

# Unified Communication and Collaboration

*The changing face of end-users  
and their needs – People First!*



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*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

*Past & Current  
Advisory Boards:*

**Polycom**  
**Plantronics**  
**AVI-SPL**  
**BlueJeans**  
**Ricoh**

*Full bio, blogs and articles: [www.Danto.info](http://www.Danto.info)*

# Unified Communications is the Game Changer

## It's all about transforming the way we work and live



- 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



# But Then...



*If Unified Communications is so great then why is it the only technology that has been “launching” for seventeen years?*

# Reasons For Slow Adoption - Ann Already Explained A Few

## Too Much Noise...

**REPLACED**  
**SKYPE FOR BUSINESS**

**CISCO**

**Polycom**

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

Our rooms are all too hard to use...

Let's Hangout...

Why not Skype...

Have you seen these new cloud apps...

How do we get...

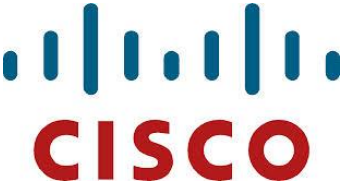
## Too Much Separation...



## The User Is at the Heart of a Successful Strategy



# Also – The Era Of “Coopetition”



## Also – Technologist Misconception – You Can't Buy UC

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?

# The Biggest Mistake – The Bake-Off – Relies On A Poor Assumption

Enterprise technology managers often make the mistake of starting the process by shopping around:

- Get information about products
- Compare features and prices
- Find the best match for what is perceived as their “typical user”

<i>Typical Vendor</i>	<i>Comparison</i>
<u><i>Microsoft</i></u>	<u><i>Cisco</i></u>
<i>Easy</i>	<i>Robust</i>
$X \times 2X + 14$	$\frac{2}{3}X - 34\%$
<i>Free (plus a billion in fees)</i>	<i>ELA costs undecipherable</i>
<i>Cant do A,B,C</i>	<i>Cant do X, Y,Z</i>

*The process usually ends without achieving user satisfaction and without gaining significant utilization or ROI.*



## The Biggest Mistake – The Bake-Off – Relies On A Poor Assumption

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***.

# “Typical User”

Organizational Executive



He feels his time is more valuable than gold. Everything has to work – perfectly – the first time.

# “Typical User”

Sales Leader



She is in front of clients all the time. Needs tools to be available at client locations, hotels, in-transit, etc. Failure is reputational risk.

# “Typical User”

Administrative



She keeps the organization going. Makes sure everything the executives need is ready. Needs technology to be simple.

# “Typical User”

Technologist



Wants tools to work on everything. Complexity's not a problem. An occasional glitch is OK if he can stay on leading edge. Power user.

# “Typical User”

Operations



Keeps twenty year old systems running. No need for “newfangled” technologies. Limited use of collaboration helps him do his job.

# “Typical User”

Typical User?



Needs things **simple** and **complex**, **new** and **old**, **leading edge** and **stable**, **enabled for mobility** and **supported and managed** for permanent installation.

# “Typical User”

Typical User?

Any vendor telling you they have the single perfect solution to meet these needs is lying.

Needs things simple and complex, new and old, leading edge and stable, enabled for mobility and supported and managed for permanent installation.



# Begin With People, Not Technology

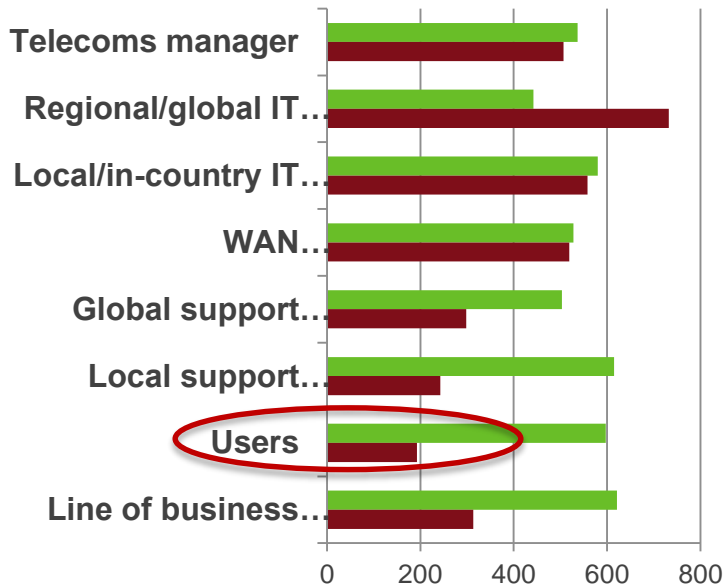
## Determine (don't assume) desired outcomes – Engage Users Early!



