



Mobility and Unified Communications

Now It Gets Personal...





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 N2021





Who Am I:



FreeConferenceCall.com®

Communications and Collaboration Experience:

- FreeConferenceCall.com (2014 – present)
- West Corporation (1998 – 2014)
 - InterCall, Inc. (1998 – 2010)
 - West IP Communications (2010 – 2014)

Social Media

- **Twitter:** [@wisemanbw](#)
- **LinkedIn:** <https://www.linkedin.com/in/wisebob>
- **Email:** bwise@FreeConferenceCall.com



Robert Wise

President

FreeConferenceCall.com

IMCCA Board Member





Collaboration Defined



Collaboration –

In-person meeting

Multiple coordinated interactions occurring between two or more people that include the transfer of information for some common purpose or goal.



Distributed Collaboration –

Remote or mobile meeting

The ability for people to work as an integrated team or group at a distance (both time and space) from each other in a coordinated manner for a specific purpose or goal.





Collaboration By The Numbers

- 87% of people do some form of distributed team work
- 38% spend at least 65% of their time on distributed teams
- 77% of people are working on 2 – 7 projects at any given time.
- The average number of simultaneous projects per person is 4
- 40% say they spend half their working hours in meetings.
- All forms of collaboration usage continues to grow worldwide

Source: Survey data from Collaborative Shift



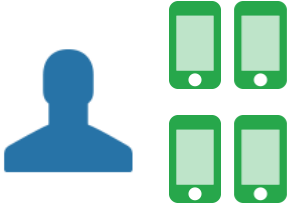
Changing Workplace Dynamics

- Digital Natives increasing as a percentage of workforce and estimated to be 75% of workforce by 2025.
- Flatter organizations
- Flexible work/life balance
- Consumerization of IT



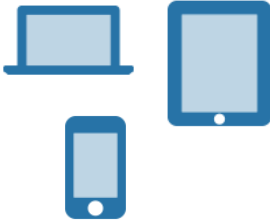


The Way We Live and Work is Changing



Internet connected
mobile devices
outnumber humans

Mobile workers
now carry, on
average, 3 devices



79%

of mobile
devices/tablets used
by mobile workers
are personally owned

Half of the devices on
corporate networks
were mobile devices in

2016

Source: Ernst & Young, GigaOm





Mobile Collaboration

- Any content, on any device, anywhere – not a desire, an expectation
- Being remote can't be a limitation to collaboration
- Younger worker influence
 - Smartphones and tablets
 - Easy to use
 - Apps must work flawlessly and be easy to navigate on a handheld device
- Mobile-first approach in emerging markets
- Only going to increase
- Top Barriers – reliability and quality of service (audio and video)
- Security





What is WebRTC's Impact

An open framework that includes building blocks for high-quality real time collaboration (RTC) on the web such as network, audio and video components used in voice and video applications.

- Accessed through a JavaScript API allowing developers to easily implement their own RTC app.
- Can be flexible and interoperable with vendors providing interoperability
- Can build mobile apps that work with other native apps or WebRTC supported browsers
- Not the driver of communication or collaboration; it's another tool providing additional points of connectivity otherwise unavailable





WebRTC and Mobile Collaboration

- Focus has been primarily around the desktop
- Browsers – Firefox, Chrome, Opera and Android
- Not as widely available for iOS, IE and Safari, but expect wider browser support
- Older mobile devices not supporting the technology
- New use cases and applications being identified and growing





