IMCCA @infoComm15
June 13-19 | Orlando, Florida

Unified Communications and Collaboration Roadmap

myvrm
Workspace Management

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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**

IMCCA

www.IMCCA.org

Free Membership For End Users
Many Benefits for Vendor Members

Contact Carol Zelkin, Executive Director
Czelkin@imcca.org

Stop by booth 2079

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Who I am

Ken Scaturro

President, myVRM

Chairman, IMCCA

The myVRM platform efficiently **manages any resource** that has an **effect** on the **successful completion** of a meeting.
It **automates** as many **tasks** as possible associated with the **coordination and execution** of the meeting
all while making the experience **simple** and **easy to use**

myvrm Workspace Management

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And it's CHANGING FAST

Market Transitions

Economic Transitions

Technology Transitions

PACE OF CHANGE [2]

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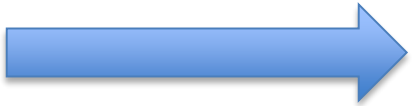
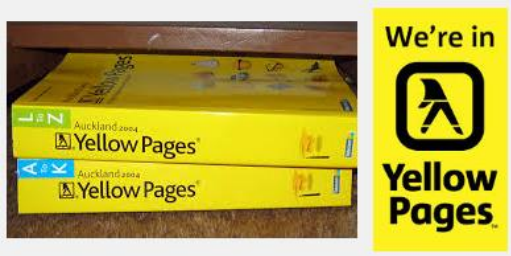
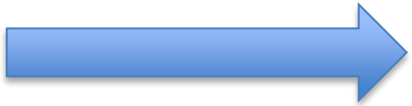
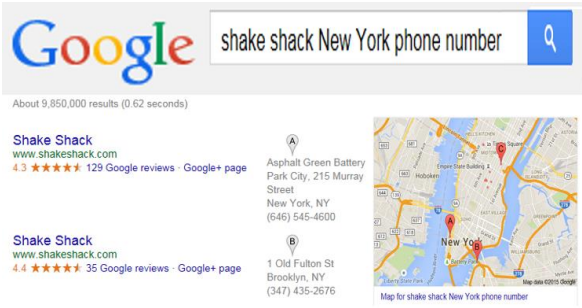
Change is Rapid and Constant

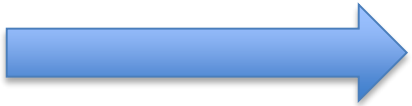
Waiting for a clear trend to copy may be the last thing your organization does











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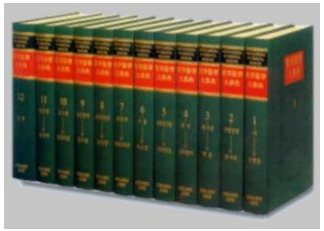
30 Years Ago In Technology