# 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.

 Informed and possibly consulted  
 Influenced decision

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

# ...Even Though “Provide and Pray” Yields 90% Adoption Failure

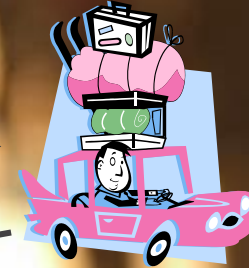
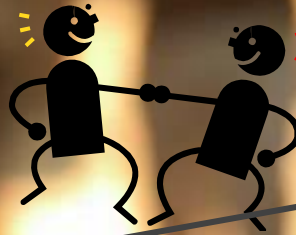
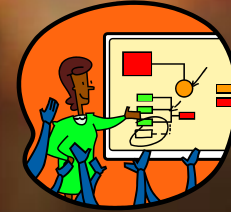
The **provide-and-pray** focus is very prevalent in organizations starting down the mass collaboration path and has close to **90% failure rate**.

The foundation of a successful collaboration strategy lies not in choose 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 media.

**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



# Engaging The Users - The Danto Life Story In Two Minutes



# Identifying The Actual User Needs Of An Organization

## Determining an organization's "correct blend"

Only after a user segmentation plan is developed can technologies to fit each actual user need be selected.

Directly engaging representatives of the user community is critically important to satisfaction and ROI.

Device	P2P	Team	B2B	B2C	Executive	Business Transformation						
Web Video	Best Practice for Webinars	Best Practice for Webinars	N/A Recommended	N/A Recommended	Recommended for Web	Best DC Video Conferencing						
Hard Wire Phone	SAMPLE: Collaboration Adoption Planning						Items for Future Innovation					
Executive Appliances	Segment	Use Case	Boardroom	Videoconferencing Room with WB/IWB /	Meeting Rooms with Videoconferencing	MediaSpace Rooms	Desktop Sharing from Personal PC	Audio Conferencing Only	User Desktop Videoconferencing Pilot	Remote Worker Tools	Point-Of-Problem Tools	External Facing Desktop
Headset Room	Firm Management (Executives, Admin)	Scheduled Executive Meeting	Best Case	-	Acceptable	-	Acceptable	Acceptable				
Integrated Meeting Room		Unscheduled Peer-to-Peer meeting from Office	-	-	-	-	Acceptable	Acceptable	Best Case	Acceptable		
Custom Application Room		Unscheduled Peer-to-Peer meeting while home/traveling	-	-	-	-	Acceptable	Acceptable		Best Case		
Immersive Experience	Engineering Teams (Project updates, Design Collaboration, Training)	Scheduled Team Meeting	-	-	Best Case	Acceptable	Acceptable	Acceptable				
Streaming On-Demand		Unscheduled Peer-to-Peer meeting	-	-	Acceptable	Acceptable	Acceptable	Acceptable	Best Case	Acceptable		
	Manufacturing Teams (Project updates, Product Review, Point-Of-Problem Expertise, Training)	Scheduled Team Meeting	-	Best Case	Acceptable	Acceptable	Acceptable	Acceptable				
		Unscheduled Peer-to-Peer meeting	-	-	-	Acceptable	Acceptable	Acceptable	Best Case			
		Remote Expert-Far End	-	-	-	-	-	-		Acceptable	Best Case	
		Remote Expert-Near End	-	-	Acceptable	Best Case	-	-				
	GBSS, IT (Project updates, Team Updates, Demos, B2B, Training)	Scheduled Team Meeting	-	-	Best Case	Acceptable	Acceptable	Acceptable				
		Unscheduled Peer-to-Peer meeting	-	-	-	Acceptable	Acceptable	Acceptable	Best Case			
		Meeting with										

# A successful UC strategy is all about delivering that correct **blend**

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

### Immersive Collaboration

#### & Specialty Rooms

- Excellent for group to group extended meetings
- Unique needs (auditoriums, Extra-large Boardrooms) require custom configuration

