



# Mastering IT Challenges: Unleash the Power of Logitech Rally Products

How Logitech Rally Solutions Outperform in  
Flexibility, Scalability, and Cost-Efficiency

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Image courtesy of Logitech

## Let's Stop Calling It a New Way of Working

If we are not already there, we are quickly approaching a point where we need to regard the post-pandemic way of working as permanent. According to a Pew Research survey of U.S. workers<sup>(1)</sup>, over 75% of workers with jobs compatible with remote or hybrid work are doing so today. The Futurum Group is also noticing similar patterns in other major markets throughout the world. With such a majority, it's time to focus on the principles—or challenges—that matter, not the labels.

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.

But this is just one example of new challenges. New workflows for how we work, new use cases for office utilization, and changing workforce policies are all pushing IT managers and decision-makers to ensure their communication and collaboration technologies don't compromise business performance. New stakeholders such as HR and Facilities have legitimate asks of the workplace collaboration technology, while, at the same time, IT's own needs have become more complex.

Let's face it: communication and collaboration solutions can greatly assist companies in how their work is evolving, but with this path forward come new challenges for IT.

(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/>

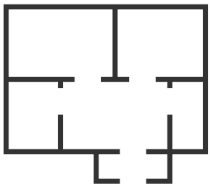


# Critical Challenges for IT Management in the Current Environment

Decision-makers within the IT department 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

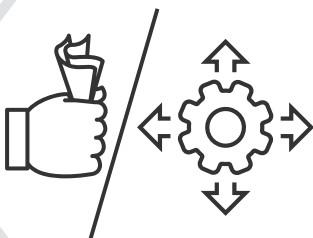
The office is growing beyond traditional conference rooms into a multifaceted environment of specialized spaces and new use cases.



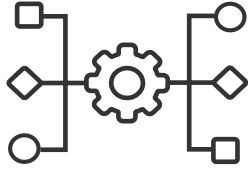
IT teams are grappling with the growing demand for high-quality, simpler video systems across a diverse range of room types, extending beyond traditional small, medium, and large spaces. They also have to manage video and audio quality in various settings like focus rooms, town halls, flexible meeting 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 already a tightrope walk. 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?



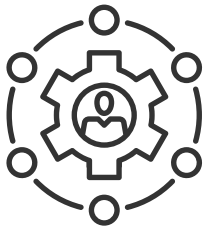
It's not just about choosing a room solution that works well in one or two settings. You must find a product portfolio that's both budget-friendly and versatile enough to be rolled out across many different rooms and even campuses. Each of those deployments has to maintain the same quality and user experience, 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. Your employees are the travelers, constantly shuttling between these terminals to catch their next "flight" or meeting. 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.<sup>(2)</sup>

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.

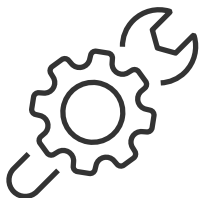


### Stakeholder Management

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.<sup>(3)</sup>

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." Whether running firmware updates or troubleshooting glitches, the aim is to minimize the need for hands-on intervention at individual locations.

Now - overlay this with the added complexity that hybrid work brings to the situation. Research from the Futurum Group indicates that more than 80% of meetings involve one or more remote participants<sup>(4)</sup>, increasing the demand for video-enabled rooms. The more an organization invests in hybrid meetings, the greater the video conferencing deployment becomes in scale and complexity, and the more imperative it is 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) The Futurum Group estimates that 83% of meeting have at least one participant joining remotely.

# 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 - starting with the compact Rally Bar Huddle, ideal for spaces with six or fewer people, extending to the more advanced Rally Plus system, capable of accommodating larger conference rooms or modular meeting spaces.

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.

<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



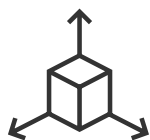
# Three Reasons Why the Logitech Rally Family of Products is the Ideal Solution

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.

**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.



**Adaptable to Your Spaces by Design.** The Logitech Rally family of products is one of the few in the market that can readily cover practically all your rooms from the huddle rooms that require cost-effective solutions to the most complex board rooms or community spaces that require the additional camera support of Logitech Sight, modular audio options of the Rally system, or even verified third-party solutions like Shure, Q-SYS, Avocor, and more. 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. IT management gets advanced analytics, central room systems management, and maintenance help, ensuring your limited resources focus on service delivery and scale rather than room-to-room troubleshooting. The optional Select services also provide 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. In sum, it enables uniform, high-quality meeting experiences irrespective of the user's device or location.



**Certifications with UC Platforms that Matter to You.** Certification programs for UC platforms give IT executives confirmation that the products they are deploying have been thoroughly tested to work with the ecosystem of choice. It simplifies system management by removing concerns of interop with devices and platforms. Logitech embraces the certification doctrine by ensuring the Rally portfolio works with Microsoft Teams, Zoom, Google Meet, and more.

## 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.

### Pioneering Audio-Visual Excellence

The Logitech Rally family sets the gold standard for participant engagement with its groundbreaking RightSense AI technology. Ensure crisp audio and voice capture through RightSound capabilities, and dynamic, immersive video through experiences brought by RightSight technology.

### Seamless, User-Focused Design

Logitech doesn't just build technology, they craft experiences. The design continuity of the Rally family emphasizes intuitive user experiences ensuring 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 [Logitech Sight to expand the front-of-room camera coverage](#), [Scribe to make analog whiteboards more inclusive for remote participants](#), and [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).** The Logitech Rally portfolio is more than just a line of products; it's 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 innovation 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 lifecycle. 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



Image courtesy of Logitech

In my analysis of Logitech's Rally lineup, it becomes clear that these products are meticulously engineered to navigate the complex challenges IT leaders confront in this era of hybrid work. 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 provides seamless integration across varied room sizes and use cases. It offers diverse management and deployment capabilities and is compatible with leading platforms like Microsoft Teams, Zoom, and Google Meet. Moreover, Logitech takes customer relationships seriously, with value-adds like their Logitech Select service extending beyond the point of purchase. The proof points can go on.

In the landscape of ever-changing IT challenges, the Logitech Rally family of products emerges as a versatile, manageable, and cost-effective solution that addresses critical issues IT administrators face today.



## 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](http://www.logitech.com/business), the [Logitech for Business blog](#), or [@LogitechBiz](#)



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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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