

# Clearing Video Collaboration Adoption Hurdles (UCCS08)

Clearing up the confusion  
and building a successful  
collaboration strategy





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# Our Team: Expertise and Thought Leadership

**Dimension Data employs some of the world's top technical talent, with over 11,300 certifications over a range of technologies. We facilitate workshops and meetings across all organizational levels**



**Personal Bio:**




David J. Danto  
Principal Consultant, Collaboration / Multimedia / Video / AV / Dimension Data

Director of Emerging Technology  
Interactive Multimedia & Collaborative Communications Alliance

**Over three decades of end-user experience:**

- JP Morgan Chase – built & managed largest commercial Cisco TelePresence
- Lehman Brothers – built & managed all audio and video rooms and systems
- Bloomberg – design and build of all TV and Radio
- NYU - Development of TV and Media Services Dept. and Campus Cable TV
- AT&T, Financial News Network, MTV, NBC, Rutgers University & many others.

**Industry recognition:**

- IMCCA – Executive Board of Directors
- InfoComm – Adjunct Faculty - since 2007, Selected to InfoComm 100
- NAB – Broadcast Engineering Judge - since 2001
- Consumer Electronics Show – Industry Analyst since 2003, Judge 2011, 2013
- Enterprise Connect – Innovations Judge 2012



**Past & Current Advisory Boards:**

- Polycorn,
- Plantronics,
- AVI-SPL,
- BlueJeans,
- Ricoh



Dimension Data



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Currently member of the Cisco UC/CE Advisory Council, business transformation using Unified Communications strategies; video collaboration integration into UC platforms; design, deployment, integration and business process inclusion using Microsoft and Cisco UC platforms

Proven Unified Communications Architect capable of designing and deploying advanced multiservice IP Networks to enterprise clients - Provides program architecture and deployment expertise for very large Unified Communications deployments - Assessing new technology business impact and value - Highly effective troubleshooter utilizing a broad base of professional experience and problem resolution methodologies - Unified Communication and Collaboration support infrastructure optimization specialist

CUCILync/MOC & CUPC) - Collaboration & Convergence technologies - IP Telephony Design, Implementations & Migrations - Quality of Service - Remote site integration - Presence, IM & Federations - Video / Telepresence integration - Wireless Integration, Security & Management - Wireless Voice over IP - SIP Trunking/ Session Border Controllers - Unified or Visual Messaging

# Agenda



How The  
Workspace  
Has  
Changed

End-User  
Confusion



Importance  
of People  
and  
Adoption

Focus on  
Business  
Outcomes



The right  
blend of  
Video

Consumption  
Models

Planning &  
Remediation



Adoption  
Management

Q&A

## How the workspace has changed?

# 30 year snapshot

1985

- Commute to Office
- Sit at Desk
- Use a Phone



2015

- Commute to Office
- Sit at Desk
- Use a Phone



## The challenge of work!

- Lost time during unproductive commute
- Environmental damage
- Commute “burn-out”
- Cost of living near an office

## The challenge of working!

- **One desk per employee**
- **Only one workstyle supported**
- **No ability to communicate away from desk**
- **Density Issues: Ports, HVAC, Electrical, Facilities, Egress**