1985

- Payphone
- Encyclopedia
- VCR



2015

- Mobile Phone
- Google
- DVR

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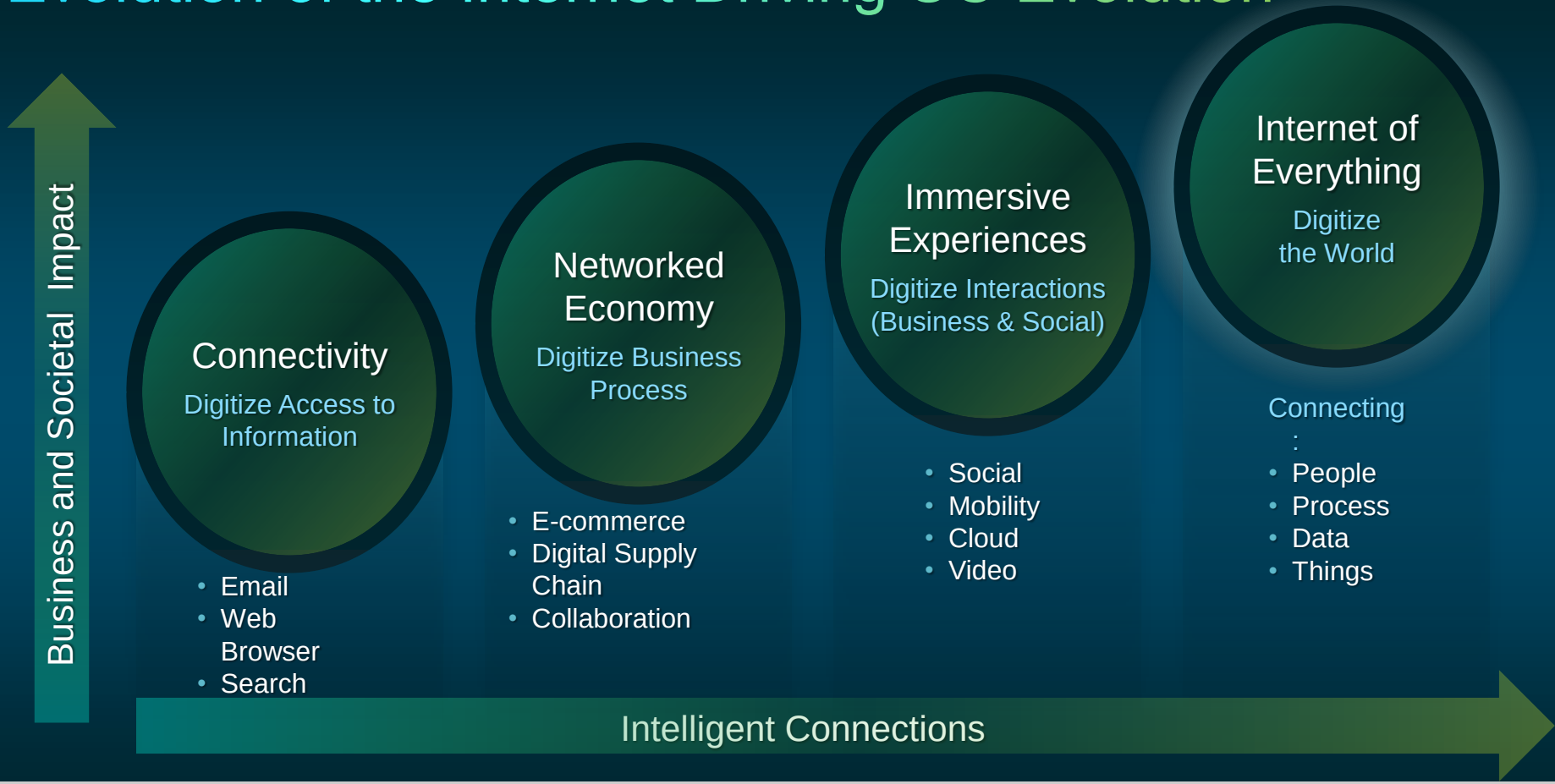
Evolution of the Internet Driving UC Evolution



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Unified Communications and Collaboration – Connecting People

The promise of Unified Communications is connecting people-to-people anywhere, anytime, from any device, enabling collaboration as easily as if everyone was in the same room.

