Workspaces For Tomorrow

David Danto

David J. Danto
Principal Consultant - Collaboration
AV, Multimedia, Telepresence, UC, Video
David.Danto@dimensiondata.com

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**

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

Who am I

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
- **NAB** – Broadcast Engineering Judge – 2001 - 2013
- **Consumer Electronics Show** – Industry Analyst since 2003, Judge 2011, 2013
- **Enterprise Connect** – Innovations Judge 2012

Full bio, blogs and articles: **www.Danto.info**

Past & Current Advisory Boards:

Polycom
Plantronics
AVI-SPL
BlueJeans
Ricoh

USA TODAY 10BEST
10 READERS' CHOICE
Top 10 Business Travel Blogger 2014
Chosen by readers of USA Today and 10Best.

"Organizations must be willing to break their own paradigms to innovate"

CES 2015 Disrupt or Be Disrupted Panel: John Chambers, Cisco chairman and CEO, Neil Smit, president and CEO of Comcast Cable and Dr. Werner Struth, member, board of management, Robert Bosch GmbH.

Change is now Rapid and Constant
Waiting for a clear trend to copy may be the last thing your organization does
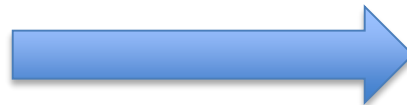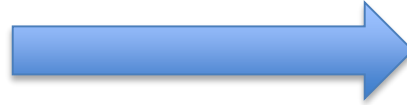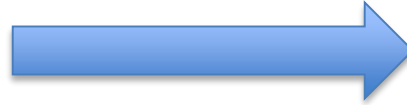
30 Years Ago - 1985

Average price of an existing home $75,500
Average US Income per year $22,100
Average Monthly Rent $375
Average Price for new car $9,005

Print Shirt Dress $40.00 | Shirt & Jeans $45.00 | Chemise Dress $30.00 | Rose Pattern Sweater $23.99 | Collar Dress $40.00 | Sweater & Skirt $95.00
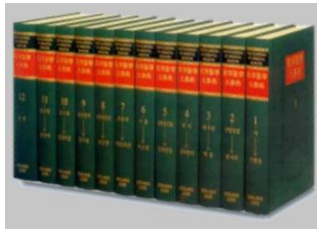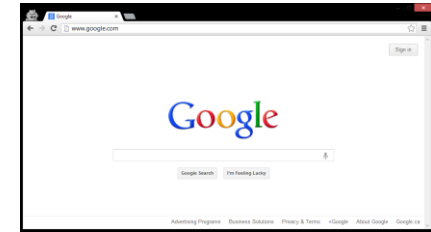
www.thepeoplehistory.com

1985

- Payphone

- Encyclopedia

- VCR

2015

- Mobile Phone

- Google

- DVR

30 Years Ago Working Meant

1985

- Commute to Office

- Sit at Desk

- Use a Phone

2015

- Commute to Office

- Sit at Desk

- Use a Phone

What's Wrong With 1980's Style Working?

- Lost time during unproductive commute

- Environmental damage

- Commute "burn-out"

- Cost of living near an office

What's Wrong With The 1980's Style Workspace?

