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A First Look at Logitech Rally Bar Huddle

An optimized huddle room solution for today's hybrid office

Welcome to the new state of the office

As we continue to adapt to the new state of the office, businesses are rethinking how teams work and meet. Their focus is on ensuring employees are engaged and productive, whether working from the office, from home, or in a hybrid environment.
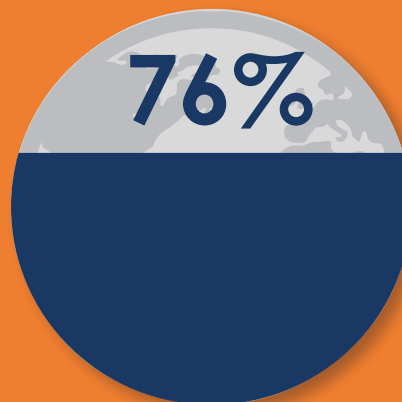
Offices are not going away, but how they are used is evolving. Employees returning to the office post-pandemic have new priorities and reasons to be there. They seek opportunities to collaborate in person and socialize with colleagues. At the same time, leaders who manage facilities and real estate also have new priorities. They may look to reduce the footprint of real estate and save money while creating more flexible spaces for employees to collaborate and socialize, often in informal or ad hoc groups of two to four people.

As a result, smaller meeting rooms, or huddle rooms, are increasingly crucial to most hybrid work strategies. These rooms are essential in providing spaces for collaboration, ad hoc meetings, and privacy needed to balance the increased use of shared desks and open offices. Yet, according to data from Wainhouse Research, even with the recent increased interest in room-based video conferencing, smaller meeting rooms are only nominally enabled for video conferencing. In other words, many organizations have not yet video-enabled these spaces, leaving a gap in their collaboration capabilities.

And when businesses do commit to video-enabling these huddle rooms, finding the right solution can be challenging. Initially, not many solutions met the necessary functionality while still being cost-effective. This led to a trade-off between cost and management features or cost and in-room experience that supported meeting equity[1].

Clearly, there was a growing need for a cost-effective solution to address IT and end-user needs within these specific-sized spaces. This is where Logitech Rally Bar Huddle comes in.

[1]Meeting equity is the concept that through features tailored to an individual's work environment or situation, everyone is given the same access to the meeting and its content.

76%

of corporate real estate executives ranked enhanced video conferencing as a top-three technology priority,
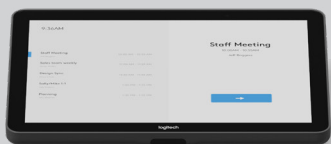
with 44%

indicating it is the No. 1 priority.*

Yet, worldwide, only 14.2%

of small rooms are video enabled.**

*SOURCE: CBRE's Spring 2022 U.S. Office Occupier Sentiment Survey, Top 10 office trends taking shape in 2022

**SOURCE: Wainhouse Research, "2022 Workplace Update: Total Addressable Market of Conference Rooms Across Five Room Sizes," Oct. 2022

FEATURE HIGHLIGHTS

1 WORKS WITH LEADING VIDEO CONFERENCING PLATFORMS

2 BUILT-IN AI VIDEO INTELLIGENCE CAPABILITIES WITH RIGHTSIGHT

3 2X LOUDER THAN LOGITECH MEETUP

4 DIGITAL PTZ WITH UP TO 4X ZOOM

5 MULTI-MOUNT

6 AUTOMATIC PRIVACY SHUTTER

7 CLEAN CABLING AND SECURE WIRE MANAGEMENT

8 DEVICE MANAGEMENT THROUGH SYNC

9 SUSTAINABILITY

Solution Overview – Rally Bar Huddle

Logitech has introduced Rally Bar Huddle to address the challenges businesses face when outfitting huddle rooms. Not only is Rally Bar Huddle competitively priced as a huddle room solution ($1,699 MSRP), but it also has an impressive list of features compared to other options on the market – including BYOD or other appliance-based solutions.

For IT administrators, it is an all-in-one, appliance-based solution that offers simple deployment and remote management through Logitech Sync. For end users, Rally Huddle Bar is an elegant solution for these small spaces that does not compromise the in-room experience.

This solution features a very capable camera with a 4K sensor, 4x digital zoom, and a 113-degree field of view. The device also features other standout elements, such as an automatic privacy shutter and a multi-format mount that can adapt to a tabletop, wall, or display top.

