



# Unified Communications Seminar

Moderator:

Dr. S. Ann Earon



Dr. S. Ann Earon  
609-597-6334  
[annearon@aol.com](mailto:annearon@aol.com)

# Introductions

- Who Am I?
  - Who Are You?
  - Issues Important To You?
    - Agenda & Speakers
  - Prepare for the Changing Workplace
- Thursday, June 18 – 8:30 a.m. – 12:30 p.m.  
W307D, email: [azelkin@imcca.org](mailto:azelkin@imcca.org)
- Introduction To IMCCA

# 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](http://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***

# Agenda & Speakers

- Overview of UC (10:00 a.m. – 11:30 a.m.)
- End User Panel (11:30 a.m. – 12:30 p.m.)
- Luncheon With Speaker (12:30 p.m. – 1:30 p.m.)
- Expert Commentary (1:30 p.m. – 2:30 p.m.)
- Case Study (2:30 p.m. – 3:00 p.m.)
- Summary & Conclusion (3:00 p.m. – 3:15 p.m.)

# Overview Topics

- UC Overview
- Market Trends
- Business Trends
- Collaboration
- Unified Communications
- The Future
- Getting Started
- Customer Requests



# Unified Communications and Collaboration – Connecting People

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



# Unified Communications & Collaboration

- Biggest benefits:
  - Employee collaboration
  - Employee productivity
  - Communication for distributed sites
- What it means to different people:
  - Upgrading the PBX
  - Installing a new software platform
  - Switching to an IP-based phone
  - IM, Presence, Integrated Voice & E-Mail
  - Use mobile devices for all business functions

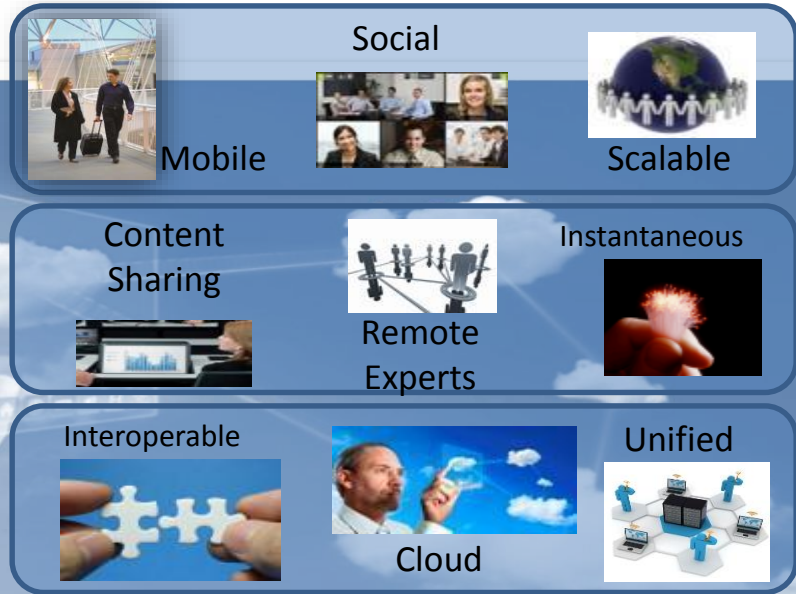


# Unified Communications

The New Workspace

The New Collaboration

The New Technology



It's about goals, not tasks

*Everything needs to be connected*



# Drivers of Unified Communications

## External Drivers:

- Globalization
- Mergers & Acquisitions
- Competitive Neutrality
- Specialization
- Terrorism & National Security

