



The Merger of AV and IT Part 2: How Do You Merge AV Systems into an IT organization's UC Infrastructure?

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compunetix

What Is The IMCCA?

Interactive Multimedia and Collaborative Communications Alliance

- Non-profit, technology neutral
- Focus on all multimedia & collaboration
- Increase awareness & branding
- Unification of organizations & interests
- Further learning objectives
- Industry Alliances
- Networking Opportunities
- Monthly Newsletter
- Educational Opportunities
- Special Interest Groups

***Free Membership For End Users
Many Benefits for Vendor Members***

***Contact Carol Zelkin, Executive Director
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Stop by booth 2079

www.IMCCA.org

Who am I

Compunetix is the leading developer of converged media collaboration and conferencing applications for the service provider, government, and corporate enterprise markets. The **CONTEX Summit**[®], **Olympus**[™] and **EVERGREEN**[™] platforms seamlessly bridge networks and users, enabling powerful collaboration.



- 25+ year veteran of the collaboration industry
- Began with services management at Winston and Strawn law firm in Chicago
- Moved to Compunetix, first in Global Account Sales Management, and now heading up their Marketing efforts.



Merging AV Systems into an IT Organization's UC Infrastructure

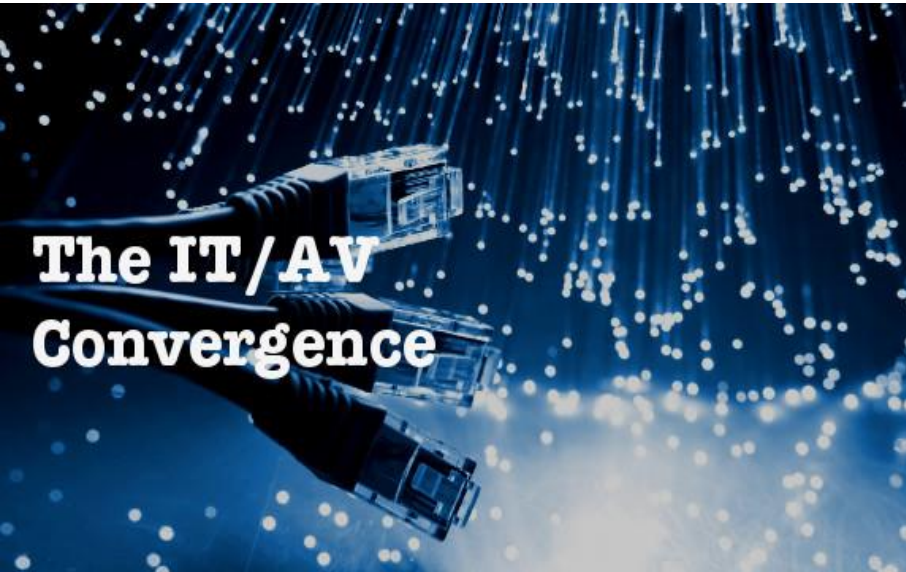
- The skills & expertise gap between IT and AV professionals has never been thinner
 - New trends in social computing and technologies are morphing these two spaces into one
- Telecom Services is the largest segment of spending across Global IT
- Massive uptake in HD video and video adoption is driving this new reality

Can You See Me Now?

4K Products and Services Upping the Video Ante



Drivers Toward AV/IT Convergence



- HD Video Adoption
- Mobility
- Lower Cost Technologies
- Cloud Services
- Margin Pressure
- Complexity of the Solution
- Increased Competition

AV Components Now Require Access To The Network

AV component manufacturers use various embedded operating systems, ports and communications protocols – many of which represent possible security risks.



How do organizations ensure AV systems are IT acceptable?