It can be deployed in various ways, such as a BYOD room peripheral, as a USB accessory to a PC-based solution, or as a stand-alone appliance solution.

Rally Bar Huddle has a manufacturer's warranty of two years that is extendable as far as five years through additionally purchased warranty options.

In addition to impressive hardware specifications, Rally Bar Huddle includes a comprehensive list of software-enabled features made possible through its core operating system known as CollabOS. For example, Rally Bar Huddle comes with the complete feature set of RightSight 2, including group view, speaker view, and multi-stream/grid view for up to four people/windows. It also includes the latest features of Camera Zone and Grid View, as well as features enabled through the different UC platforms – all accessible via regularly occurring CollabOS updates.

Where does it fit within the Logitech portfolio?

As a Wainhouse analyst, I must say that I am impressed with the completeness of the Logitech product portfolio. Rally Bar Huddle rounds out Logitech's Rally family of solutions, providing a compact and affordable option for smaller huddle rooms without sacrificing functionality or performance.

As a result, the Logitech portfolio can cover virtually all sizes of rooms, from focus rooms to large rooms. And with the addition of other innovative solutions, such as Logi Dock Focus Kit and Logitech Sight, the portfolio can address use cases with challenging camera needs. One great example is Logitech's unique multi-camera solution of Sight + Rally Bar[2] that combines a front-of-room camera (Rally Bar or Rally Bar Mini) with an intelligent center-of-table camera (Sight).

What's more, the entire Rally portfolio integrates seamlessly with Logitech Sync, making it easy for IT teams to deploy and manage the solution across the entirety of their video estate.

[2]Logitech Sight adds unique center-of-table camera functionality that enhances the experience of Rally Bar and Rally Bar Mini. It is not intended to work with Rally Bar Huddle.

The challenge is that the market has established needs that extend beyond just low-cost solutions for huddle rooms.

The challenge with outfitting the numerous smaller rooms in the enterprise is more than just a price point challenge. There are unmet needs from both end users and IT administrators.

End users are looking for solutions that are easy to use and align with how they work throughout the entire office, encompassing a variety of room sizes.

Likewise, IT administrators need better management, maintenance, monitoring, and updating of their conference room devices located in smaller rooms. In addition, they require insights into how end users are using these rooms – insights that BYOD solutions can't offer.

The following are a few reasons why we view most huddle room solutions today as not meeting the complex needs of end users and IT administrators at a price point that aligns with the space.

Many rooms, especially smaller huddle rooms, don't support the intelligent video and audio functionality needed for hybrid work's more dynamic and interactive experiences.

The key here is the technology in the meeting rooms is _as much for remote meeting participants_ as it is for those in the rooms. Hybrid work typically means most meetings have some remote participants and drives the need for intelligent video and audio features, such as auto-framing, gallery views, active speaker technology, high-accuracy noise block, and filtering.

To drive the engagement and participation of far-end and remote participants, consistent experiences across rooms are crucial.

According to our analysis, if huddle rooms are not currently outfitted for video, they probably have a BYOD solution that does not support the same intelligent video and audio features available in other-sized rooms. This means they are still missing vital "equity" enablement that an affordable appliance device could bring to the huddle room.

As businesses implement new ways of working in the office, many find it challenging to implement consistent workflows and experiences for the in-room participants across all room sizes.

Hybrid work is not a passing trend, and as we move beyond pandemic-related drivers, more permanent hybrid experiences are being adopted. Workflows are being updated, and workspaces are not as cookie-cutter as before.

How to start a meeting, how to share content, how to mute or unmute – these are all examples of in-room workflows that end users need to be intuitive and consistent across the office, regardless of room size.

As a result, organizations require a device portfolio that provides consistent experiences and workflows for in-room participants across the various rooms within their video deployment. And ideally, the solutions won't break the bank when enabling the numerous huddle rooms which are now part of the new ways of working.

SUNSET
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Many of today's huddle room solutions leave IT administrators in the dark with little or no device management or room insights.

BYOD solutions lack the traditional device management and control that more extensive room solutions offer. IT administrators are left with questions like "Is the system running? Is it even present? Does it have the latest software? What is connected to the system?"

Without answers to these questions, IT administrators cannot adequately manage, maintain, monitor, and update conference room devices in smaller rooms. They also need insights into how end users use these rooms, which BYOD solutions can't offer.

