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Questnet 2007

Consultative Multi Vendor approach to Unified Communications

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Agenda

- Introduction
- Overview
- Industry current state
- Where is the industry headed?
- Why is multi vendor the only way?
- The consultative approach to build strategy, reduce risk and deliver outcomes
- Questions



- A leader in Collaboration, Visual Communications technologies and services in Australia
- Excellent 7+ year track record of large successful projects in this area
- Major carriers and blue chip customer base
- Strong strategic partners
- Solutions orientated consulting and value added product supply if required
- Focused and specialised in IP visual communications
 - IP visual communications, collaboration strategies and solutions
 - Instant Messaging and unified communications
 - 3G visual content platforms and gateways
 - 3G Application development and broadcast platforms
 - VoIP integration with video and Video Telephony
 - End to end visual communications solutions
 - Streaming, content management and CDN's



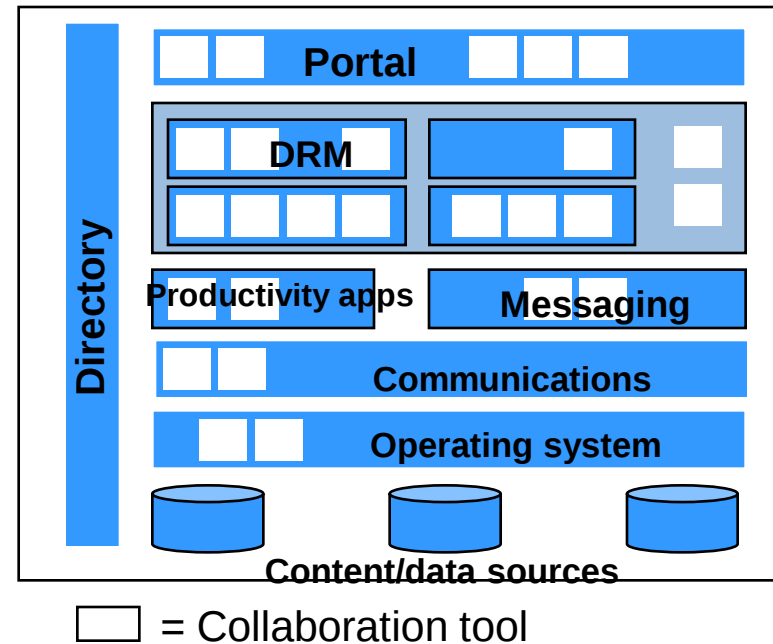
Overview

- A few terms needs definition in respect to the context of our discussion
 - Collaboration
 - Unified Communications
 - Visual Communications
 - Convergence



Collaboration

- Simply put “it’s getting people to work together”
- Easily said and very difficult to achieve
- It often covers a broad area:
 - Application tools
 - Portals
 - Work flows/processors
 - Policies
 - Technology
 - Identity



Unified Communications



- The latest buzz word in the industry
- Well is this different from what we already do?
- Universal client, multi modal and be able to morph the client based on users usage scenario and tools required
- Supports business processes via standard user desk or mobility tools
- Presence, directory and click to call type features often thrown into the pot

Visual Communications

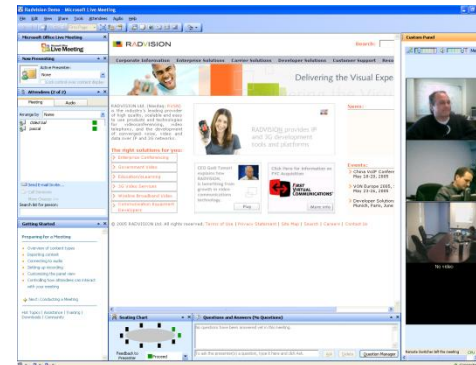
- Video conferencing
 - Point to point
 - Multipoint conferencing
- Video Telephony
 - 3G video calling
 - Video enabled VoIP systems i.e. Video Contact centre
- Video streaming
 - IPTV
 - Digital signage

Video contact centre



Convergence

- Network Convergence
 - The consolidation of various network types to a single multi services Internet Protocol (IP) network.
- Application convergence
 - In our specific area it is the convergence of voice, video, web, data, IM and streaming applications into a multi model soft client for communications



State of the Market

“Collaborative Communications is in the midst of a massive transition that is changing the shape of the traditional conferencing markets.”

Frost and Sullivan – World Converged Conferencing and Collaboration Markets



Industry Current State



- Insular industry sub components
- Device/vendor centric
- Vertical silos of functionality
- “Big” threats to traditional device centric approaches
- Will they survive in the current state?
- Where is the industry headed?

Where are we headed?

A very different world then to what most people are comfortable with.....



3G Tubing ?

3G Video services running globally

Examples

- Video contact centre
- Video Communities and chat
- Mobile Videoconferencing
- Video mobile Learning
- Video Portal
- 3G Tubing
- 3G TV
- Video Blog



Evolution from “Siloed” approach to Application Convergence

Application
Focus

IP
Focus

Device
Focused



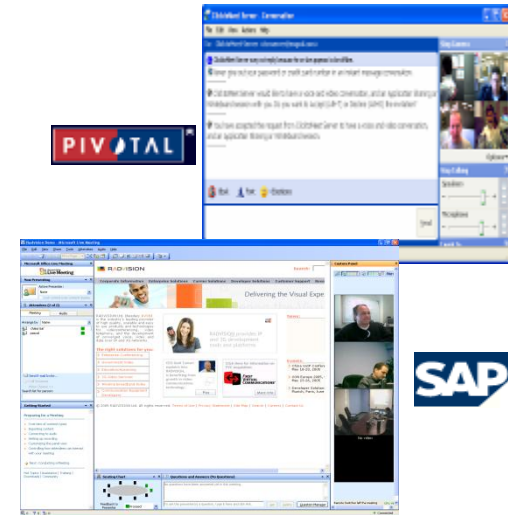
Traditional

- Separate Audio, Video and Data solutions



Converged Networks

- IP everywhere allows more integrated A/V/D applications
- Voice is adding data, web is adding video, video is adding data



Converged Collaboration

- Identity based collaboration becomes integral part of enterprise applications
- Collaboration starts in application or using IM or IP phone
- Audio, Video or Data added as needed

“Siloed”

Modular

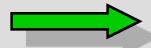
Converged

A Completely Different Paradigm

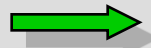
Unified Communications

Today

Stand Alone Conferencing



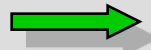
Device Oriented



Location based



Shared resource



Scheduled



Talking heads



Niche Market



Unified Communications

Future

Collaboration within Applications

User Oriented

Location free

Personal resource

Ad hoc

Rich Media Collaboration

Mainstream

Key Players impacting Unified Communications

• Enterprise Software Vendors

- High level of penetration and a dominant position at the enterprise desktop
- View presence and IM as the departure point to entering collaboration sessions and view voice as an add-on to their collaboration solutions



• IP Telephony Vendors

- By-and-large own the foundation for enterprise voice communications and are strategically positioned to expand into the area of group collaboration.
- See collaboration applications as an add-on to their IP voice systems.



Vendor agnostic approach?

- Users will decide the device that is used and it definitely won't be from one vendor only
- Some devices used today
 - The niche boardroom/set-top environment
 - Traditional players – Aethra, Lifesize, Polycom, Tandberg and Sony.
 - VoIP players adding video telephony
 - Cisco, Nortel, Mitel, Avaya and many others (great video handsets coming from Korea and China at “interesting prices”)
 - The increasingly important mainstream desktop collaboration
 - Microsoft, IBM with plenty of niche players
 - The increasingly important mainstream mobile devices
 - LG, Samsung, Nokia, iMate, Microsoft, Apple and many more
 - Cable/Broadband set-top and PC

Any NETWORK Any Media
Any Device ANYWHERE

Does Single unified communications vendor marketing make sense?

Single or Multi-Vendor approach?

● Single Vendor

- Key competency
- Recent add on abilities in fields remote to key competency.
- Missing components
- Often end to end requires proprietary technology.

● Multi Vendor

- Key competency in all aspects
- Add in abilities within key competency
- No Missing components
- Often standards based for interoperability.

Address the business needs by designing a solution
Don't make the solution fit the product

How do we get there?

"Where the hell are you"



- Why a consultative approach?
- Systems integration skills are required
- Horizontal integration of applications
- Not just technology, business processors and policy are equally important to success
- Good project management approach - execution

The Consultative approach

- It's more than boxes / technology required to be successful
- Go through a process to understand the business, IT strategy, politics and org structure
- It's a complex environment which can be a political nightmare in larger organizations.
 - Network, desktop, systems, voice, AV, video teams
- Document requirements
- Perform a gap analysis
- Develop a strategy to execute the plan in phases



What does this all mean ? The Message

- Unified comms vendors pushing a single vendor end to end type offering ?
- “Single vendor” end to end is marketing, not reality
- Don’t make strategic business decisions based on endpoints or video/voice infrastructure alone – it’s only a small piece of the puzzle
 - HD Continuous presence is a case in point
- Think and plan strategically not just vendor product focus – i.e. the bigger picture
- Work with partners that deliver real outcomes and business value not vendor marketing hype





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Getting people
working together

Questions?

Come and have a chat with us at our booth !