## Internal Drivers:

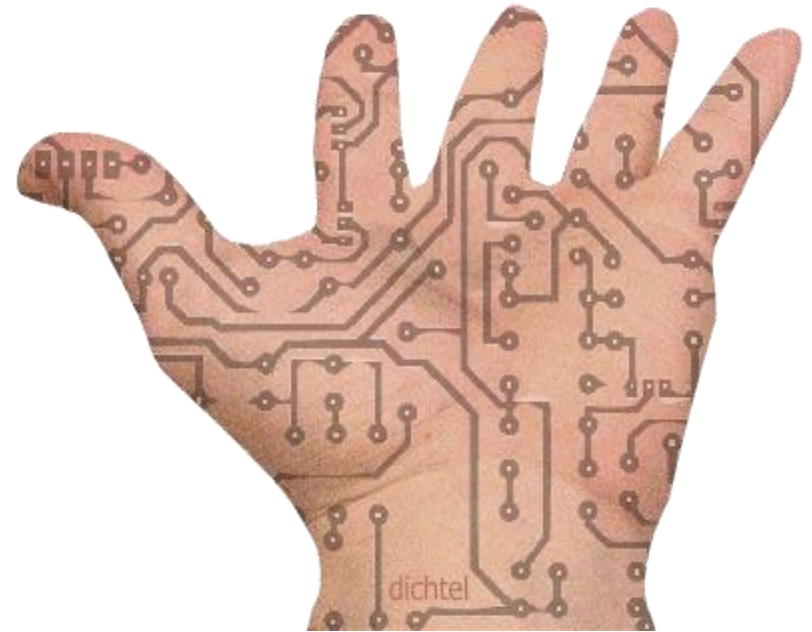
- Budget Issues
- Policy Changes
- Drive for better, faster, cheaper
- Mobility of Workforce
- Changing Demographics

# Market Trends

- Collaborative Convergence: melding of audio/data/video and asynchronous/synchronous technologies
- Industry Consolidation: market can't support 100 + vendors
- Network Integration, Consolidation & Virtualization
- Propriety Systems To Open Source & Standards-based Solutions
- Emergence of vertical market offerings
- Movement to mobile market
- Unified communications

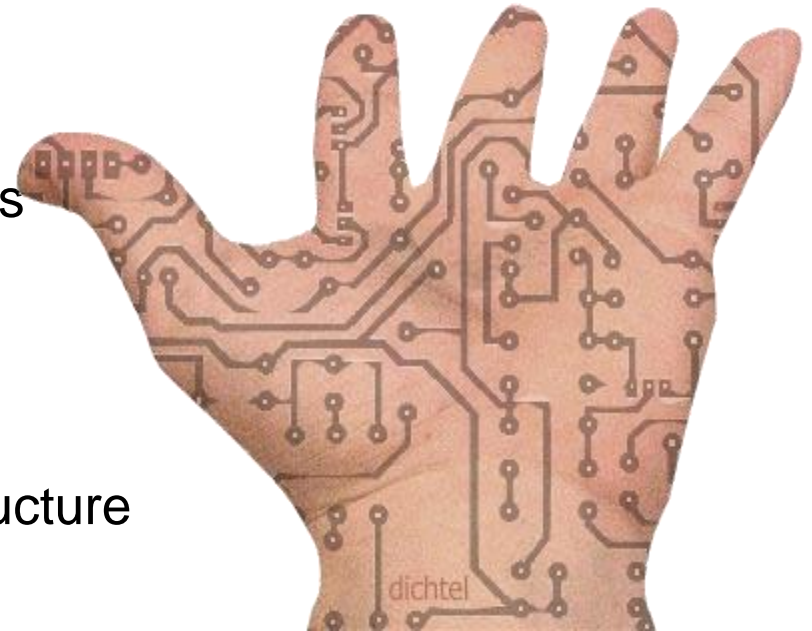
# Gartner Top 10 Strategic Technology Trends for 2014

- Mobile Device Diversity and Management
- Mobile Apps and Applications
- The Internet of Everything
- Hybrid Cloud and IT as Service Broker
- Cloud/Client Architecture
- The Era of Personal Cloud
- Software Defined Anything
- Web-Scale IT
- Smart Machines
- 3-D Printing