EMERGING IT CONCERNS WE ARE WATCHING

Sustainable IT, also known as "Green IT," is an emerging concept to describe the initiatives IT undertakes to support the broader organization in achieving its ESG goals. Proponents of Sustainable IT recognize that IT is a contributor to an organization's environmental impact – as well as a key partner in reducing that impact. This emerging concept will be an important consideration for businesses as they evaluate huddle room solutions, and Logitech Rally Bar Huddle is well-positioned to offer not only the functionality needed but also the sustainability initiatives that companies are looking for.

Many of Logitech's products, including Rally Bar Huddle specifically, use sustainable initiatives like PCR plastic, FSC-approved packaging, and carbon offsets to reduce environmental impact. This benefits IT buyers by helping them reduce their Scope 3 emissions.

More details are in this article:

How IT Leaders Can Help Their Organizations Achieve Sustainability Goals >>

Logitech Rally Bar Huddle, along with the rest of the Rally portfolio, has the features to address these concerns

From my perspective, Logitech Rally Bar Huddle can address the concerns previously outlined. The following proof points demonstrate the capabilities of Rally Bar Huddle:

Rally Bar Huddle ensures equitable meetings, even for the smallest rooms.

IT administrators can video-enable huddle rooms, making video meetings even more equitable as people use them to join calls. Built-in AI video intelligence capabilities in Rally Bar Huddle will continue to evolve and provide features like Grid View and Speaker View through software updates. With the Rally portfolio's clear audio optimized by RightSound™ AI noise suppression, Rally Bar Huddle offers remote workers a more natural meeting experience.

Rally Bar Huddle and the rest of the Rally portfolio offer a consistent experience across all video meeting rooms.

By deploying Rally Bar Huddle as part of a complete solution alongside Tap IP and Tap Scheduler, organizations can create a cohesive video meeting experience for in-room contributors while optimizing solutions to fit in-room workflows. Rally Bar Huddle has the flexibility to be deployed in appliance mode, as a USB device, or for BYOD environments.

Rally Bar Huddle gives IT administrators the control and insights needed to make smaller rooms a strategic asset for their video enablement strategy.

With Sync, administrators can monitor general room usage, validate and cascade updates, and modify device settings from a single cloud-based platform. Sync Insights also provides visibility into how meeting spaces are used over time, including people count and utilization.

Are you already using Microsoft Teams® admin center or Zoom™ Device Management? Sync is meant to work in tandem with administrative consoles for MS Teams, Zoom, and Google, providing key device management capabilities while the platforms focus on their management of the platform itself.

IT administrators also have plenty of control when installing the solution. Clean cabling and various mounting options make installation and deployment of Rally Bar Huddle easy, with secure cable management and flexible placement in rooms.

Wainhouse's Conclusion on Rally Bar Huddle and the Rally Portfolio

I believe that Rally Bar Huddle is a solid addition to the Logitech portfolio and expect it will be well-received by businesses looking to outfit their huddle rooms with a high-quality, reliable video conferencing solution. With a suite of room solutions that can be deployed across different-sized rooms and environments, the Logitech Rally portfolio can ensure a consistent user experience throughout the entire office. Its AI-powered video and audio capabilities deliver an equitable meeting experience, ensuring everyone can be seen and heard clearly during hybrid meetings.

For IT administrators, Rally Bar Huddle enables them to gain insights into the smaller rooms and their usage, ensuring they become more of a strategic asset to their video enablement strategy. The Rally portfolio offers a range of management and deployment options, compatible with popular platforms such as Microsoft Teams, Zoom, and Google.

In short, Logitech Rally Bar Huddle offers a cost-effective and comprehensive solution for the evolving hybrid work environment, ensuring consistent experiences across different room sizes, equitable meetings, and easy management and control for IT administrators.

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. We design 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 on the Nasdaq Global Select Market (LOGI). Find Logitech and more of its business products and enterprise solutions at www. logitech.com/business, the Logitech for Business blog, or @LogitechBiz.

ABOUT WAINHOUSE RESEARCH

Wainhouse Research provides strategic guidance and insight on products and services for collaboration and conferencing applications within Unified Communications. Our global client base includes established and new technology suppliers, service providers, and enterprise users of voice, video, streaming, and web collaboration solutions. The company provides market research and consulting, produces conferences on technology trends and customer experiences, publishes a free weekly newsletter, and speaks at client and industry events.

ABOUT THE RESEARCHER

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