- **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
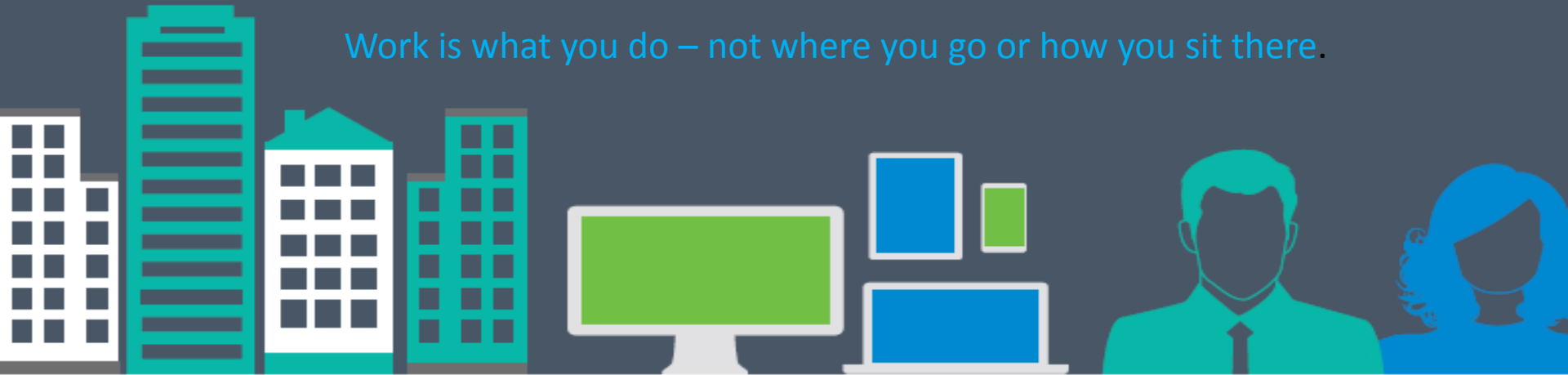- Use office space more efficiently
- Help people collaborate better
- Reduce real estate costs by up to 30%

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

Tomorrow's Workspace Requires Effective Communication & 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 drive productivity

Collaboration Technology Benefits Are Now Real And Tangible

Yesterday's Claim	**Today and Tomorrow's Reality**
Improve Productivity	Connect Immediately
Travel Cost Savings	Commute Cost Savings
Denser Offices	Less Office Space
Less Phones	Less Power, Ports, HVAC, Etc.
Potential Savings	**REAL SAVINGS!**

Collaboration Technology Creates A Powerful New Dynamic

Yesterday's Belief

"*Working from the office is really important.... There is something magical about spending the time together...How many people telecommute...As few as possible...*" Google CFO Patrick Pichette

Who ironically took early retirement this year because he said he wasn't getting enough family time

Today and Tomorrow's Reality

Remote working has become the norm. Teams, business partners and clients might not even be in the same country. ..The virtual world has caused us to change the way we meet...from face-to-face to audio or web conferencing. IM&P with on-line social platforms very effectively replace the water cooler..." Scott Cruikshank, Dimension Data

We Collaborate Differently…And No Matter Where We Are
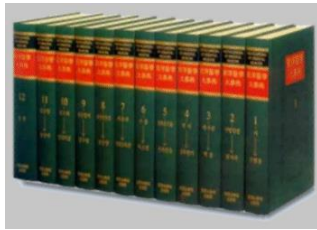## *We have to abandon past norms and adopt new ideas to survive*

How does our collaboration technology need to change to meet the new norm?
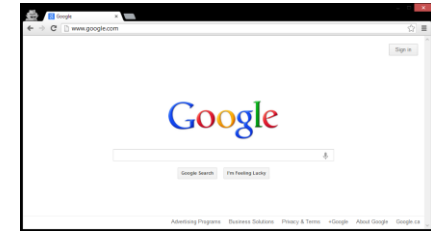
Remember That 30 Year History?

1985

- Payphone

- Encyclopedia

- VCR

2015

- Mobile Phone

- Google

- DVR

Conference Rooms Also Have To Change

1985

- Custom rooms needing AV Tech standing by
- Designed by expensive AV Consultant & Installed by expensive AV Integrator
- Undecipherable custom programmed touch-panel
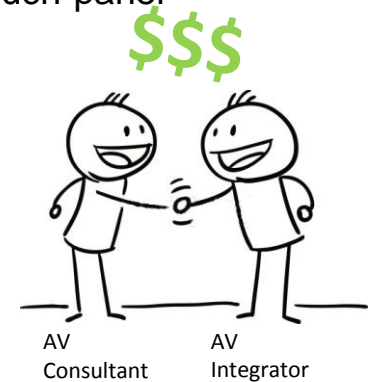
$$$

AV Consultant   AV Integrator

2015

- Custom rooms needing AV Tech standing by
- Designed by expensive AV Consultant & Installed by expensive AV Integrator
- Undecipherable custom programmed touch-panel

$$$
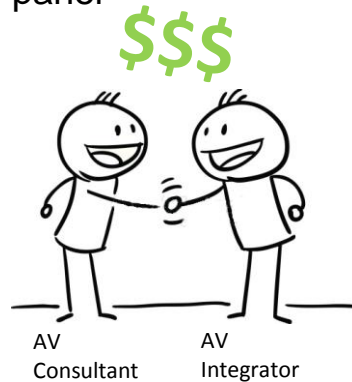
AV Consultant   AV Integrator

Custom Rooms Are Usually No Longer Needed

The 1980s Style AV Room Is Dead Or Dying

NO MORE:

- **Overpriced AV consulting and/or integration firms**
- **Two week AV installations when room is unavailable**
- **Custom touch-panels requiring specialized training and exorbitant programming fees**
- **1980's style rooms that people are afraid to use**
- **Armies of technicians needed to push complex buttons or diagnose issues**

"More of Less and Less of More"

The new best practice – an approach where the quantity of AV and / or videoconference rooms and their advanced features are in inverse proportion.

Quantity of Rooms

Room Features
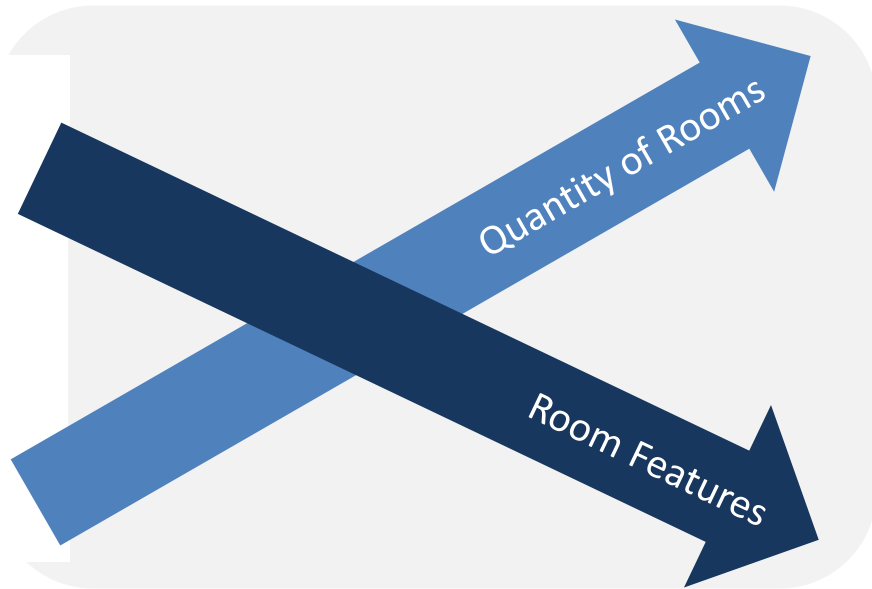
▶ **More rooms that are simple, repeatable, reliable, cost-effective**

▶ **Less rooms that are complex, feature rich, over-engineered**

▶ **All rooms with a standard, easy to operate user interface – think elevator**

But BEWARE: Many new, inexpensive systems are glorified webcams
Experience will be poor in conference rooms

Announced at enterprise CONNECT 2015

THIS CAMERA

CAN'T PRODUCE THIS SHOT

HERE!

UNLESS THE PERSON IS STANDING

Can You Spot The Problem Here?

Webcam Solutions DON'T WORK In Conference Rooms

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

"Video for video's sake" is not a best practices solution. Without clear facial expressions there is no added value. Also:

- **No dedicated QoS**

- **No Remote Management Strategy**

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!