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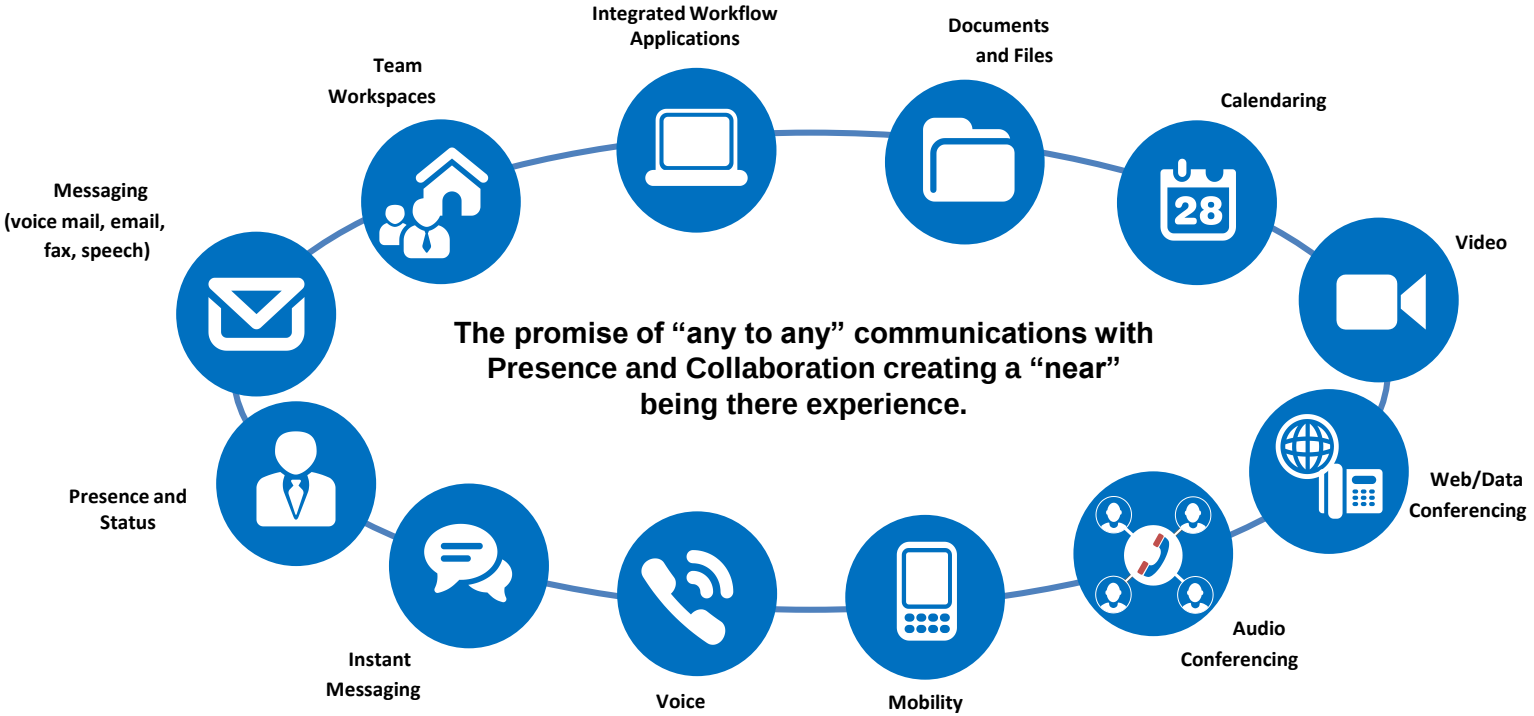
The Many Definitions…



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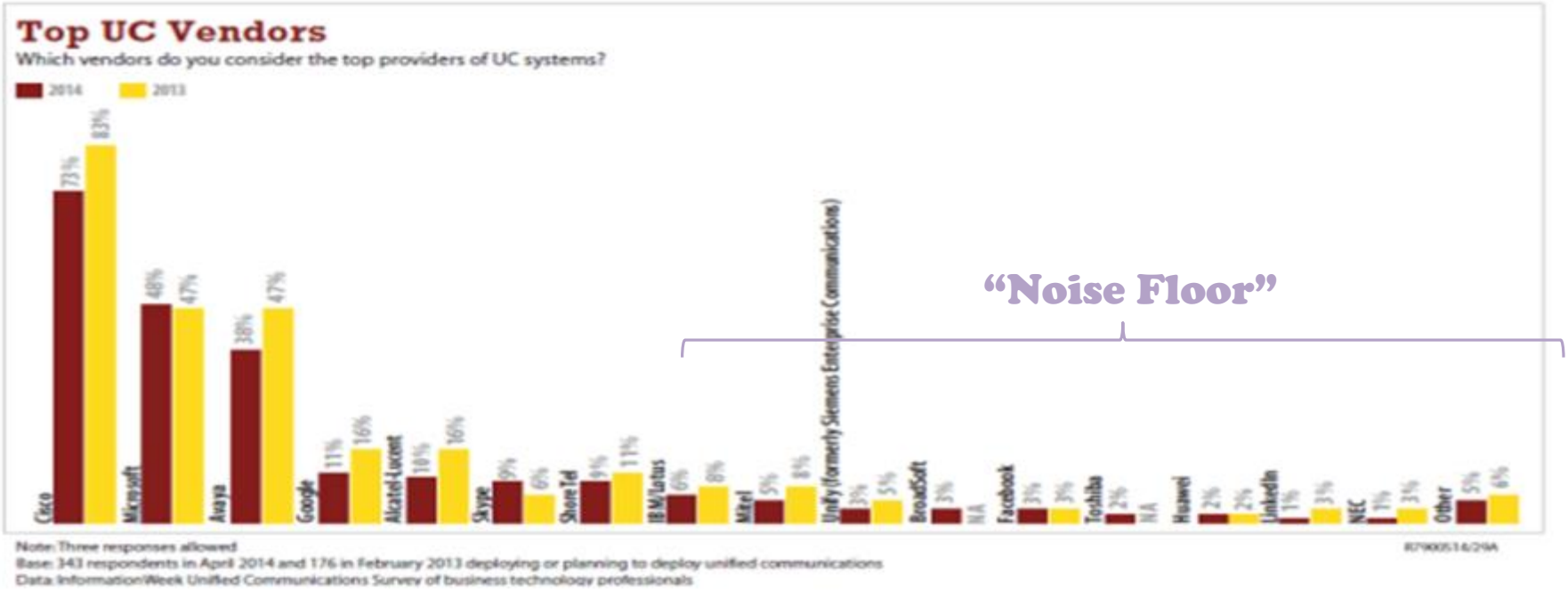
Information Week 2014 Readers Survey – Who are the top UC providers?