# Workspaces For Tomorrow



Boost your employees' productivity



Match physical spaces to the type of work activity



Use office space more efficiently

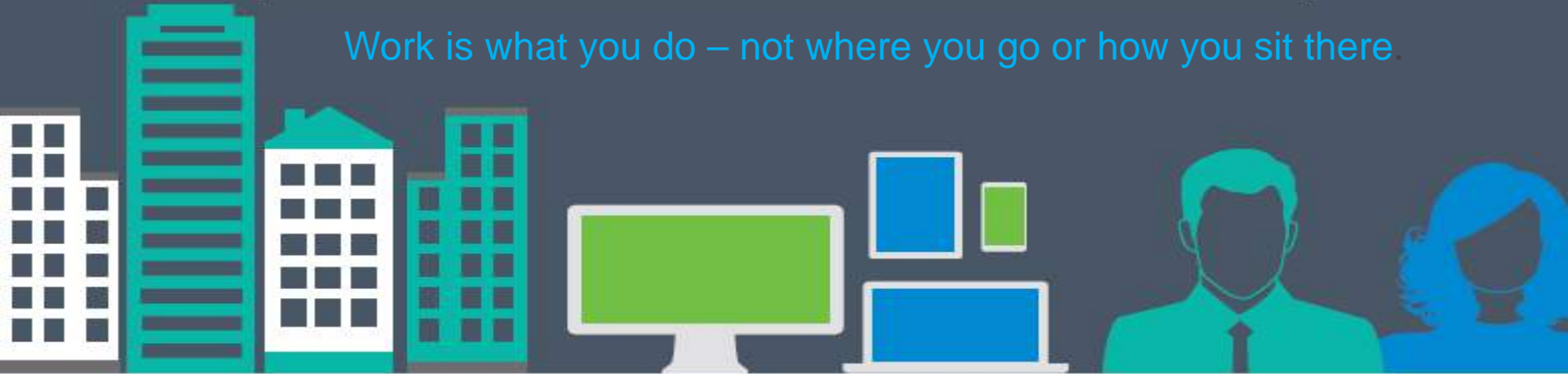


Help people collaborate better



Reduce real estate costs by up to 30%

Work is what you do – not where you go or how you sit there.



# Tomorrow's Workspace Requires Effective Communications & Collaboration

It's all about transforming workplaces to meet actual workstyles.



- Being able to work with peers regardless of their location brings a powerful sense of community
- Gaining the ability to assign the best person to each job regardless of geography drives ROI
- Face to face conversations taking place immediately when they are needed drives productivity



# Too Much Separation...

Individual “silos” for video, UC, AV and other areas have slowed adoption of a single, converged strategy.



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

*When everything comes together:*

- People can work productively without boundaries
- Business processes happen rapidly
- Internal / external customers get what they need

# Business Outcomes



## Financial Impact

- Improves business productivity
- Improves client retention through better service
- Reduces travel costs



## Business Impact

- Provides greater business agility
- Provides better business collaboration with colleagues, customers and partners
- Improves business communications
- Supports user mobility



## Personal Impact

- Improves work life balance
- Improves communication efficiency reducing frustration and work pressure
- Supports more flexible working arrangements

**End user confusion**  
*There is no Typical user*



# End User Wish List (Consumer)

## User Experience



Ability to seamlessly use technology, software and services that they relate to best

## Collaboration Style



Leverage personal and professional networks to collaborate across communities (both formal and informal)

## Personal Productivity



Ability to organize work to suit their perspective and personalize their technology

## Device Preference



Allowance to select the devices that best suit their work style and corporate status with the ability to stay connected to corporate resources

## Security & Support



Confidence that they are free from security threats and have access to training and support

## Single Identity



The simplicity of a single account for a single user



## There Is No “Typical User”

Too many organizations get *lost in a maze of technology* – features and functions - trying to meet the needs of their *typical user*.

Organizations *do not have a typical user*. They have *multiple business needs* - which requires a *segmentation plan*.



# User Segmentation



# HDYM ?

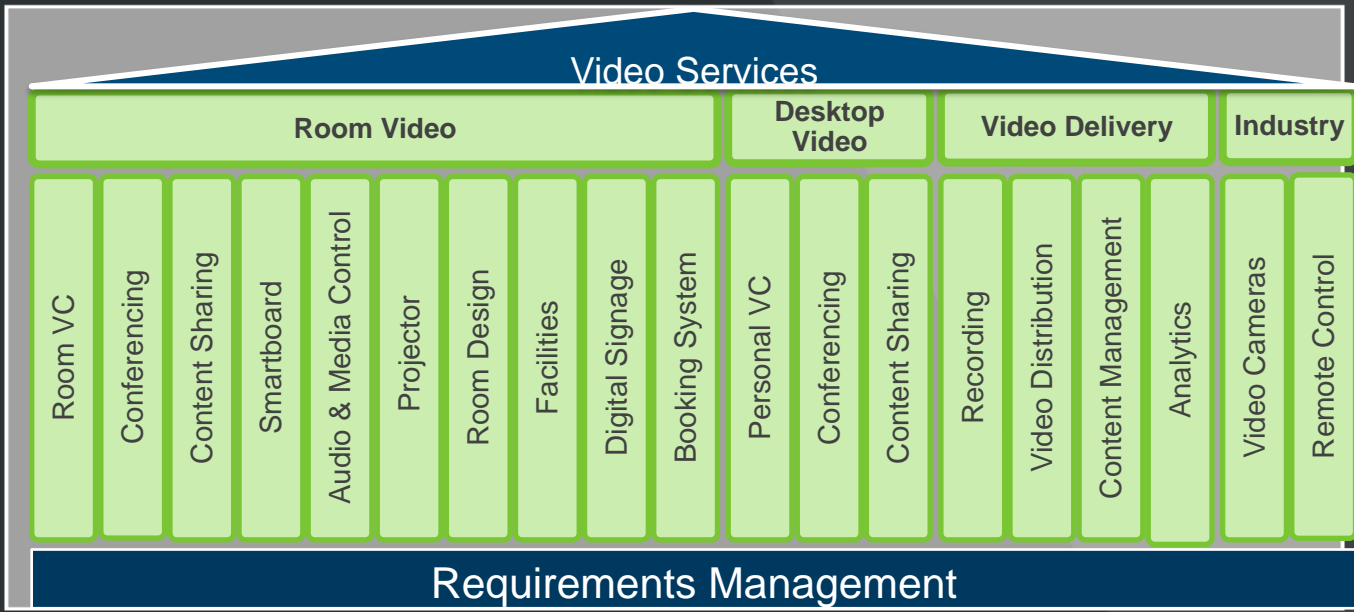
Department	Use Case				
	IM / Presence	Video Conferencing	Web Collaboration	Video On-Demand	Live Web Streaming
Executives					
Management					
Sales					
Human Resources					
Marketing					
Operations					

# Matrix User Groups/ Functions

	Workings with Customers	Audio Conferencing	Executive	Mobile	
VIP	Yes	Yes	Yes	Yes	Executive Group
Executive	Yes	Yes	Yes	Yes	
Personal assistant	Yes	Yes	Yes	Yes	
Traveling executive	Yes	Yes	Yes	Yes	
Manager	No	No	Yes	Yes	Managers and Travellers Group
Traveling employee	No	No	Yes	Yes	
Contact center agent	Yes	No	No	Yes	Contact Centre Group
Helpdesk operative	Yes	No	No	No	Customer Service Group
Teller	Yes	No	No	No	
Customer service representative	Yes	No	No	No	
Branch Manager	Yes	No	Yes	No	Branch Manager Group

Assume all users need Standard Functionality.

# Technical Reference Model



# Importance of People and Adoption



# Technology Roll-Outs Follow A Specific Phased Plan from Start to End...

Technical Assessment

Integrated Design

Proof of Concept Testing

Pilot

Limited Production Deployment

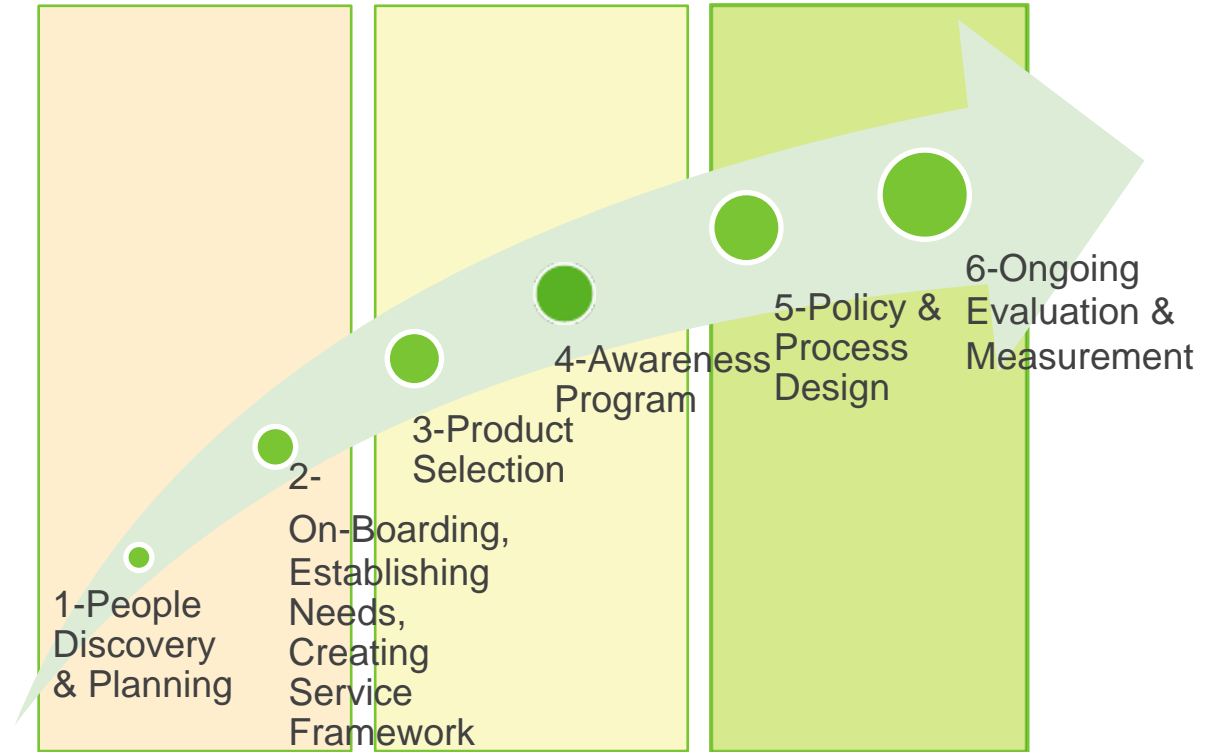
G.A. Rollout

ITIL Based Services Review / Improvement