IMCCA @infoComm15
June 13-19 | Orlando, Florida

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
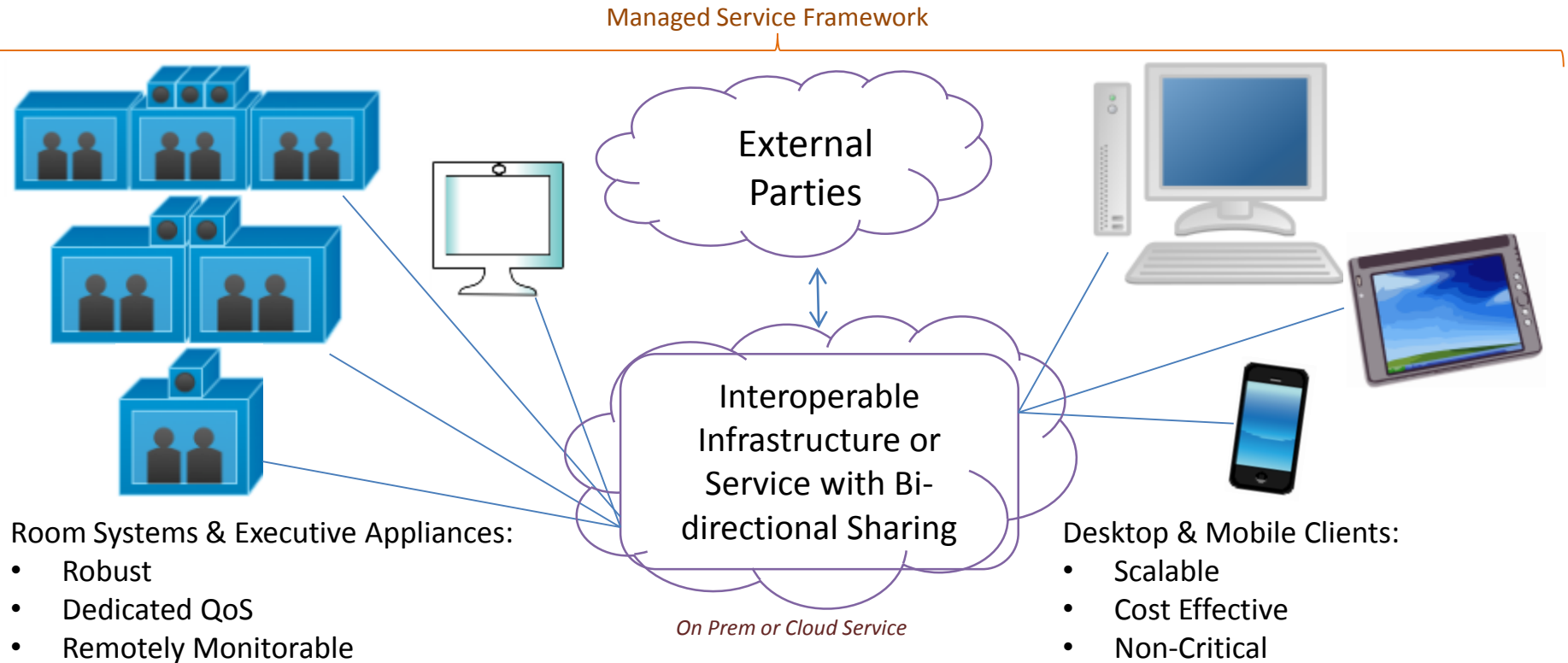- Private cloud for benefits without risk

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

What does a modern best practices model for Enterprise Collaboration look like?

A Typical Collaboration Ecosystem Using Modern Best Practices

Managed Service Framework

External Parties

Interoperable Infrastructure or Service with Bi-directional Sharing

On Prem or Cloud Service

Room Systems & Executive Appliances:
- Robust
- Dedicated QoS
- Remotely Monitorable

Desktop & Mobile Clients:
- Scalable
- Cost Effective
- Non-Critical

Typical Collaboration Endpoints Using Modern Best Practices

"Off-The-Shelf" Room System – Standard, Easy UI

"No-Training-Needed" Electronic Collaboration

"All-Platforms-Welcome" Experiences & Data Sharing

What does a modern best practices office look like?

Features Of An Enterprise Office Using Modern Best Practices

- Minimal Permanently Assigned Desks – Most work areas are reserved by the day, week, month, etc.

- Intelligent Open Spaces – Acoustic technologies deployed to minimize noise and crosstalk – many quiet booths / huddle rooms available

- Simplicity Rules Over Custom – Most meeting rooms do one or two things very well and are built for "no-instruction" self service – Many small to medium rooms, few "boardrooms"

- Technology Supports Real Needs – All technology tied to business / organization outcomes – Standards developed from actual need, not Architect, IT or AV preference

- No In-Office Bias In Designs – All processes, systems and technologies support local and remote participation equally (audio, video, data from ALL locations)

Our Panel Today

Joining us to discuss these trends are: