

WHITEPAPER

Logitech Sync

Remote Monitoring and
Device Management at Scale



logitech®



Logitech Sync is a remote monitoring and device management tool that makes it easy to support large-scale video deployments from a simple browser-based interface.

Sync provides the ability to view the functional status of every connected device within the organization from a web browser, simplifying tasks like firmware updates, feature enablement and troubleshooting while minimizing support visits to individual locations.

With Sync it's simple to update video devices in hundreds (or thousands) of rooms anywhere in the world, and as fast as updating a single device in person.

Video Everywhere

For small businesses and global enterprises alike, video meetings have leaped from nice to have to must have. The worldwide video conferencing market value is projected to approach \$11 billion USD by 2027¹ (up from \$5.3 billion USD in 2019) as video becomes increasingly pervasive. Consider:

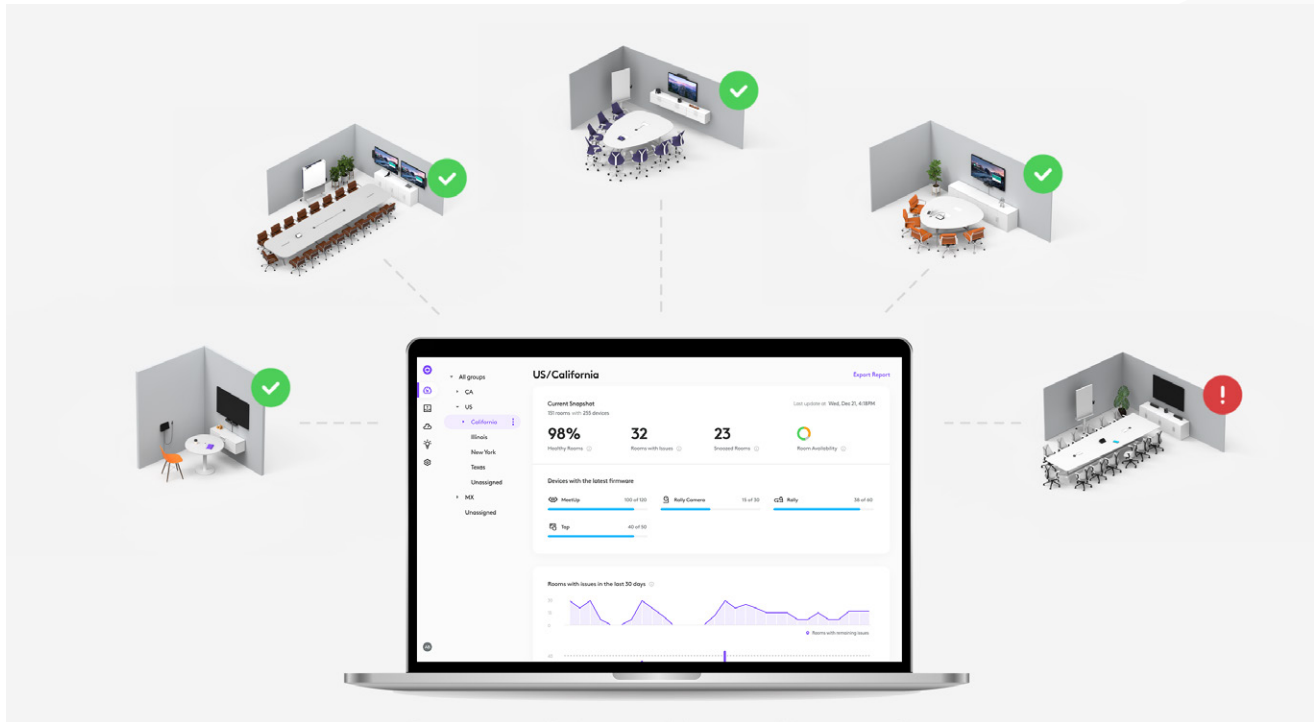
- Microsoft Teams has 115 million daily active users as of October 2020—a 50% increase from the 75 million reported six months earlier ²
- Zoom claims 300 million daily Zoom meeting participants ³
- Google Meet is adding roughly 3 million new users per day, recently hitting over 100 million daily Meet meeting participants ⁴
- Cisco reports a total of 300 million WebEx users ⁵

In the midst of exponential growth, IT teams are challenged to keep pace with expanding demand for video devices, infrastructure and support. With the global pandemic acting as an accelerant for megatrends already well underway, every meeting suddenly has the potential to include some or all participants joining by video, always with a fluid mix of local and remote people.