### 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 elegance “form follows function”
- NO WEBCAMS!

### Desktop

- No need to reserve shared spaces – “dial-tone”
- Software for occasional needs, appliances for frequent and/or mission critical
- Use case drives correct selections
- New desktop all-in-one consoles available now

### 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!***

# Create An Internal Catalog – “Any to Any”



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>Ceiling-mounted 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 on 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 (s)</li> <li>Connection for PC display</li> </ul>	<ul style="list-style-type: none"> <li>1 to 3 people</li> <li>1 on 1 chats / 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>



# A successful UC strategy is all about delivering that correct **blend**

## Choosing the right consumption model(s) 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

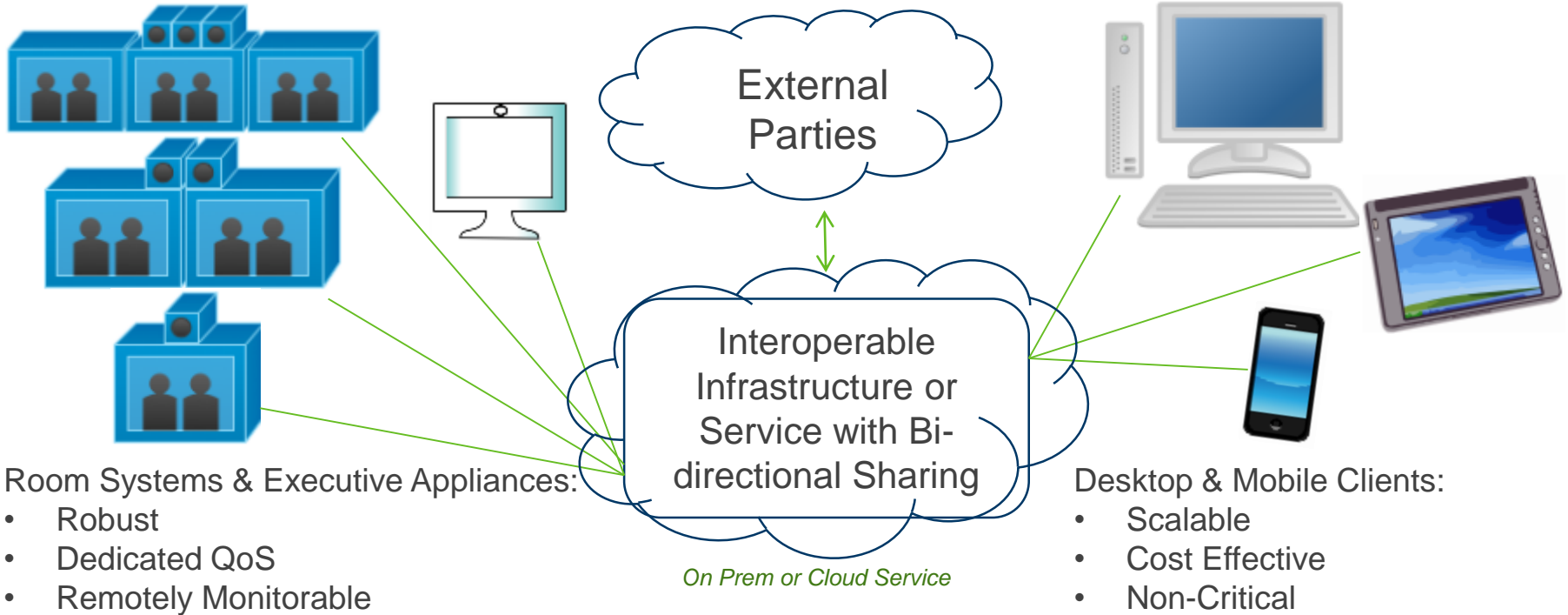
- Enhanced consumptive pricing models
- More “as-a-Service”
- Flexibility
- Agility

