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Video-Miles can even calculate the ROI of individual VC systems.

Software proves VC green benefits

Video-Miles to prove carbon credentials of videoconferencing

Laura Hailstone, CRN 08 Oct 2007

A new program called Video-Miles helps resellers prove the carbon credentials of videoconferencing (VC) to customers for the first time.

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Developed by startup The Visual Environment, Video-Miles can automatically monitor a company's entire VC infrastructure 24 hours a day. It records the number of meetings, the carbon saved, video miles travelled, hours used and man hours saved. It also calculates the return on investment of each system.

Video-Miles is compatible with all VC vendors' systems and is charged per end point, per month, over a minimum contract of 12 months.

Calum Miller, a director of The Visual Environment, said: "There are carbon calculators out there, but none are automated. For someone to manually work out this level of detail for an organisation's entire VC estate would be a nightmare and very time consuming."

Review Video has been appointed as the first UK distributor, but Miller said he was looking to take on more.

Barry Cross, managing director of Review, said: "Video-Miles is a tool that will enable resellers to have continuous contact with their customers. For example, they can provide monthly reports and show customers which systems are being used fully and which ones are not."

Miller agreed: "It can be used as an account management tool and will help VARs become closer to their customers."

"The best way for resellers to sell Video-Miles is to demonstrate it in front of customers," added Miller.

Vendors urge channel to push green issues

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