Cisco 73% - Microsoft 48% - Avaya 38% - Google 11% - Alcatel-Lucent 10%, then the rest…

Many start-ups and small firms fighting for less than 10% of the UC market.
Many won't survive BUT Don't ignore. Google was in the Noise Floor

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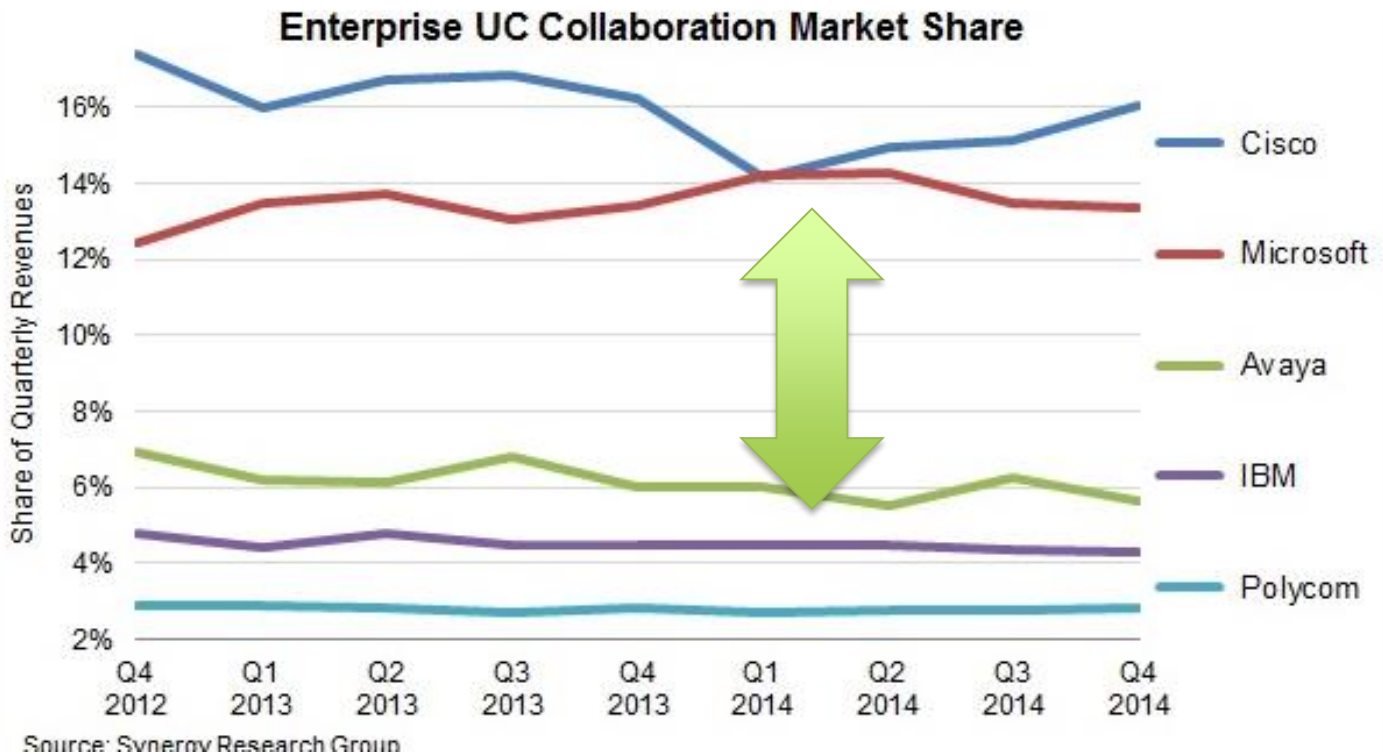
Collaboration Market Share