# Best Practice Adoption Plans Also Follow A Specific Process

## *The Six Steps of Driving Organizational Adoption*

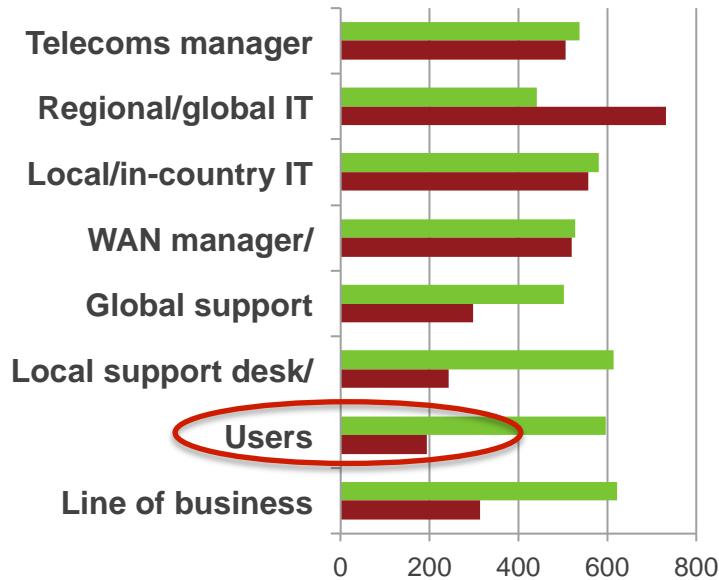
**There are six critical phases of successfully deploying UC within an enterprise.**



# CIO Survey:

## Users are consulted, but rarely have influence

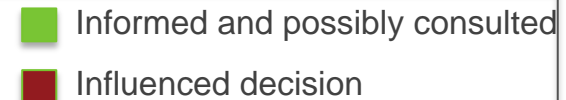
Which stakeholders have been consulted in formulating the plan and what level of contribution did they make?



Only 7% of decision makers say users have a high degree of influence.

Yet, 27% of enterprises say organizational issues are the major barriers to investment success.

Not letting users define needs is a missed opportunity driving for adoption.



*Dimension Data and Ovum Study – 2013: 18 countries, 20 industries, 1,320 enterprise ICT decision makers and 1,390 technology users*



# “Provide and Pray” Yields 90% Adoption Failure

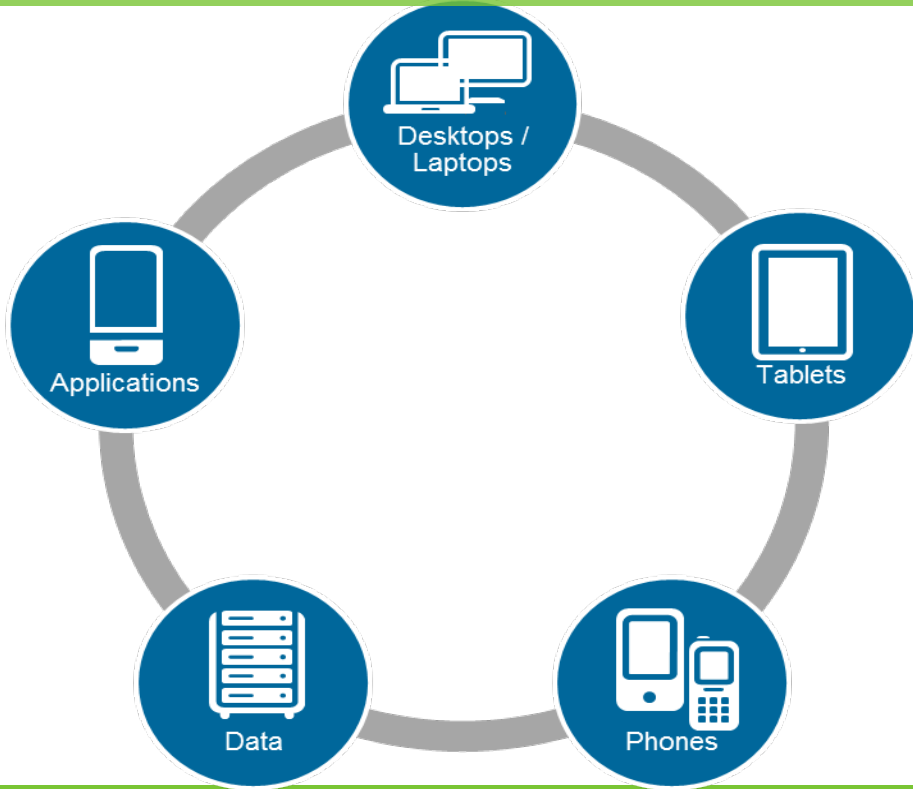
The **provide-and-pray** focus is very prevalent in organizations starting down the mass collaboration path and has close to **90% failure rate**.