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



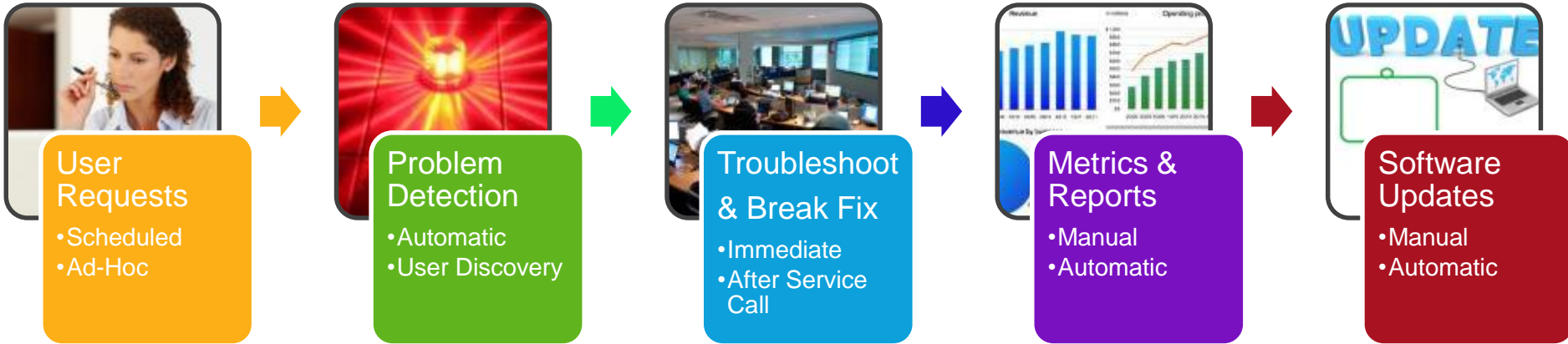
# A Typical Best Practices Solution

## Managed Service Framework



# 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

*here are some things to avoid when  
you're ready to pick the technology*

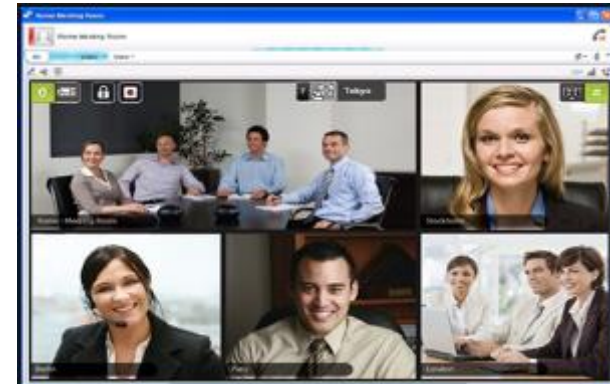
# Avoid The Assumption That Everyone Works Like It's 1985

## The way we work has changed



“In the past, internal teams, business partners, and clients were mostly regional - typically within their building or within driving distance. Most meetings were face to face. Users leveraged large rooms for “important” group meetings that could support video when necessary. Most organizations only enabled their “boardroom” or select similar large rooms, and invested a lot of money in AV to ensure there was a quality user experience.

Today's world is virtual. Remote working has become the norm. Users' internal teams, business partners, and clients might not even be in the same country much less within driving distance. This has caused us all to change the way we meet. Instead of face-to-face in the boardroom, we meet via audio and web conference—typically with no more than three people in any one location.



# Avoid Start-Ups and Me-Too Services

## Organizations should use enterprise grade solutions that will endure

### Slack Got Hacked

Posted Mar 27, 2015 by Greg Kumparak (@grg)

2,411 SHARES



# Avoid Stereotypes

## Employ a variety of tools that meet various workstyles



**nojitter**  
Insight for the Connected Enterprise

HOME POSTS WEBINARS WHITEPAPERS

Eric Krapf | May 18, 2015 | 3 Comments

Like Tweet 101 +1 6 share

### Why Millennials Like Deskphones

They may love their FaceTime, but there's something to be said for an object representing job stability.

I was chatting with a Polycom executive at Microsoft Ignite earlier this month, and since he was a Polycom executive, we naturally spent some time talking about deskphones. He told me that Polycom had just participated in a very large enterprise rollout of Lync Enterprise Voice – tens of thousands of seats – and that more than half of the end users had requested deskphones. Then he made an interesting comment about Millennials.