The convergence of these dynamics means that video support expectations are growing much more quickly than IT can manually scale. But just because video deployment may be increasing by 10x or more, the time it takes to manage the tsunami of room systems and devices doesn't have to.

Scale Made Simple.

As a cloud-based platform for supporting video devices and meeting rooms, Sync provides three powerful core functions: Monitor, Manage and Measure.

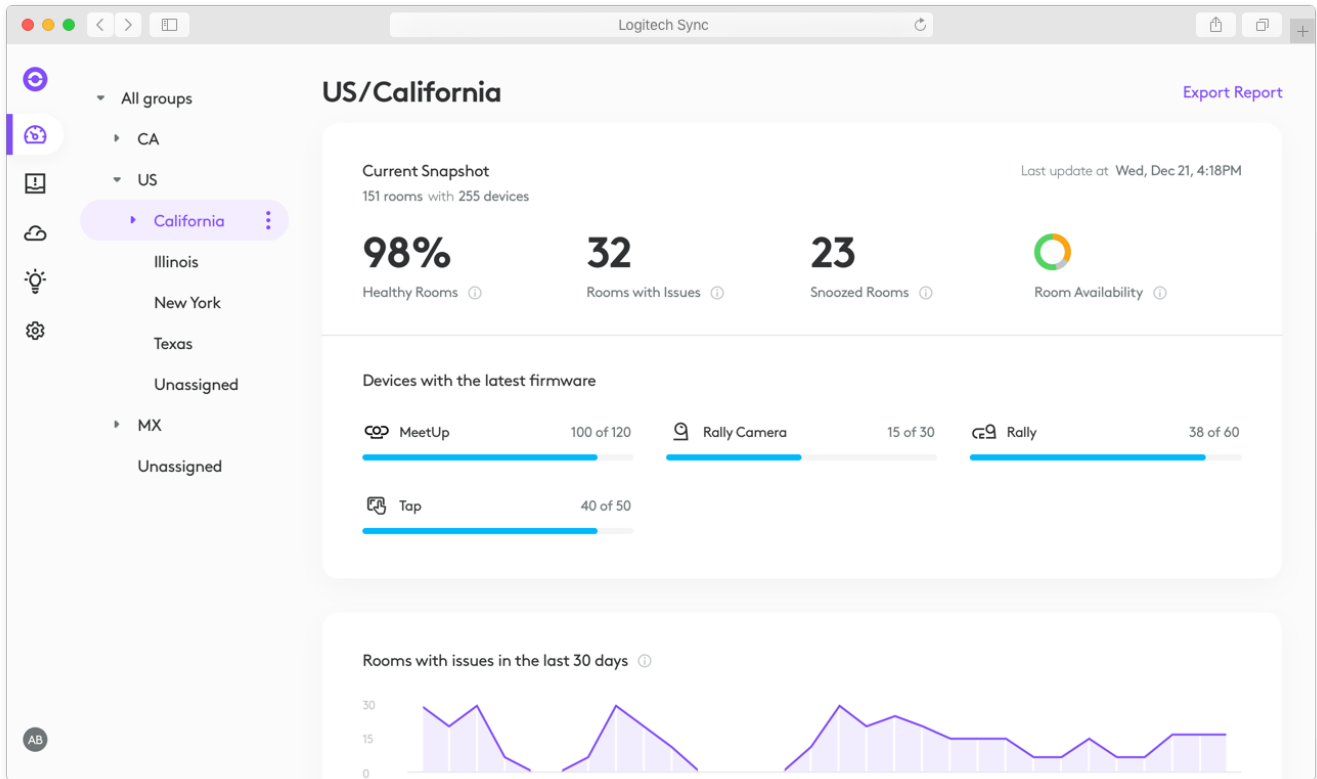


Monitoring: Visual Intelligence in Real Time

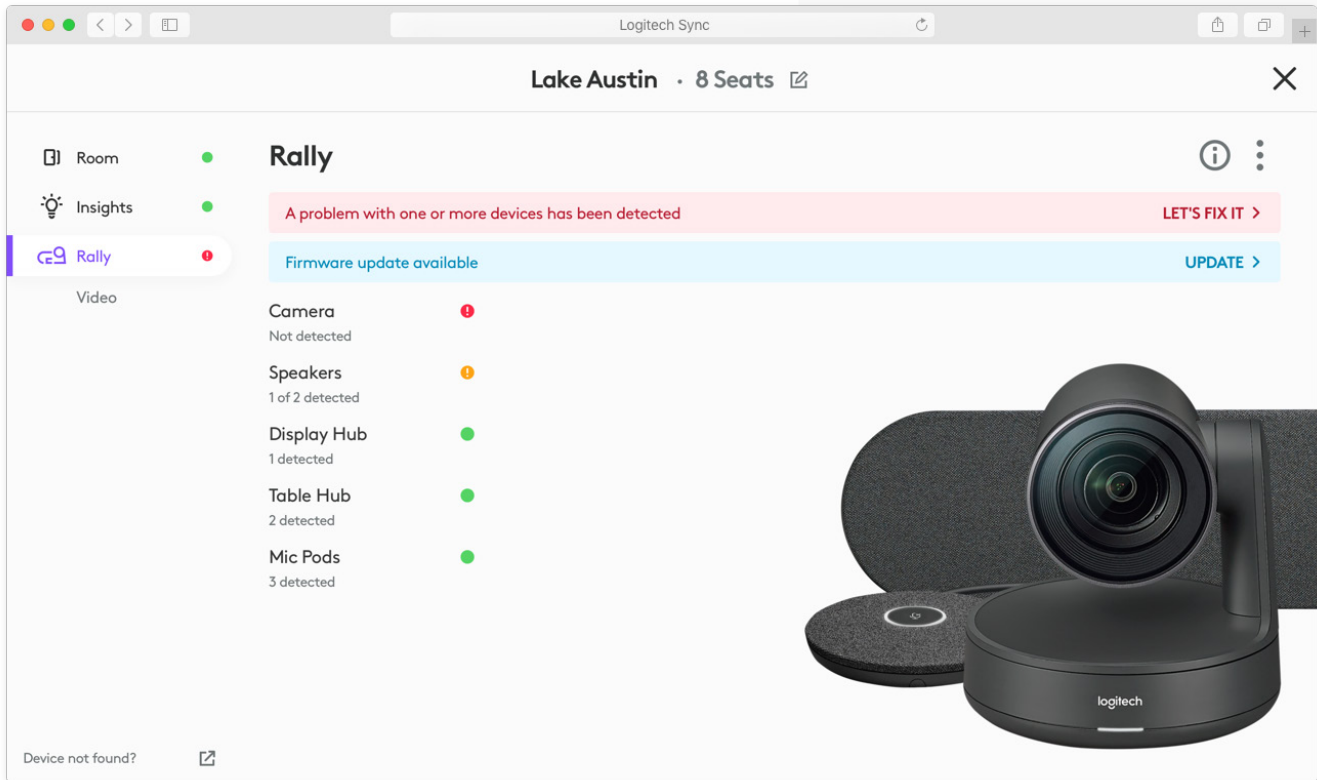
Sync automatically and intelligently monitors a wide and growing list of Logitech and third-party devices (including webcams, speakers, touch controllers, and more) in real time, flagging potential issues before they become actual problems. Rather than reactively scramble to urgently respond to trouble tickets, Sync provides the ability to proactively stay ahead of the curve.

The Sync dashboard pinpoints diagnostics, like a disconnected USB cable or a missing component, saving IT a trip to the location to evaluate what needs to happen next.

The monitoring function gives IT the power to become virtually omniscient in every video meeting space. From the user's point of view, everything works as expected every time they arrive for a meeting. No surprises, interruptions, or disruptive downtime because IT is able to ensure continual meeting room readiness throughout the organization.