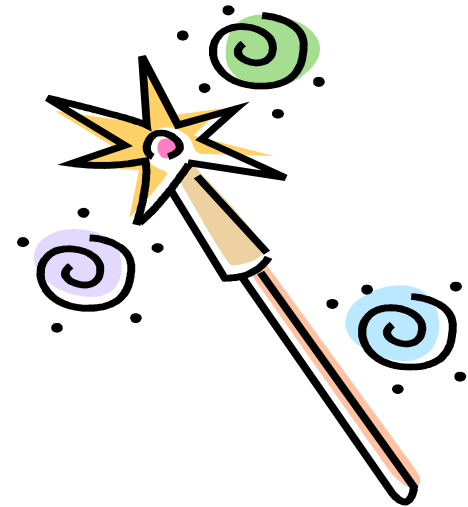
# Gartner Top 10 Strategic Technology Trends for 2015

- Computing Everywhere
- The Internet of Things
- 3D Printing
- Advanced, Pervasive & Invisible Analytics
- Context-Rich Systems
- Smart Machines
- Cloud/Client Computing
- Software-Defined Applications & Infrastructure
- Web-Scale IT
- Risk-Based Security & Self-Protection



# Business Trends

- From Systems To Services
  - Decoupling hardware & software
  - Outsourced & leased services
  - More open source offerings
- User Interface Shift
  - Touch/Gesture/Facial/Voice Recognition
- Shift Toward Knowledge Worker
- User & Community Generated Content



# Unified Collaboration



Collaboration will be all about the user EXPERIENCE

- any Media...
- any Application...
- any Device, Client, Platform...
- any Time, Anywhere...
- any Consumption Model...