The foundation of a successful collaboration strategy lies not in choice of the “correct” technology, but in having **the correct strategy**, which brings together a community that rallies around a purpose to productively collaborate in the right style of working.

**The Social Organization: How to Use Social Media to Tap the Collective Genius of Your Customers and Employees**  
by [Anthony Bradley](#), [Mark P. McDonald](#) (Gartner analysts)  
Source: Harvard Business Press Books



# Users choose the technology that suits their work style



What we need to address is that “users” are not a blue dot – they are real people with a complexity of attitudes, behaviours and competence levels.

The move from a manufacturing to a services economy means that people become a more influential factor in business.

Users often have access to richer technology at home than at work and they are driving the technology choice and requirements of their employers:

# Organizations are made up of all types of people

- Champions
- Helpers
- Spectators
- Resisters



# The User Is at the Heart Of a Successful Strategy



Driving usage and adoption is a matter of people

# Your New Collaboration Catalog – Anywhere, Any Time, Any Device



Our Firm's Internal Catalog			
Name	Typical Picture	Configuration/Functionality	Can Be Used For
Large Conference Room		<ul style="list-style-type: none"> <li>Single or dual flat panel screens</li> <li>Integrated videoconferencing</li> <li>Call-in enabled speakers, integrated audio conferencing</li> <li>Wireless touch panel user interface</li> <li>Table microphones</li> </ul>	<ul style="list-style-type: none"> <li>Reviewing PC data / slides</li> <li>Extended collaboration</li> <li>Video and/or audio meetings with local and remote participants</li> <li>Internal or external groups</li> <li>Cable TV viewing</li> </ul>
Medium Conference Room		<ul style="list-style-type: none"> <li>Single or dual flat panel screens</li> <li>Videoconferencing</li> <li>Tabletop speakerphone for audio conferencing</li> <li>Manufacturer touch panel control</li> </ul>	<ul style="list-style-type: none"> <li>Reviewing PC data / slides</li> <li>Video and/or audio meetings with local and remote participants</li> <li>Internal or external groups</li> </ul>
Team Room		<ul style="list-style-type: none"> <li>Single flat panel screen</li> <li>Speakers as display</li> <li>Speakerphone (or SIP Trunk) for audio conferencing</li> </ul>	<ul style="list-style-type: none"> <li>Team meetings</li> <li>Reviewing PC data / slides</li> <li>Group audio conferencing</li> </ul>
Huddle Room or Enhanced Office		<ul style="list-style-type: none"> <li>Single screen for PC display &amp; videoconferencing</li> <li>Connection for PC and Data integrated at table</li> <li>Speakerphone for audio conferencing</li> </ul>	<ul style="list-style-type: none"> <li>Reviewing PC data / slides</li> <li>Small group audio conferencing</li> <li>Small group videoconferencing</li> </ul>
Home Office		<ul style="list-style-type: none"> <li>Single screen</li> <li>Audio and video conference appliance (x)</li> <li>Connection for PC display</li> </ul>	<ul style="list-style-type: none"> <li>1 to 2 people</li> <li>1 on 1 share / local or remote</li> <li>Hoteling, power user</li> </ul>
Personal / Mobility Solution		<ul style="list-style-type: none"> <li>Single screen</li> <li>PC or tablet based</li> </ul>	<ul style="list-style-type: none"> <li>1 person</li> <li>Remote collaboration / traveling</li> </ul>



# Technology Choices / Etiquette

Choose the right communications tool:

## Individual communications:

- **Face-to-face discussion**
- **Video telephony**
- **Video conference**
- **Phone / voice mail**
- **IM**
- **Email**

## Group communications:

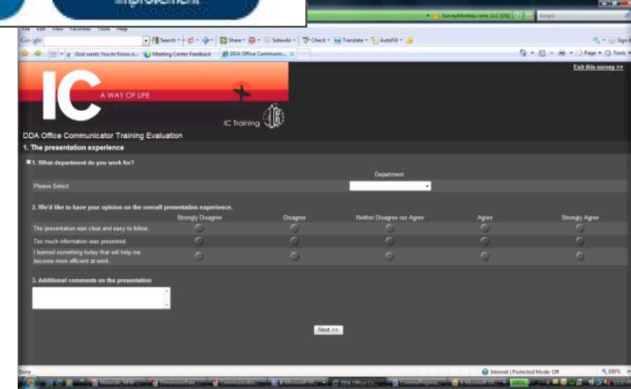
- **Group meeting**
- **Web Conference**
- **Video conference**
- **Email**
- **Team workspace**
- **IM**