Sync features a simple graphical interface that displays the real-time status and functional readiness of every connected device and room throughout the organization.



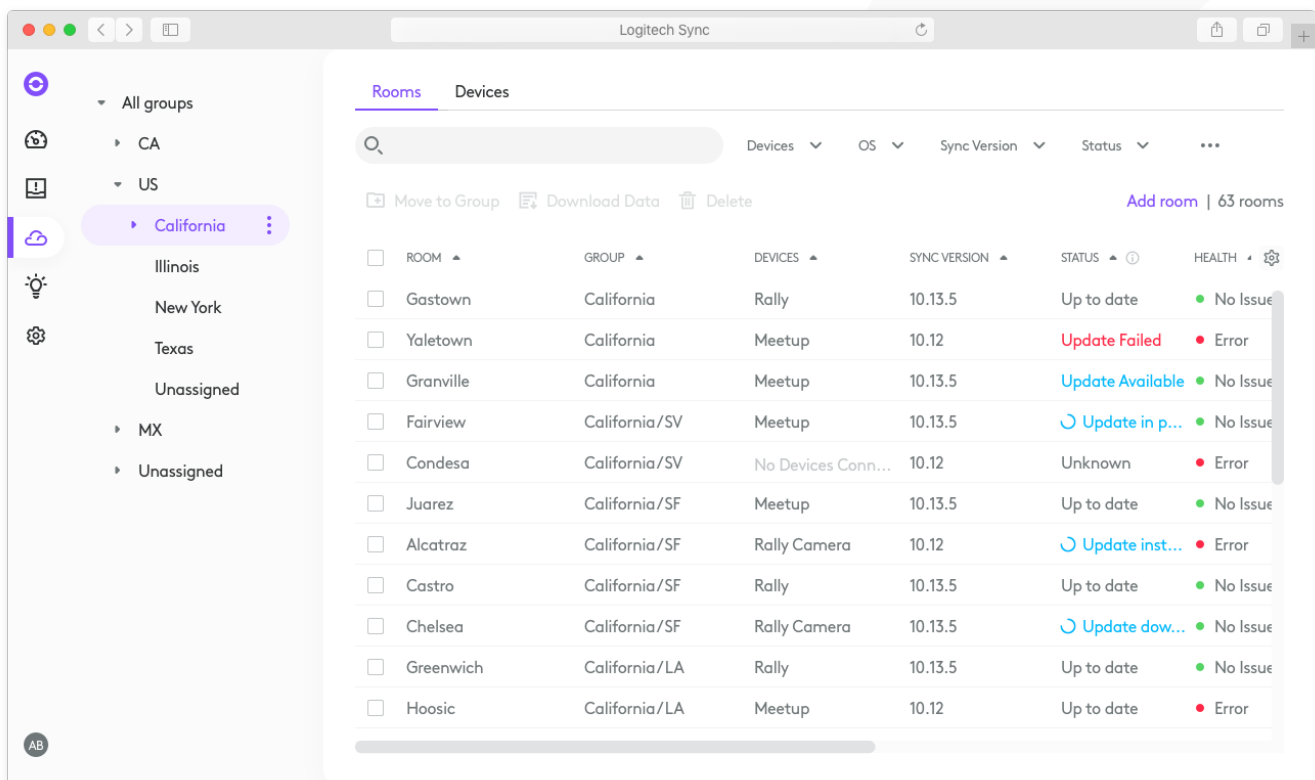
Sync diagnostics pinpoint the source of a range of issues, making next steps clear.