Huge gap between Cisco / Microsoft and the rest of the industry

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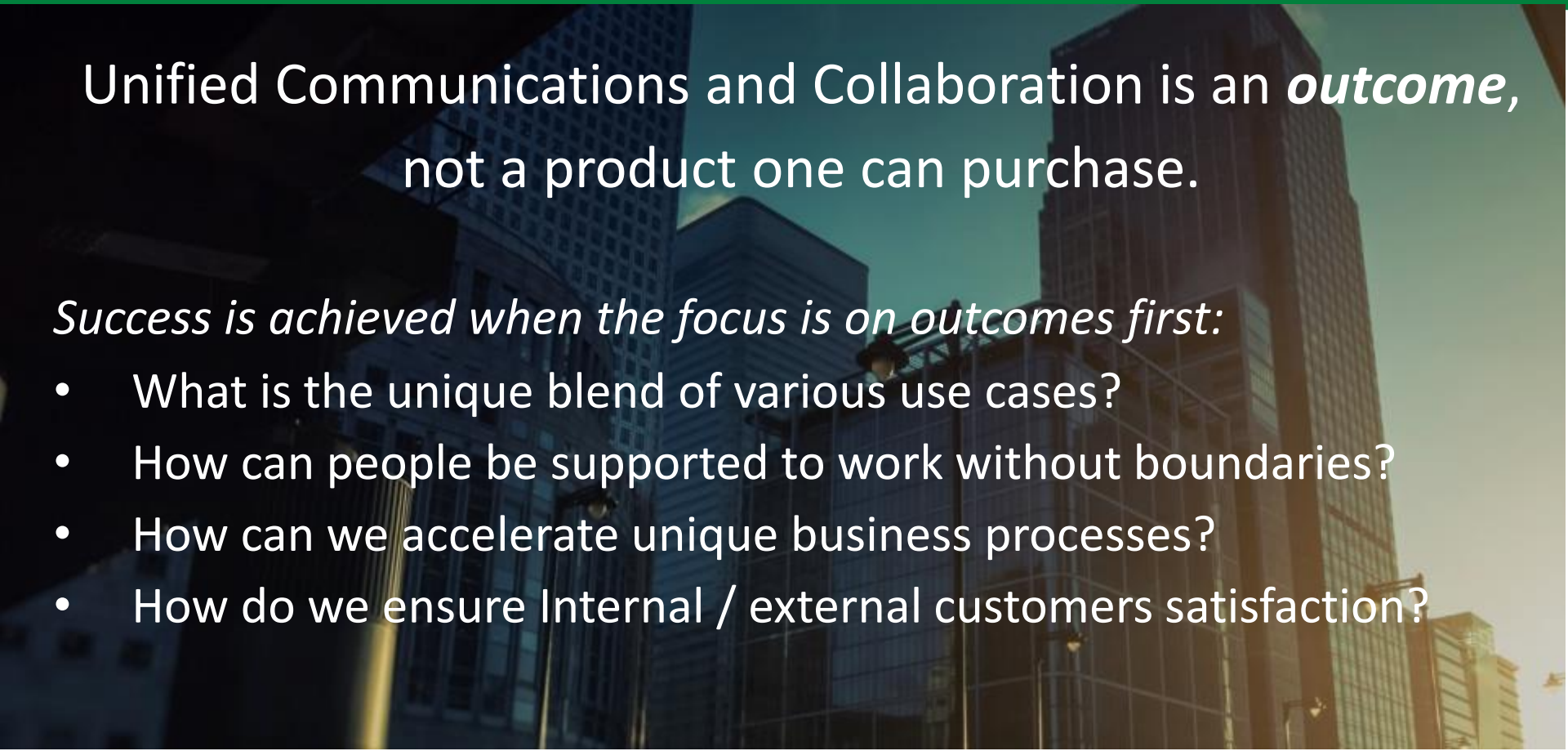
Solutions need to solve problems



Unified Communications and Collaboration is an ***outcome***, not a product one can purchase.