# But Driving Adoption is a Continuous, Non-Technology Process


## Reengage Initial Focus Group –

### Reporting Tools:

- Adoption survey (online)
  - Measures the adoption
  - Measures the satisfaction
  - Generates feedback from employees about use cases



# Focus Group – Adoption Works Across Your Organization

- 
- Adoption Programs helps turn “Spectators” and “Resisters” into “Champions and “Helpers”



# Policy Review - What Needs To Change



User (VIP) Priority and “Bumping”

Usage (Technology Needed) Priority and “Bumping”

Scheduling System

Approvals

Travel Policy

Charge Back Formula(s) and Process

Helpdesk

# Training

## “All That Apply”



Written Instructions Near Systems

Live Training Sessions at Launch

Playback of Recorded Training Sessions

One-On-One Appointments for VIPs and Power Users

Remote Training (Over Video)

# Driving Usage and Adoption

## Coordinated Plan Checklist / Steps

Create User Segmentation Plan

Creation of Focus Group(s)

Policy Review

Marketing Plan & Materials

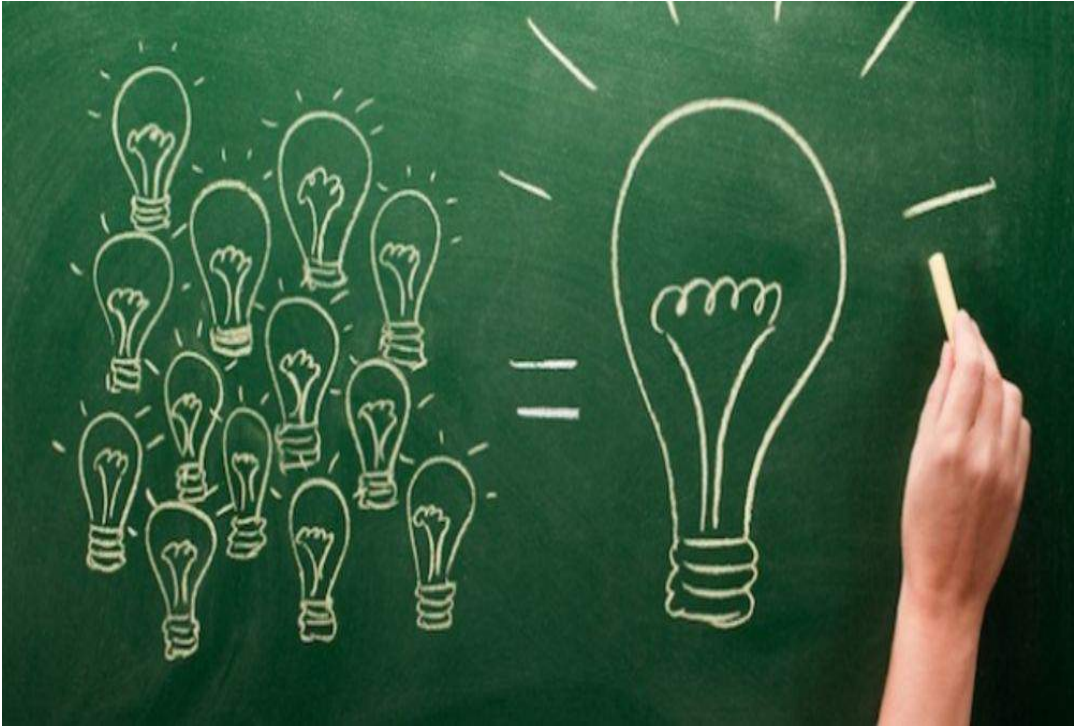
Creation of Benchmark Report Format

Training Sessions and Instructions

Continuous Improvement



# The right blend of video



# A successful UC strategy is all about the right **blend**

## Picking the right tool for each job as part of a unified ecosystem

### Immersive and Specialty

- Excellent for group to group extended meetings
- Developed as needed for special environments including auditoriums, atriums, etc.
- Designed once, deployed from a master template

### Meeting Rooms

- Not “videoconferencing” or “audio conferencing”
- Driven by people and communications, not technology
- Identical, repeatable, non- custom rooms from standard catalog
- No need for custom “form follows function”
- NO WEBCAMS!