# Why Integrated Unified Communications?

## Business Value

Improved Service Efficiency

Enhanced Safety and Security

Improved User Experience

Reduced Costs

Continuity of Operations

## Technical Value

Real-time Voice and Video Leadership

Context: Presence, Session Management, Tagging

Integrated Experience

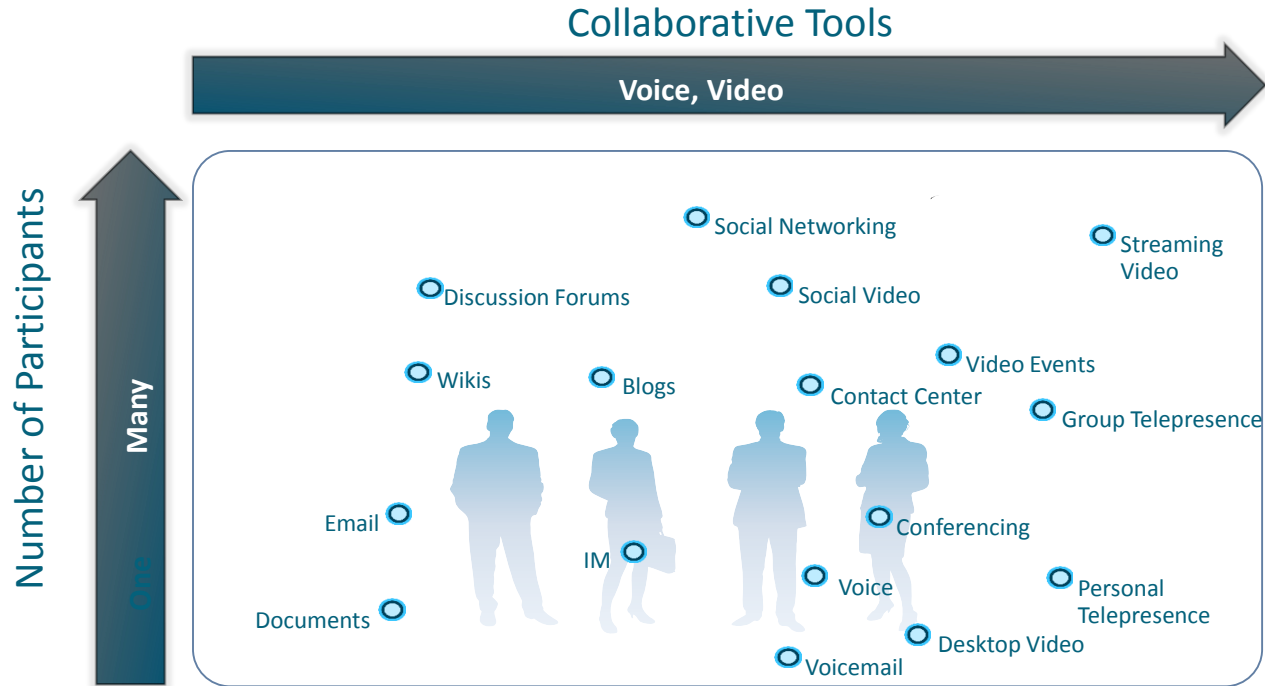
Trusted Cloud

Openness and Interoperability





# Expanding Unified Communications to Include Broader, Richer Interactions



“New tools improve communication, foster collaboration and further integrate our systems. Wikis and other forms of social media enable analysts to instantly communicate with their colleagues regardless of location” Vice Admiral Robert Murrett



# Reasons For Slow Adoption Of UC – Too Much Noise

**REPLACED  
SKYPE FOR  
BUSINESS**



We use Microsoft at the desktop as our standard. We need to use Lync.

Our rooms are all too hard to use...

Why not Skype...

Have you seen these new cloud apps...

How do we get everything to work together...



We rely on a robust Cisco VOIP and video infrastructure. We need to maintain reliable quality.

Why aren't we using iPads like everyone else...