Management: Cloud-Based Deployment

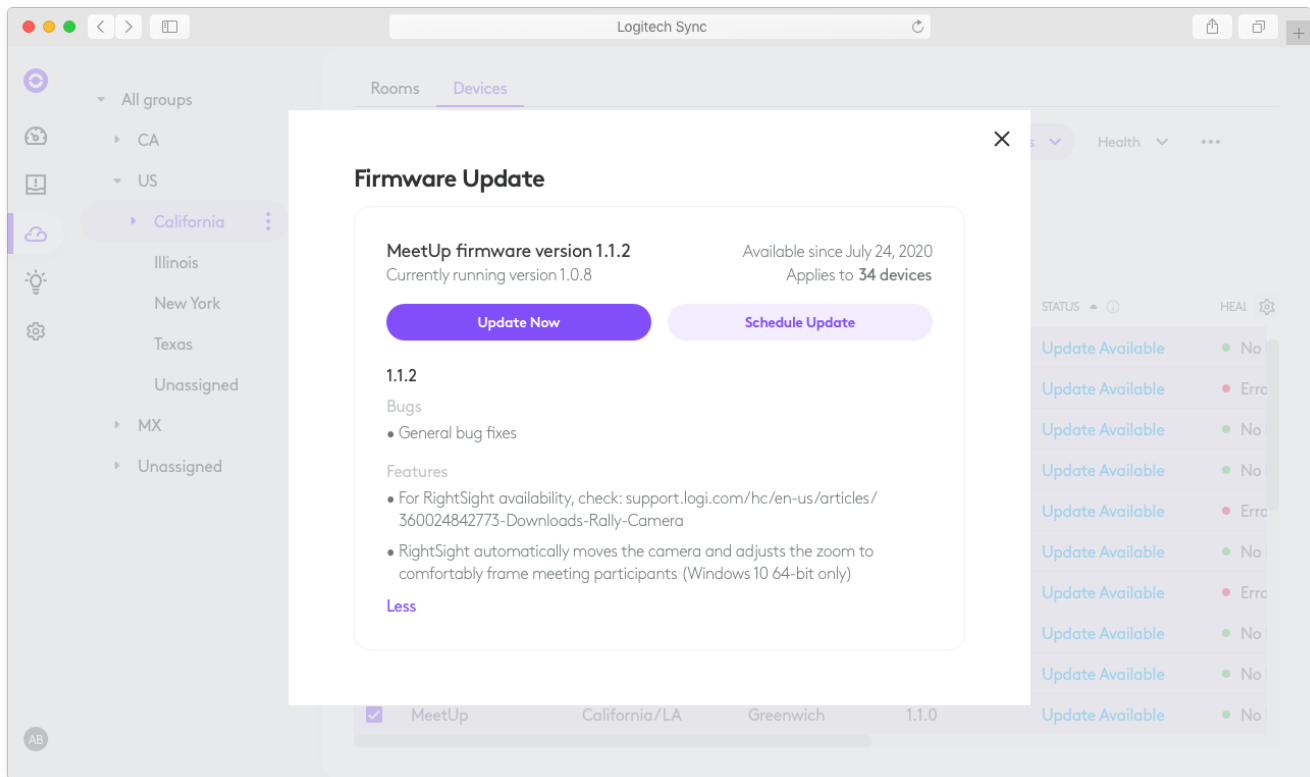
Sync supports both on-demand and scheduled updates, making it easy to remotely deploy the latest firmware to connected meeting rooms and select Logitech video devices ⁶ via the Sync dashboard.

Pushing updates over the cloud is inherently more efficient than physically servicing individual locations and, with scheduled updates, deployment can be specified for overnight hours to minimize disruptions and keep rooms always ready for business.

Simply select devices displayed within the Sync app, choose an action (such as enable/disable features like RightSight autoframing) and let Sync make it happen with never a need for IT to physically be there in person.



Sync keeps an enterprise-wide inventory of all connected devices and their corresponding status.



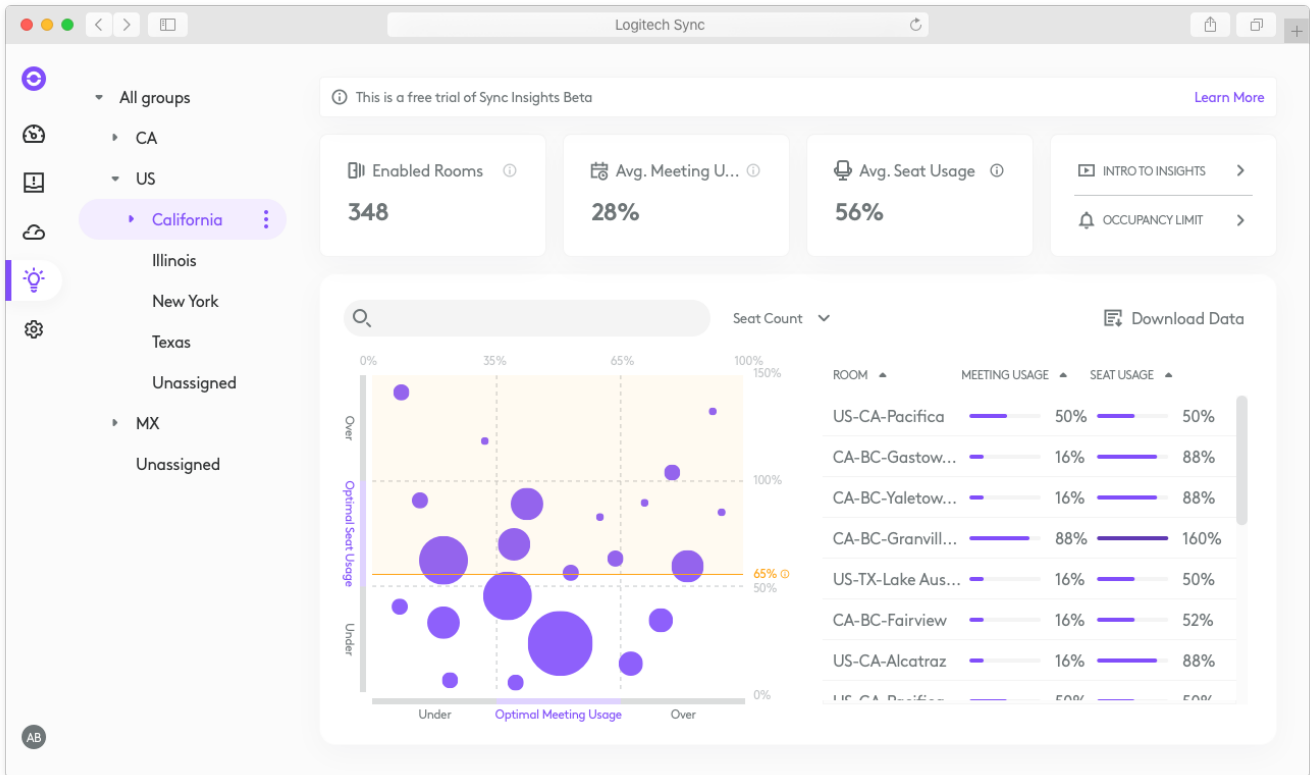
Scheduling, settings, and tasks are managed through the browser-based interface.