### Desktop

- No need to reserve shared spaces – “dial-tone”
- Software for mass deployment in non critical locations; Appliances for important and/or mission critical
- New central consoles to cover multiple desktop needs

### Mobile

- Access all collaboration from anywhere
- Best efforts connections supported
- Enables full productivity while away from usual workspace

***All Systems Must Work Together Seamlessly - For Internal And External Connections And Users – No Technology Islands!***

# A successful UC strategy is all about the right **blend**

## Choosing the right consumption model to meet the needs

### On premise Client ownership

- Client owns infra & licenses
- Multi-vendor
- Integration points
- In-house services
- Sourced services

### Hybrid Cloud Services

- Some level of consumptive pricing - for savings
- Reduce HW/SW dependency
- Private cloud for benefits without risk

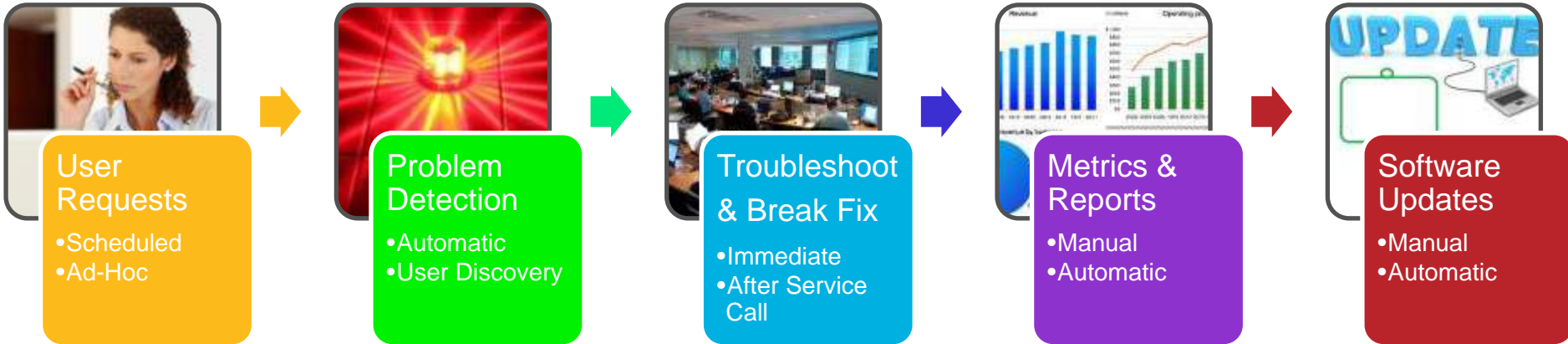
### Leverage Cloud Services

- Enhanced consumptive pricing models
- More “as-a-Service”
- Flexibility
- Agility

***Consumption Flexibility Is The Enabler Of A Scalable Solution That Can Grow With An Organization's Needs***

# Urgent! Support And Operations Must Be Considered Early

## *“Day Two Is Problem One”*



Operational and support methods need to be decided and implemented before equipment is rolled-out

## Planning & Remediation





## Network as the platform



# Local Area Network / Wireless / Cellular



# Wide Area Network



# Perimeter Network - Edge



# Certificate Services - PKI



# Dial by design?

E.164 = +1-555-121-5121

Site Codes (PHL) 15

Extension Dialing (15+2566)

Directory URI's john.smith@smith.com

SIP URI's - 152566@smith.com

CMR john@webexcmr.webex.com



# Endpoints



# Accessories





# Adoption Management



# Adoption Management Lifecycle



# Engagement Scenarios



*Pre-Purchase (Best)*



**Post-Purchase (Better)**



**Implementation (Good)**

\*

# Adoption Management Program – Program Overview

## What are the components that make up AMP?

- After a review of the project objectives, current state and target state a customized AMP package is created.
- The package includes a complete set of electronic materials available for self-deployment.
- Materials come with a user guide complete with instructions to roll out the program as well as timelines and best practices.
- Project management services are also available

The collage features several promotional materials for the Adoption Management Program (AMP), organized into three main sections: Click, Connect, and Collaborate.

- Click:** A poster titled "Click. Are you ready for the power?" with the Integrated Collaboration logo. It promotes reaching all important contacts with just one click.
- Connect:** A poster titled "Connect. The countdown is on." with the Integrated Collaboration logo. It promotes instant communication via email, message, phone, or video conference from one place.
- Collaborate:** A poster titled "Collaborate. One Place. Endless Opportunities." with the Unified Communications logo. It promotes a single place for endless collaboration opportunities.

