



VIDEO-ENABLE MEETING ROOMS WITH ROOM SOLUTIONS FEATURING LOGITECH TAP CONTROLLERS



Target customer: IT Decision Makers

Key Challenges

Complicated setups of video conferencing rooms

Complexity, cost, and reliance on components and expertise

Support tickets and maintaining equipment

Scaling video conferencing across the business at speed

Desired Outcomes

Intuitive tools which are easy to use, add value and work seamlessly

Technology that's easily compatible and just works with the chosen VC platform

Maximize uptime with robust kit and remote visibility and management

Low effort and quick to deploy and scale across the organisation



What is Logitech Tap?

Logitech Tap controllers make it easy to deploy video meeting rooms, delivering one-touch join meetings with devices that are simple to set up and manage.



Tap IP



Tap



The importance of touch controllers

As organizations shift to a hybrid workplace, wider adoption of video conferencing is essential, but these video conferencing platforms require a controller interface to activate the meeting room experience.

ITDMs require a simple to set up, easy to use solution to provide a consistent video conferencing experience in every room.

ITDMs want to provide a seamless, one-touch join meeting experience that's simple to set up.



What's the difference between Tap and Tap IP?

	Tap IP	Tap
Room Solution Compatibility	Microsoft Teams Rooms on Android Zoom Rooms for Appliances Zoom Rooms for PC RingCentral Rooms	Google Meet Microsoft Teams Rooms on Windows GoToRoom Pexip Room
Power	Requires PoE enabled network or PoE injector and ethernet cable (not included)	Included Power Supply inline via Cat5e
Connectivity	Ethernet or WiFi	USB-over-Cat5e (10m included, up to 40m max), connected directly to the meeting room computer
Content Sharing	Wireless only	Wireless and HDMI
Colors	Graphite, White	Graphite
Headphone Jack	No	Yes





Conversation Starters

- How has **demand for meeting rooms** changed with people returning to the office?
- Are more people using your **office spaces for physical meetings** than before?
- Do your employees **face challenges joining or setting up** a video meeting with your existing solution?
- How well can you **monitor your video conferencing solutions** and access insight around **usage and utilization**?



Common Selling Points

- 1. One-Touch Join**
Start and join meetings easily with just one touch.
- 2. Spacious Touchscreen Display**
Quickly tap into meetings with a responsive 10.1" touch display that resists fingerprints.
- 3. Just the Right Presence**
A low profile and motion sensor for always-on readiness.
- 4. Deploy Room Solutions with Ease**
A consistent experience across rooms of all shapes and sizes for leading video conferencing services.
- 5. Multiple Mounting Options**
Secure almost anywhere in the room with an optional Table Mount, Riser Mount, or Wall Mount.
- 6. Single Cable Simplicity**
A single PoE cable for power and data, which enables flexible placement in the room.
- 7. Clean and Secure Setup**
Integrated strain relief and retention mechanisms keep connections tight for fewer support calls and increased uptime.



Objection Handling



Why wouldn't we just use a tablet as a scheduling device?

Tablets aren't purpose-built for meeting rooms and are not 'always-on' devices. They're also expensive, prone to being misused, requiring updates at just the wrong time, or running out of battery if the charging cable is unplugged. With a low profile and motion sensor for always-on readiness, Tap controllers have a sleek and unobtrusive presence in the room that provides a consistent experience for end-users.



I don't want a long USB cable in my meeting rooms

All current Logitech Room Solution bundles now use category (ethernet) cables for both data and power. The original USB-connected Tap controller now includes the Cat5e cabling kit at no extra cost, offering a direct USB connection to the meet room computer, but traversing the room with up to 40 meters of category cabling. Tap IP takes this simplicity a step further: simply connect to any PoE-enabled ethernet jack for both power and data.



Why does Logitech need two versions of Tap touch controller?

Some room solutions only work with a USB-connected touch controller, while others work with IP-connected devices. With Logitech room solution bundles, you always get the right version of Tap for your video meeting provider, so you never need to worry about compatibility.



CONTACT YOUR LOGITECH SALES TEAM TO DISCOVER HOW TAP CONTROLLERS CAN HELP ORGANIZATIONS SIMPLIFY AND ENHANCE THEIR MEETING ROOM EXPERIENCES