Success is achieved when the focus is on outcomes first:

- What is the unique blend of various use cases?
- How can people be supported to work without boundaries?
- How can we accelerate unique business processes?
- How do we ensure Internal / external customers satisfaction?

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Unified Communications and Collaboration Roadmap

Consumption Models And Virtualization

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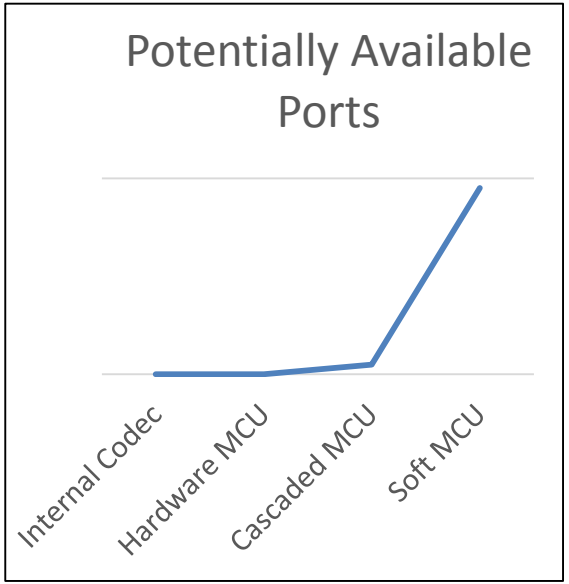
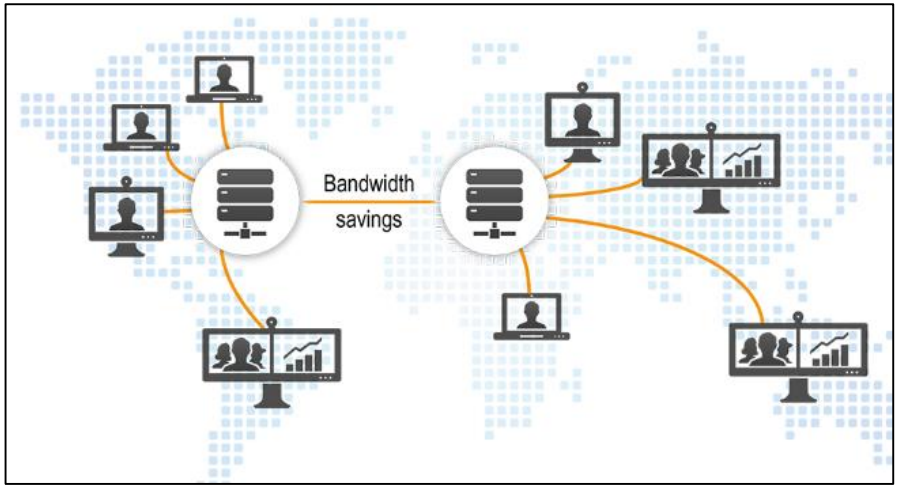
The Scale And Interoperability Of Virtual MCUs

- 2013 introduction of soft MCUs supports vast increase in scale, distributed architecture and universal interoperability



VIDEO STANDARDS

- H.263(+, ++)
- H.264 AVC (Baseline and High Profile)
- H.264 SVC
- H.265
- WebM
- Microsoft RTV
- Bandwidth up to 6000kbps
- Frame rates and resolution up to 1080p 60fps
- HTML5/WebRTC/Flash



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The Drive To Virtual And The Cloud
Mix And Match

- Type of Infrastructure:
  - Traditional – Hardware appliances
  - New Choice – “Virtualized” software
- Location of Infrastructure
  - Traditional – Client location
  - New Choice – Client Location, Provider Owned
  - New Choice – Shared in the cloud
- Consumption Models:
  - Traditional – Capital hardware purchase
  - New Choice – Infrastructure “as a service”