# Reasons For Slow Adoption Of UC – Too Many Silos

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

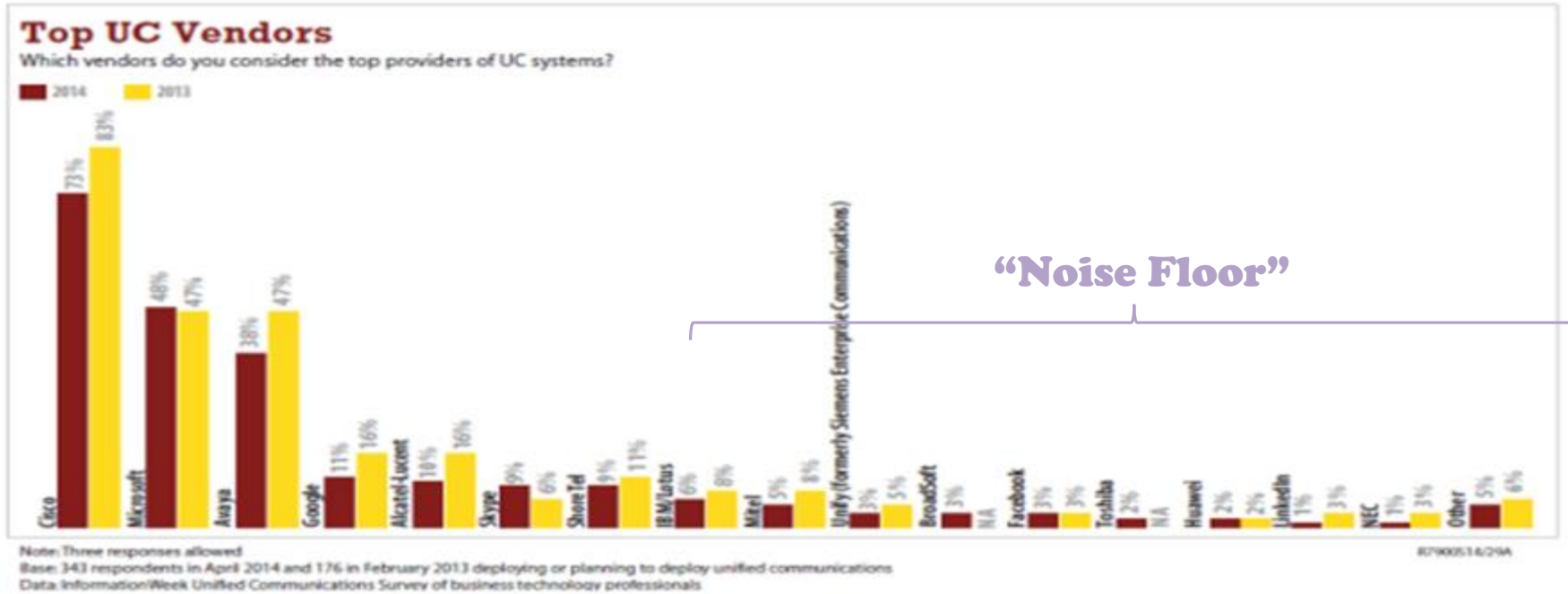


# Reasons For Slow Adoption Of UC – Not Enough Focus On People



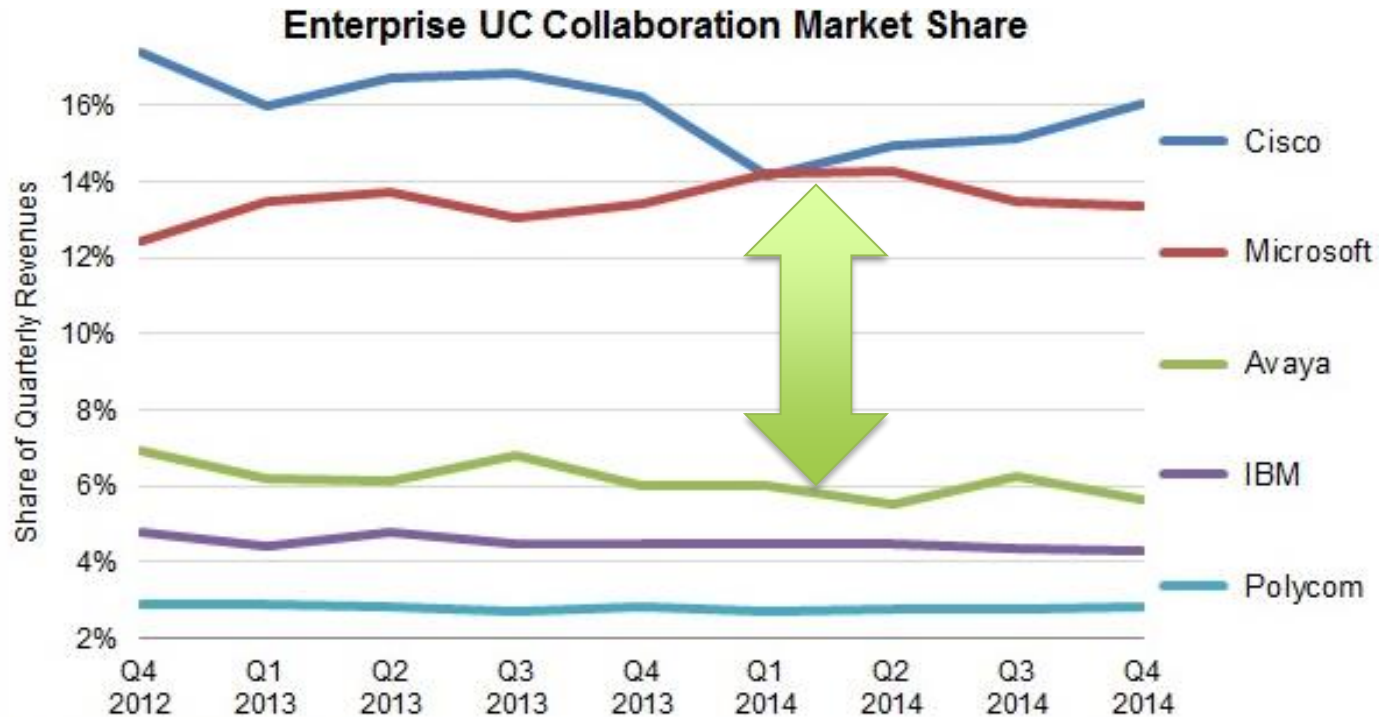
**Driving technology adoption is a matter of people**