Measurement: Optimization through Insights

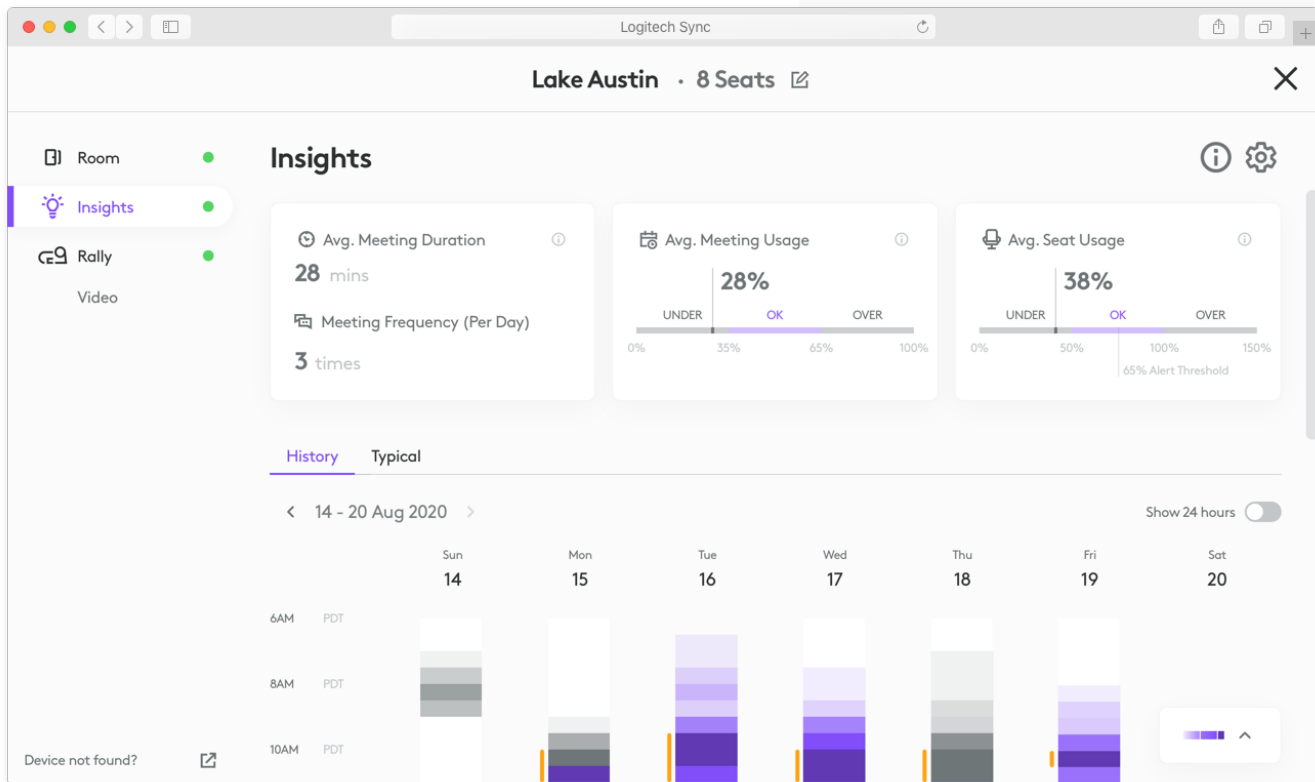
Sync tracks meeting room usage as well as seat usage within meeting spaces to provide actionable insights about how to manage and optimize both. Logitech cameras provide person detection that informs Sync of the human shapes they see, without capturing facial details to assuage privacy concerns.

These measurements help IT managers better understand how particular rooms are being used. Are rooms consistently booked or often empty? Is seating overcrowded, underutilized or just right?

Equipped with such usage data, IT can mitigate potential room and provisioning issues as well as contribute valuable intelligence to business partners within their organization's Facilities, Health & Safety, and HR teams.



Sync can help optimize space and resource planning by understanding how frequently rooms are used, when and for how long.



Sync observes and tracks seat usage in every connected meeting room 24/7. IT managers can use this intelligence to monitor room occupancy in support of safe meeting spaces.

Sync easily works for organizations of all sizes. From organizations with a small number of video-enabled meeting rooms to enterprises with tens of thousands of video devices, Sync provides the same cloud-based browser interface that's as simple to use for IT generalists as managing asset tags on a laptop.

Sync supports [multitenancy](#), making it an ideal solution for Managed Service Providers (MSPs) and enterprises to manage across multiple customers and IT organizations. Large enterprises can easily separate meeting room management for each of their subsidiaries in any geography. MSPs can offer Management-as-a-Service to their clients without mixing environments.

Because Sync employs end-to-end encryption and neither collects nor transmits audio, video, or shared content, meeting data remains private and secure.



Sync easily scales to support any number of video devices within an organization, no matter where they're physically located.

Sync Scenarios

Here are some examples of how Sync can be used to address real-world issues:

Firmware Updates

The old-fashioned way to propagate firmware updates was to physically send a member of the IT team to a series of meeting rooms to connect their laptop to individual webcams (or other updatable devices) and push the latest version, one device at a time. This update model is incredibly inefficient as well as impractical for serving the increasing numbers of people working from home or other remote locations.

With Sync, firmware updates are as easy as applying a few clicks. No site visits required, and updates can be scheduled to download from the cloud in the middle of the night (local time) anywhere in the world.

Remote Troubleshooting

IT receives a support ticket saying that the audio in a distant meeting room has stopped working. What's the cause of the issue? Does it require a costly house call to diagnose?

With Sync, the IT administrator can see right away what's going on. Say a user disconnected the USB cable, plugged it into their laptop for whatever reason and then forgot to restore the original connection when their meeting ended. Sync will report that a USB port is disconnected. The fix is to ask someone locally to plug it back in, saving an expensive and time-consuming truck roll to solve a simple issue.