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The Scale of Virtualization

- Cisco
- Polycom
- BlueJeans
- Acano
- Pexip
- More

VMRs are part of the overall UC Strategy supporting dial-in requirements

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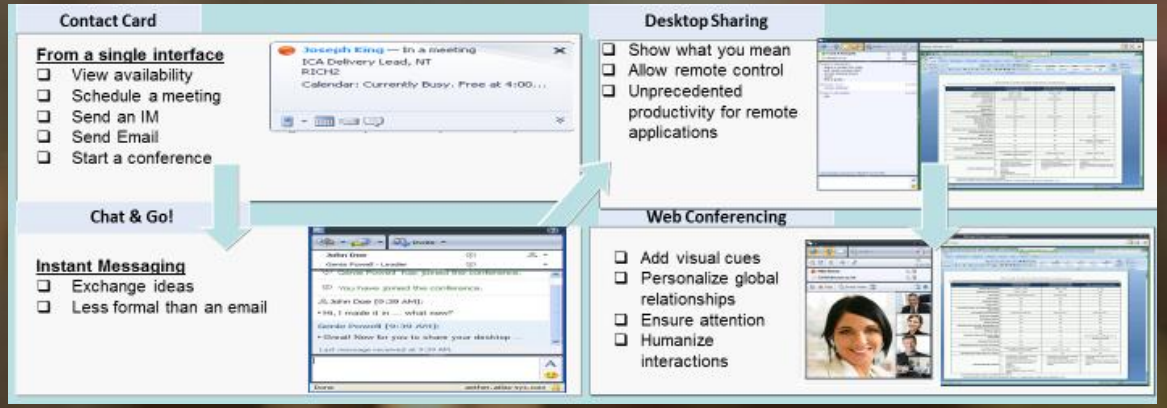
Unified Communications and Collaboration Roadmap

The Key Values



Presence – The real-time status of a persons availability and Communications capabilities

Escalation - The ability of and process for adding additional technologies to a communication between parties

Collaboration - The ability for multiple people to work together (using rich content) as if they were in the same room

Convergence - Provides full integration of communication systems over multiple modalities such as carrier to WiFi connections and mobile to desktop call transfer

Security – Protecting the infrastructure as well as the content. Digital Rights Management

Service Management – ITSM and ITIIL Best Practices

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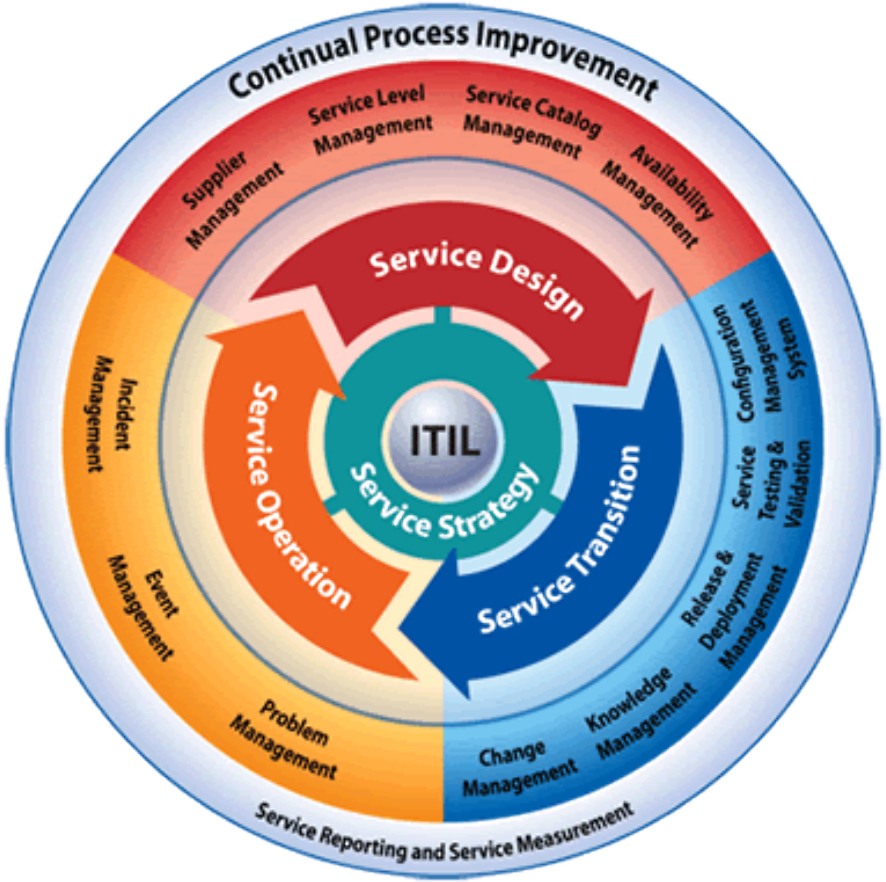
Support And Operations Must Be Considered Early
"Day Two Is Problem One"