Video Collaboration Becomes Personal

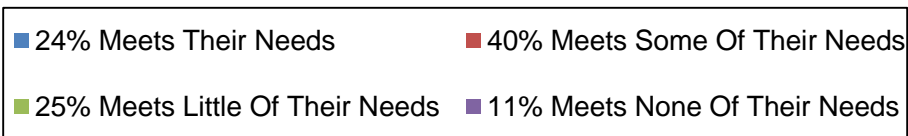
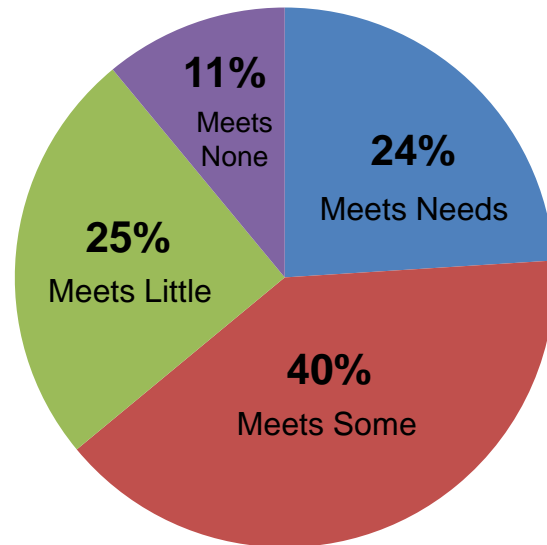
- Approx. 70% would rather video conference than travel to a meeting
- Desktop is taking over
- Increase in huddle room usage
- Decline in demand for “white glove” call launching services
- Growth in WebRTC applications
- Seems to be little brand or product loyalty
- “Mobile First” world





Many Tools But Do They Hit the Mark?

- Even though the market is crowded with applications and services providing some sort of collaboration solution, a majority of users are unhappy with their current solution.
- And, often, customers happy with the solution, hate the cost.

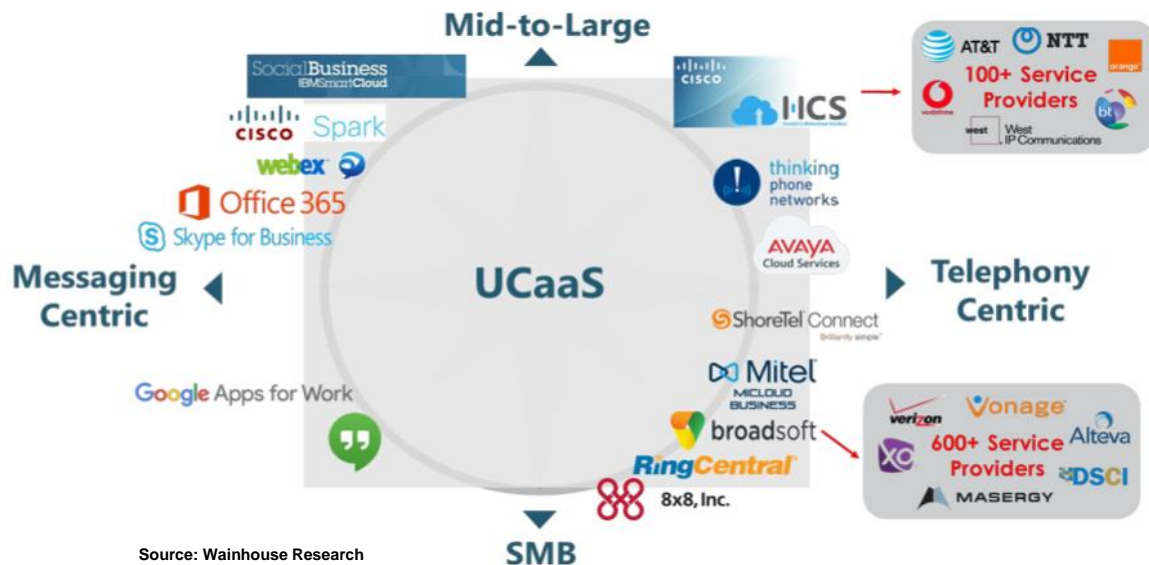


Survey data from Collaborative Shift



Many Trying Change the Game

Others ARE crashing the party



Source: Wainhouse Research



And many others





Your Panel Today



Eric Hoh
Practice Manager, Collaboration BU



Surendra Arora
VP, Collaboration Software and Services



Michel Sagen
COO and Co-founder



Jordan Owens
VP, Architecture



Jeff Roy
Director, Acano Sales Engineering

