FUTURE-READY WORKSPACES

STRIKING THE BALANCE BETWEEN SECURITY AND USER EXPERIENCE

Hybrid work thrives on effective collaboration, and employees expect video meetings to be intuitive and easy to use. Employees want meeting room experiences to be as seamless as video meetings from their laptops. That means companies need more video-enabled collaboration spaces and must continuously upgrade meeting room technology.

And adding more future-ready conference rooms means connecting additional devices to a company network that can present security hazards. So, robust security measures for meeting room devices are imperative to protect sensitive information and block cyber threats. At the same time, seamless user experiences are essential for seamless communication and effective collaboration.

Balancing these objectives is key to successful, safe implementation and adoption of new video conferencing technologies.

This article explores the key challenges for IT admins associated with video conferencing and device security. We'll discuss ways to solve these challenges for IT while maintaining ease of use for team members, and how Barco ClickShare supports both goals in every meeting space.

SECURITY AND USER EXPERIENCE ARE TOP OF MIND

Reportedly, security is the main driver when investing in and implementing videoconferencing solutions. The IDC Survey EMEA, 2023, noted that 58.8% of respondents who implemented or plan to implement videoconferencing ranked "meets security standards" as the top criterion when selecting a smart office provider. This was followed closely by "ease of use" with 48.8% of respondents weighing in.

VIDEO CONFERENCING AND DEVICE SECURITY CHALLENGES

Unsecured access points

Hybrid work must-haves, such as remote access, content sharing, and connections from various devices, create a better user experience. However, if access points are unsecured, they also increase the risk of cyberattacks like data breaches, hacking, phishing schemes, and malware uploads.

Too many choices and added support time

In an effort to offer the latest collaboration tools and keep teams productive, you might deploy a mix of hardware and platforms, each with a distinct value proposition. However, multiple solutions can disrupt the delicate balance between user experience and consistent corporate-grade security and compliance.

Users may wonder, "Which platform do I use for this meeting?" complicating the meeting experience. In addition, supporting different devices that require routine firmware and security updates also stresses your IT support team.

Procurement Challenges and Shadow IT

Organizations realize the high sensitivity of data shared in collaborative environments and must choose solutions that easily block security loopholes. So, if users sidestep IT, they may choose meeting room solutions that compromise security. This shadow IT approach can put sensitive company and user data, and the entire work environment, at risk.

Solutions to Video Conferencing and Device Security Challenges

➡ **Authentication and encryption**
Protect access and communications with robust multifactor authentication and end-to-end encryption.

➡ **Regular security updates**
Automate updates to address vulnerabilities promptly.

➡ **End-to-end data security**
Safeguard data in transit and at rest during wireless sharing and remote collaboration.

➡ **Privacy by design**
Ensure sensitive metadata is contained within the corporate ecosystem.

➡ **Tailored security settings**
Choose solutions that offer both pre-configured and customizable security levels.

➡ **Zero trust principles**
Reduce risk by enforcing continuous verification and avoiding implicit trust in users or devices.

Secure-by-Design

EVERY CLICKSHARE PRODUCT IS DESIGNED WITH SECURITY IN MIND.

Using Barco's secure-by-design equipment that includes these features and protocols helps mitigate security risks from the start. Solutions built on solid security principles help minimize risks and protect sensitive data without compromising usability.Video Conferencing and Device Security Challenges

HOW BARCO CLICKSHARE BALANCES SECURITY AND USER EXPERIENCE

Barco ClickShare is secure-by-design, which provides your IT admins peace of mind with baked-in robust security and compliance standards.

➔ **ISO 27001 certifications:** shows that the processes and infrastructure that help develop ClickShare are secure.

➔ **Design process:** ClickShare is pen-tested during development to protect against malware and internal and external bad actors.

➔ **No personal data storage**: ensures that data such as IP, username, and MAC addresses are not stored or transferred in any way outside of the ClickShare ecosystem.

➔ **Regular firmware updates:** ClickShare ensures that your system is always up to date with regular updates, addressing vulnerabilities promptly, and provides the highest data protection standards.

➔ **Encryption and authentication:** ClickShare integrates encryption and multifactor authentication protocols, safeguarding data during wireless sharing and remote collaboration.

➔ **Enterprise-strength security:** IT can choose from three pre-configured security levels or customize parameters to your company's requirements.

Seamless integration and experience

ClickShare facilitates seamless integration with existing meeting room equipment and trusted videoconferencing platforms. That means your teams will enjoy a consistent experience across meeting spaces, from small huddle rooms to large conference rooms. You can also leverage existing infrastructure while enhancing collaboration and productivity.

During meetings, ClickShare devices make it easy to connect wirelessly. A team member can enter a room, open a laptop, and start a meeting in seven seconds. Intuitive functionality means there's no training or manual needed to get a meeting started and share content quickly.

GETTING STARTED WITH BARCO

Barco's hybrid work meeting room technology prioritizes security from the outset, enabling secure collaboration without sacrificing user experience. It aligns with global regulations and certifications, delivering trusted, future-ready security.

Contact AVI-SPL to get started with secure Barco ClickShare meeting room solutions.

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