ITIL®

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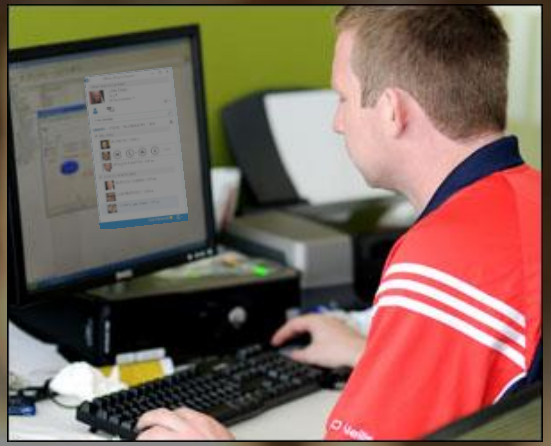
Unified Communications and Collaboration Roadmap

The Desktop



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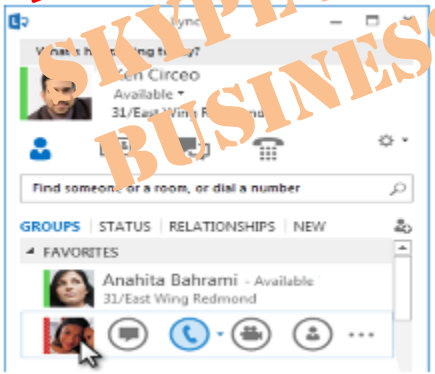
Microsoft and Cisco are Defining The Enterprise Desktop

CISCO

Microsoft Lync

REPLACED

SKYPE FOR BUSINESS



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Other Desktop Questions – Not So Clear

- Appliances
- Phones
- Soft Phones
- Mobile Devices

???

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Unified Communications and Collaboration Roadmap

Room Systems

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The way we work has changed

Less Big, Complex, Do-Anything, Customized Systems

"More of Less, Less of More"

More Simple, Standard, Do One Or Two Things Really Well Systems

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Many New All-In-One and “Huddle-Room” Systems Hitting The Market

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But Not Every All-In-One System Hitting The Market Is Good

Many new, inexpensive systems are just glorified webcams

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Webcam Performance in Conference Rooms Is Questionable

The Truth About Webcams in Conference Rooms

What the marketing suggests:

- Big “head & shoulders” shots
- Clear expressions
- Eye-contact

The likely reality

- Small, distant shots
- Difficult to see expressions
- Odd angle, no eye-contact

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Unified Communications and Collaboration Roadmap

Single Provider

vs.

Best In Breed

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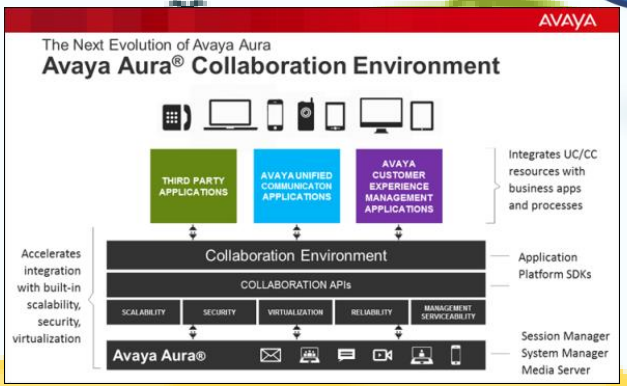
Can There Really Be Interoperability



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Unified Communications and Collaboration Roadmap

Where Do We Go From Here?

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Our Panel

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