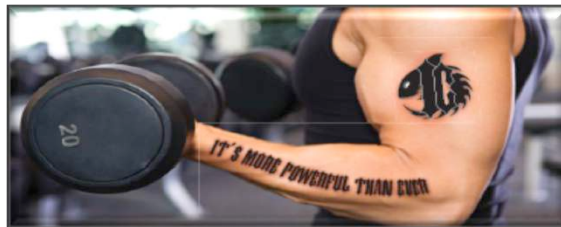
Additional materials include:

- A central poster titled "Click. Connect. Collaborate. Everyone is doing it. Are you?" featuring an "Informational Webinar: IC Tips and Tricks" and a "SIGN UP NOW!" button.
- A poster titled "Click. The first step to a new way of communicating." with a list of steps: Find out the status of those accounts, Determine the best way forward, Make a phone call, Make a presence history, Send an IM, Schedule a meeting, Have a meeting, and Start a video call.
- A poster titled "Connect. How many IC connections have you made today?" with a checklist for 1-5 connections and a "SIGN UP NOW!" button.
- A poster titled "Collaborate. Your contacts. Your availability. Your communication channels." with the Unified Communications logo.

# AMP – Program Overview

## Educational Tools

- Flash presentation
- “Features and capabilities” cheat sheet
- Web seminar session with power users
- Dedicated page on internal site
- Contest
- Etiquette document



## Promotional Tools

- HTML, Word and PPT
- Teasers and emails
- Audio message
- Posters
- Banners on internal site
- Chair drop / direct mail piece



## Measurement Tools

- End-user adoption surveys
- Contest participation
- Training survey

# AMP – 12 Week Program

2 Weeks  
Prior to  
Launch

Launch Day  
– 2 weeks

2 Weeks  
Post Launch

3 Weeks  
Post Launch

4 Weeks  
Post Launch

5 Weeks  
Post Launch

6 Weeks  
Post Launch

7 – 8 Weeks  
Post Launch

9- 10  
Weeks Post  
Launch

11 – 12  
Weeks Post  
Launch

## Teaser Emails

- Create awareness and excitement
- Teasers make employees aware that IC is coming

### Materials include:

- Three HTML teasers personalized with corporate logo



# High-level Program overview

2 Weeks  
Prior to  
Launch

Launch Day  
– 2 weeks

2 Weeks  
Post Launch

3 Weeks  
Post Launch

4 Weeks  
Post Launch

5 Weeks  
Post Launch

6 Weeks  
Post Launch

7 – 8 Weeks  
Post Launch

9- 10  
Weeks Post  
Launch

11 – 12  
Weeks Post  
Launch

## Flash Commercial

- Exciting email - lets everyone know the solution is live
- Includes video clips of people using IC
- Product overview
- Touts the benefits
- Looks at IC in action
- Includes video message from CxO-level
- Links to Intranet

**Click.**

The first step to a new way of communicating.

- Find out the status of those presentations
- Determine the best way to reach your contacts
- Make a phone call
- Make a video conference history
- Send an IM
- Schedule a meeting
- New product calls and messages
- Start a video call
- Be alerted of status changes

It all starts with one click.  
From one place.  
**Make it happen.**



Integrated Collaboration

**Connect.**

How many IC connections have you made today?

100  
 1000  
 2100  
 3100  
 4100

• You can't do it alone.  
• We help you grow.

Email,  
Instant Messaging,  
IP Telephony,  
Video & Audio Conferencing,  
Presence.

The opportunities  
are endless.



Integrated Collaboration

**Collaborate.**

Your contacts. Your availability.  
Your communication channels.

The information you need, when you need it most.



Collaborate  
your way, today.

Unified Communications

2 Weeks  
Prior to  
Launch

Launch Day  
– 2 weeks

2 Weeks  
Post Launch

3 Weeks  
Post Launch

4 Weeks  
Post Launch

5 Weeks  
Post Launch

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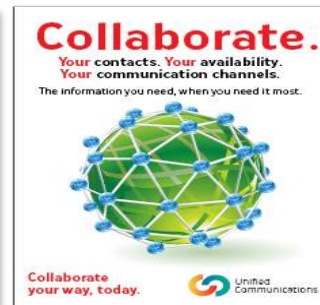
11 – 12  
Weeks Post  
Launch

## Posters

- Generate excitement and awareness about IC
- Keep IC top-of-mind long-term
- Can be hung in public areas (cafeteria, kitchen areas, restrooms) throughout the office
- Provide ideas on how to use IC and encourage employees to use it

### Materials include:

- Three four-color posters personalized with corporate logo







Thank You!

dimension  
data 

accelerate your ambition

Let us help you make your migration  
to your Workspace of Tomorrow a success!

**infoComm15**

Conference: June 13-19 | Exhibits: June 17-19  
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Our experts will be available for 1:1 meetings and industry insight.



*In the IMCCA Unified Collaborative  
Conferencing Pavilion*

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