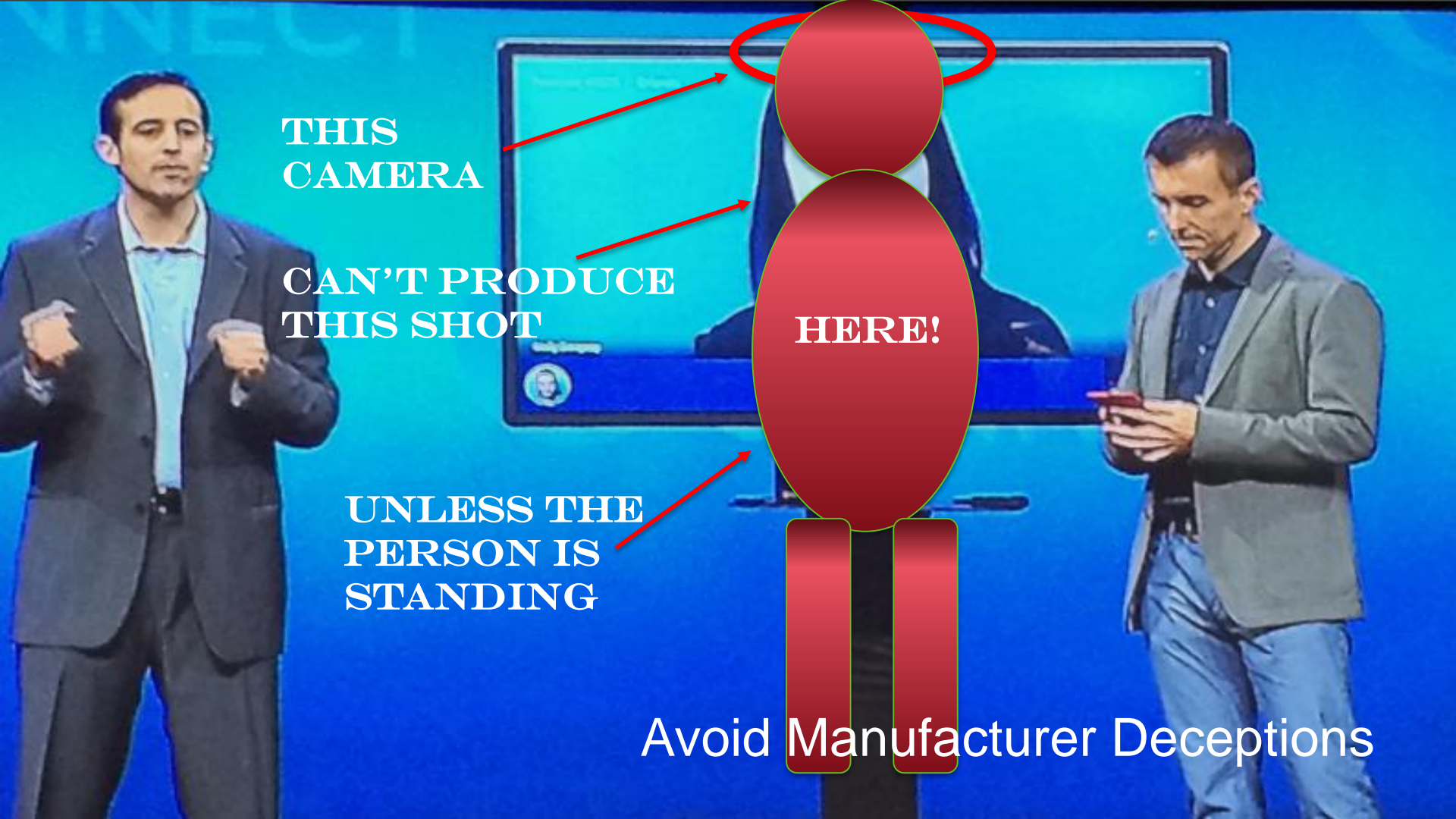
# Avoid (Architects and Consultants) That Want More of the Same

## The Traditional AV Room Is Changing

### **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





**THIS  
CAMERA**

**CAN'T PRODUCE  
THIS SHOT**

**UNLESS THE  
PERSON IS  
STANDING**

**HERE!**

**Avoid Manufacturer Deceptions**



# Avoid DSP Based Bridges

With The Scale and Interoperability of Virtual MCUs VMRs Have Won

*Most now utilize  
“Meet Me” as  
their conference  
strategy*



Cisco  
BlueJeans  
Acano  
Lifesize  
Pexip  
Many Others

Complex dialing schemes and directories are giving way to “Virtual Meeting Rooms”

# Avoid Resisting Change – Technology Change Is Moving Faster Than Ever

*It means you may have to stop doing what has worked in the past*

“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.

**Placeholder – Link  
Gary will detail that  
Rapid changing  
Technology**