# Information Week Readers Survey – Who are top UC providers?



Cisco 73% - Microsoft 48% - Avaya 38% - Google 11% - Alcatel-Lucent 10%,

# Collaboration Market Share

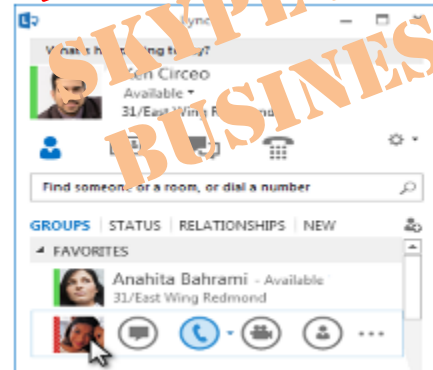


Source: Synerov Research Group

# Microsoft and Cisco Define The Enterprise Desktop *Game Over - The rest is noise floor and consumer apps*

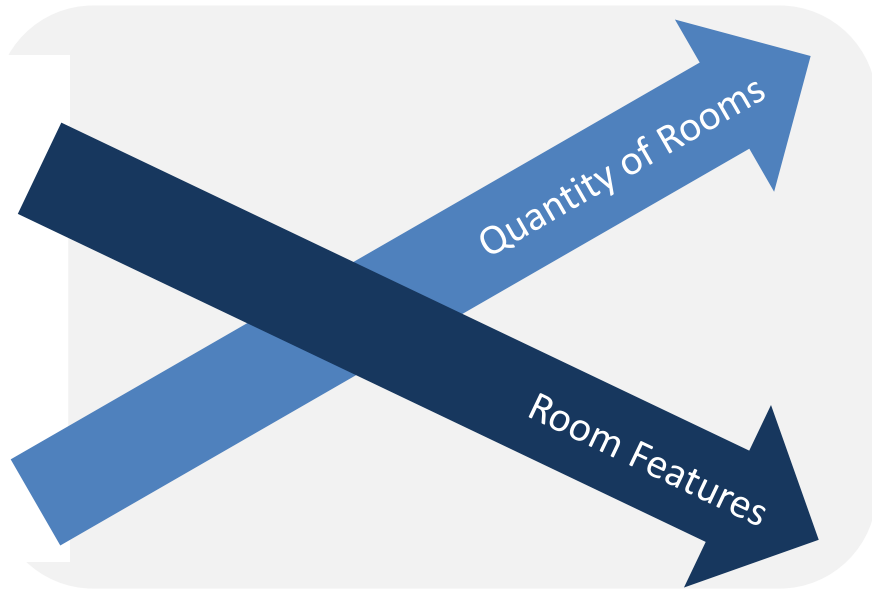


**REPLACED  
SKYPE FOR  
BUSINESS**



# Enterprise Room System Needs Are Changing

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



- ▶ **More rooms that are simple, repeatable, reliable, cost-effective**
- ▶ **Less rooms that are complex, feature rich, over-engineered “Huddle Rooms”**
- ▶ **All rooms with a standard, easy to operate user interface**

***“More of Less, Less of More”***



# Emergence of “webcam” solutions that offer poor experiences in 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**



# “Cloud” and Virtualization Offer Many More Choices

- 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”



# Modern Best Practices Calls For an Approach That Uses Multiple Solutions



**Robust Solutions – Scalable, Cost Effective Solutions – Mobile Solutions  
AND the ability to connect them all**

# The Future Is Now

- Think of “data-center” as a result, not a building
- Keep skills in touch with the times
- Revive in-house, custom development
- Use mobile to change the customer experience
- Get socially savvy
- Blend video, messaging, data & voice to improve collaboration
- Treat tablets as workhorses, not show ponies

*(Chris Murphy, Network World)*

# Getting Started

- Define UC & C for your organization
- What is your benchmark for success?
- Why are you implementing this technology?
- What is it going to do for us?
- What are we going to do with it once it is installed?
- How do we drive utilization?

# Seven Steps To Successful UC&C

- Needs Assessment
- System Design
- System Management
- Internal Promotions
- User Training
- Usage Tracking
- System Expansion

# Current Customer Requests

- Develop UC & C Strategy
- Education Versus Training
- Assess Installed Base
- Managed Services
- Usage & Adoption
- Return On Investment
- Merge firms



# Questions?