AV Decisions Now Impact IT Ecosystems



Conference
Phone



Enterprise Call
Control



Room
Videoconference



Desktop
Collaboration



AV Support
Processes



IT Support
Processes



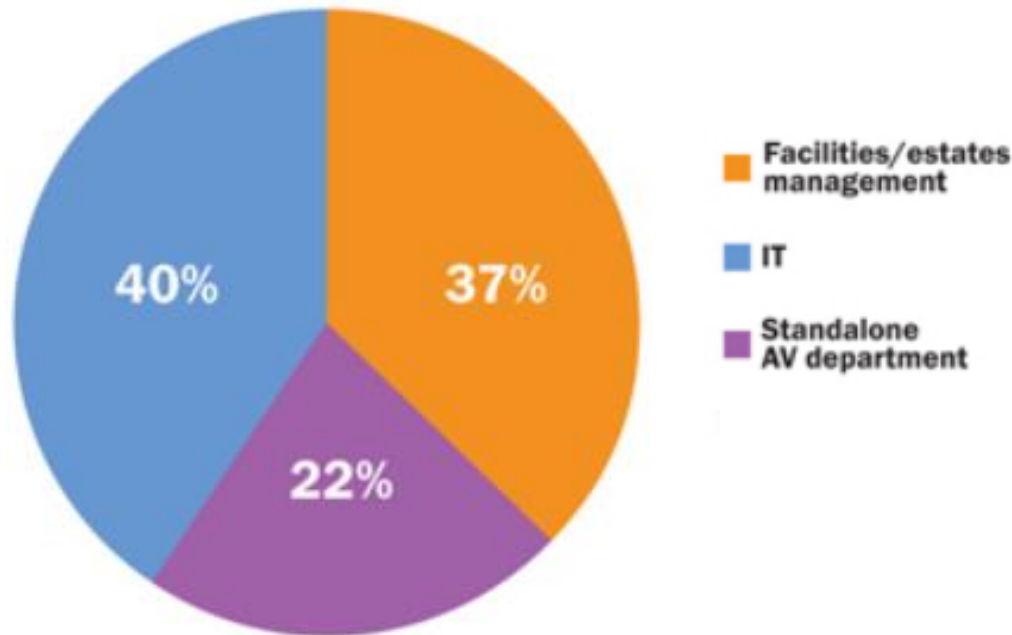
Comparison of Stated Trends

- While driving closer together, the two functional areas have different goals
- The trends and goals of IT are typically broader than just AV
- Unified Communications and Collaboration making a strong impact on both

AV Industry	IT Industry
Rapidly deployable room solutions	Mobile Device Management
Get all AV gear onto network for mgmt	Mobile Applications
Track and measure for greater metrics	Cloud architecture
Increased bandwidth	Software Defined Anything
Integration into UC system management	Continued integration of UC solutions

Who Manages AV?

Who manages AV support needs



Source: AV online research, April 2014

IT teams are now the majority owner of AV responsibility within enterprises. They are looking for AV systems to be more standardized, scalable, repeatable and reliable.

IT Spending Statistics

Table 1 - Worldwide IT Spending Forecast (Billions of U.S. Dollars)

	2014 Spending	2014 Growth (%)	2015 Spending	2015 Growth (%)
Devices	696	3.8	732	5.1
Data Center Systems	141	0.8	143	1.8
Enterprise Software	317	5.8	335	5.5
IT Services	956	2.7	981	2.5
Telecom Services	1,626	-0.1	1,638	0.7
Overall IT	3,737	1.9	3,828	2.4

Source: Gartner (January 2015)

Daily IT GraphicsDesk

The Important Questions For AV / IT Infrastructure Convergence

- **Change** – What do AV manufacturers have to change to sell to IT professionals?
- **Customization vs. Standardization** – Can AV systems be made more standard to allow for a reasonable level of performance and SLA?
- **Support** – Can a standard IT support model (helpdesk) even work for a room AV environment?
- **Who Leads** – Do enterprise AV systems have to adapt to fit into to an established IT UC strategy or can AV choices influence the direction of enterprise UC?
- **Security Issues** – Now that AV components ride the network, can a standard, minimum acceptable level of component security be enforced with AV manufacturers? Is there an applicable enterprise approval process that can be universally established?

Your Panel Today

