



BT Engage Meeting Tracker: Travel and carbon savings calculator

Setting the standard for capturing video ROI

Save time and money

BT Conferencing's Engage Meeting Tracker allows organisations to track the ROI of their video conferencing program. The module is an add-on to BT Engage Meeting Manager (BT Engage), BT's web-based scheduling, call launch and reporting tool; and is different than most ROI calculators. It tallies savings on actual installed and utilised video systems conducting conferences, instead of providing industry averages for these areas.

BT Engage Tracker is available as part of the BT Engage suite, and can be used with all video endpoints regardless of manufacturer or type. Specifically, end users, administrators and management are able to gauge travel cost savings and the positive environmental impact of video conferencing. This provides companies with the ability to measure the value of video beyond the quality-driven "wow" factor, and also focus on bottom-line advantages that accelerated collaboration brings to their organisation.

In addition, BT Engage Tracker allows companies to easily assess critical usage patterns, pinpoint areas that may require targeted adoption programs, and continually focus on achieving the highest level of ROI for their video conferencing program. In turn, companies benefit from the increased return on investment that a fully utilised video system brings, while their people enjoy higher productivity levels, improved teamwork, faster decision-making processes and a better work-life balance.

Calculating your Video ROI

Travel costs can be entered into BT's tool as average values, or according to specific per diem and flight costs of the city where the video system is located. The key is that the travel costs aren't based on BT or industry estimates, but instead on your organisation's known financial data. You can update the data as necessary, conduct audits and stand behind your ROI reporting.

The module also calculates flight distances and applies a savings for CO² emissions when video is used in lieu of travel. As a result, companies with Green initiatives can use the tool to show a reduction in their carbon footprint. As governments increase regulation and reward for environmental responsibility, doing the right thing socially also translates into positive ROI for companies.

Solutions for your entire business

For companies primarily making point-to-point video calls, BT's Endpoint Connect service allows BT Engage Tracker to be utilised at a minimal cost. Two sites can still be easily connected, and with BT Engage and its ROI module, customers use a simple interface to schedule, launch, and manage calls, while simultaneously calculating ROI.

Companies with three or more locations can invest in video endpoints and use BT Engage Tracker for multi-point calls. Such calls are connected through BT's infrastructure at a low per minute rate. Again, the customer realises the travel, carbon and time savings of using video and, more importantly, the true value of their video conferencing program.



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