportunity for face-to-face learning and interaction.

> **TIP**
>
> Instructors can share course material using the collaboration tools or set the camera up to encompass an entire classroom experience. Students can even use video conferencing to work on group projects rather than trucking their gear to a study room at the library.

Healthcare

Video conferencing enables doctors and surgeons to collaborate on cures and discuss the latest medical breakthroughs. It even allows for telemedicine, where nonemergency patients can ask questions or discuss symptoms without having to come into the office.

Legal

With video conferencing, attorneys and their staff can dispense legal advice, take depositions, and present briefs without traveling.

Because the nature of a lawyer's business is confidential, and trust is so important, having a face-to-face meeting can be vital. But driving and flying to remote meetings can incur major expenses. Video conferencing saves money and time.

Accounting

Tax time? No problem! With video conferencing, accountants can ask questions and use document sharing features to get the job done well before April 15. When it's not tax season, staff accountants can use video conferencing to go over quarterly reports, spending statements, bank accounts, and so much more.

Accountants deal with confidential financial information and also have to deliver bad news to clients from time to time, so having the ability for personal interaction without having to leave the office can be very beneficial.

Financial services

With video conferencing, financial services institutions can thrive. Wealth management experts can remotely meet with clients, while regional bank managers can bring in investment experts to talk with their customers and their staff.

Meeting face to face is essential when someone else is handling your money.

Manufacturing

Most plants and factories aren't in their manufacturer's main office. This means regional managers are always off to visit remote plants to make factory tours and product inspections. Video conferencing can allow them to handle at least some of these visits virtually.

Video conferencing can also bring together all regional managers for team meetings, as well as bring factory staff together for safety demonstrations, new product discussions, and general team gatherings. In fact, if individual plants have holiday parties or other types of morale boosting celebrations, video conferencing can even bring in the CEO to offer her well wishes to all.

Engineering

Engineers can benefit from cloud-based video conferencing as well. By using video conferencing to attend daily check-in meetings or to collaborate with engineers in other offices, they can stay on track with product launches and deadlines.

Musicians

Songwriters and band members don't necessarily have to be in the same room to make beautiful music together. With video conferencing, they can still collaborate on songs and rehearse for gigs, even if it's not convenient for them to be in the studio or rehearsal space at the same time.

Journalism and writing

Authors can collaborate on stories or papers, journalists can discuss news items, and students can work on joint papers together. Moreover, editors can use the document sharing feature to edit with the writers if they want to collaborate in that manner.

Chapter 4

Top Ten Reasons to Choose Blue Jeans

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In This Chapter

▶ Ten things to like about Blue Jeans

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*B*lue Jeans is a cloud-based video conferencing service that may be just right for you. In this chapter, I list ten great things about Blue Jeans.

True Cloud Service

With Blue Jeans, you don't need to purchase and install costly hardware and software. The service is 100 percent in the cloud and connects you into meetings from the video equipment you already have, whether it's room-based video systems or your laptop's webcam.

Because it's fully cloud-based, Blue Jeans grows with your business and lets you add users on demand.

Frequent Feature Updates

Blue Jeans is updated frequently — every four to six weeks or so. This means you're receiving service that is always on the cutting edge that doesn't become out-dated or obsolete. The platform remains current, and in today's technology-driven world, current is extremely important.

Interoperability with Leading Brands

If you and your client have two different types of video platforms, it's not a deal breaker. Blue Jeans enables compatibility between leading brands — Cisco, Polycom, LifeSize, Microsoft, and Google, to name a few — and even lets participants join video conferences from a standard web browser, smartphone, or tablet.

Easy to Schedule and Join

Blue Jeans lets you leverage your contacts and schedule meetings through Microsoft Outlook, Google Calendar, or a web portal. All participants receive a URL within the invite that launches the meeting from whatever device they're using.

This invitation also works for those who aren't on the Blue Jeans platform — they can join the meeting in a couple of clicks without down-loading any software.

A Broad Range of Collaboration Features

Share content such as documents, video files, or PowerPoints with meeting attendees. You can even record it all to refer to later.

Business Ready

Blue Jeans provides administrative features for IT staff to easily onboard employees, monitor usage, and institute company-wide settings.

REMEMBER

It also delivers the security features that keep your meetings and network private and safe.

Reliable, Global Service

Location isn't a problem. Blue Jeans boasts a global community with customers on all seven continents. You can truly expand your business from *local* to *global,* because wherever you are, Blue Jeans just works.

Integration with Other Business Applications

Blue Jeans integrates with other business apps so you can host video conferences from within tools you already use, including Salesforce CRM.

Great for Any Industry or Functional Role

REMEMBER It doesn't matter if you're a doctor, lawyer, or corporate chief. Use it to provide training sessions, wine tastings, product demos, collaboration sessions, creative sessions, or to just set up a face-to-face business call.

Risk-Free Trial

What can be better than free? If you're still skeptical, use Blue Jeans at no cost for 14 days. After that, if you're still not convinced, you can walk away with no pressure, and no harm done.

Ready to try cloud-based video conferencing?

Try Blue Jeans free for 14 days

Video Conferencing

Content Sharing

Any Device

BlueJeans ®

bluejeans.com

Save time and rev up productivity with video meetings!

These days, cloud-based video conferencing is simple and affordable. You can meet from anywhere, you no longer have to struggle with complicated connection procedures, and you can interact seamlessly with people on a variety of devices.

- *Increase productivity* — **with easy, face-to-face meetings, everyone benefits**

- *Reduce costs and overhead* — **you can subscribe to a service instead of buying and managing hardware**

- *Beneficial for all professions* — **everyone from lawyers to doctors to consultants to HR professionals can take advantage of cloud-based video conferencing**

Deborah Ng is a freelance writer, social media consultant, author of *Online Community Management For Dummies,* and co-author of *Social Media Marketing All-in-One For Dummies.*

Open the book and find:

- **How cloud-based video conferencing works**
- **Video conferencing tips**
- **Top use cases for cloud-based video conferencing**
- **Benefits to your business**
- **Some reasons Blue Jeans is a great cloud-based video service**

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