Health & Safety Insights

As organizations establish new protocols to help keep their employees safe at work, many set occupancy limits for indoor meeting spaces to accommodate social distancing. Sync can provide real-time compliance data by tracking how people are actually using the rooms.

If a room is designated for a maximum of four people and eight consistently congregate in the space, Facilities can consider removing half the chairs to prevent overcrowding. As in this example, Sync-generated insights can ladder up and contribute to management concerns above and beyond the purview of day-to-day IT operations.

Reliable Resources

Productivity tools are only valuable if they're used, and user adoption depends on reliability as much as functionality. Imagine a situation where an organization invests a substantial sum provisioning meeting rooms for video conferencing, but something's often wrong when users arrive for their meetings. If users lose confidence and don't trust the reliability of the video meeting rooms, they might stop booking them altogether.

Sync helps ensure that meeting rooms are always ready for the next meeting. This builds confidence throughout the user community, enhances adoption, and contributes to the ROI on the capital spend on video conferencing infrastructure.

Experience Consistency

A consistent user experience is established when everything looks the same and operates the same no matter the meeting room. Users like and appreciate consistency, especially when they don't have to think about devices and settings and are able to focus on their work instead.

Consider, for example, a room with a Logitech MeetUp that was purchased three years ago and still runs the original firmware. The room next door also has a MeetUp, but it was purchased just last week. The newer device has Logitech RightSight™ enabled, so the camera frames participants whenever a meeting is joined. Next door, the older MeetUp doesn't do this and so appears to be broken... so here comes a trouble ticket.

Sync preempts such situations so they never happen, thereby supporting increased user adoption/satisfaction through a consistent experience that takes the stress out of video meetings for users and IT alike.

Room Optimization

Sync helps planners ensure their organization has enough of the right size rooms and that utilization matches demand.

Maybe in the current state, meeting rooms with ten seats never have more than a few people in them. Or certain huddle rooms are consistently over capacity. Or maybe there aren't enough focus rooms available so people book the boardroom for their personal use.

Sync observes and measures all of this—and provides a data trail that can justify expanding or reducing meeting room capacity to align with actual room usage.

Monitored. Managed.

Sync has the ability to monitor and manage video devices that are both compatible and connected. Monitored devices allow Sync to see that they are connected/disconnected from the system. Managed devices allow Sync to see the same monitoring information plus update the device's firmware, enable/disable features and control device settings.

Use Sync to **monitor** and **manage** a growing list of Logitech devices, including:

Rally	Rally Camera	MeetUp	Tap	Swytch
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Sync also **monitors** an expanding number of Logitech and third-party devices, which currently include:

Logitech Devices

Brio	C930e	C925e	Group	Connect
SmartDock	PTZ Pro 2	CC3000e	BCC950e	

Third-party Devices

AVer CAM540	AVer CAM520 Pro	AVer VC520+	AVer VB342	Crestron-UC-Soundbar
Huddly IQ	Poly Studio	Polycom EagleEye Director II	Polycom EagleEye IV USB	Polycom MSR Dock
Shure P300	Yamaha CS-700			

Conclusion

As the concept of “workplace” evolves from a fixed commute destination to a way more expansive paradigm, Logitech sees video is a key enabler for keeping people face-to-face connected wherever work happens—in huddle rooms and meeting spaces, home offices, or on the go.

Video everywhere = lots of devices. Anytime you've got a lot of something, you need a way to manage it all. Sync is the simple answer to efficiently Monitor, Manage and Measure video devices and meeting rooms on any scale.

Next Steps

Visit the [Sync Portal](#) to create an account and get started, or log into your existing account to add more rooms.

For Sync-related questions, contact us at sync@logitech.com

Notes:

¹ Source: [Fortune Business Insights](#)

² Source: [News Break](#)

³ Source: [Reuters](#)

⁴ Source: [The Verge](#)

⁵ Source: [The Verge](#)

⁶ Supported devices include Logitech Rally, Rally Camera and MeetUp (as of 10/2020)