



Unified Communications and Collaboration Roadmap



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?



John Antanaitis

Vice President
Solution Marketing
Polycom

IMCCA Board Member
Interactive Multimedia & Collaborative Communications Alliance



Background:

- **Motorola** – Engineering, Operations, 6 Sigma Design & Manufacturability
- **Fortune Brands** – Brand Manager, Channel Marketing, Category Management
- **Stanley Tool Works** – General Management, Consumer Fastening

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#WorkAnywhere

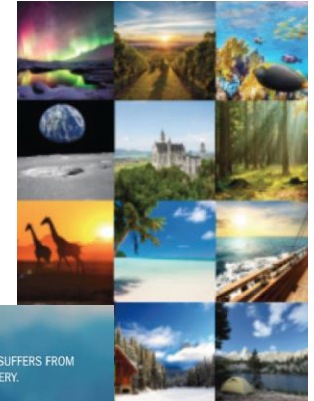
@OperationSmile



For every photo booth picture shared on Twitter with **#WorkAnywhere**, Polycom will donate \$10 to Operation Smile



Visit the photo booth at **Polycom N2013!**



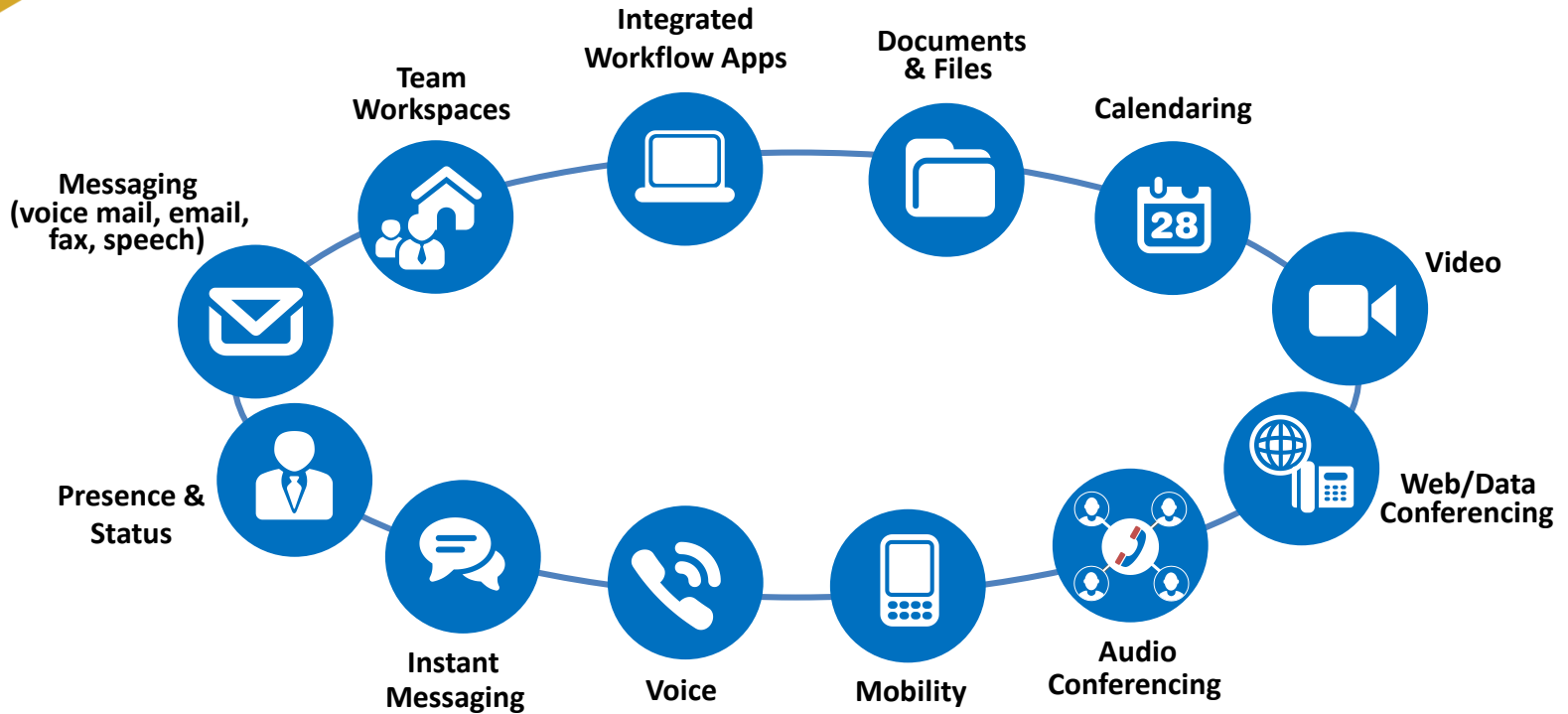


Unified Communications Defined

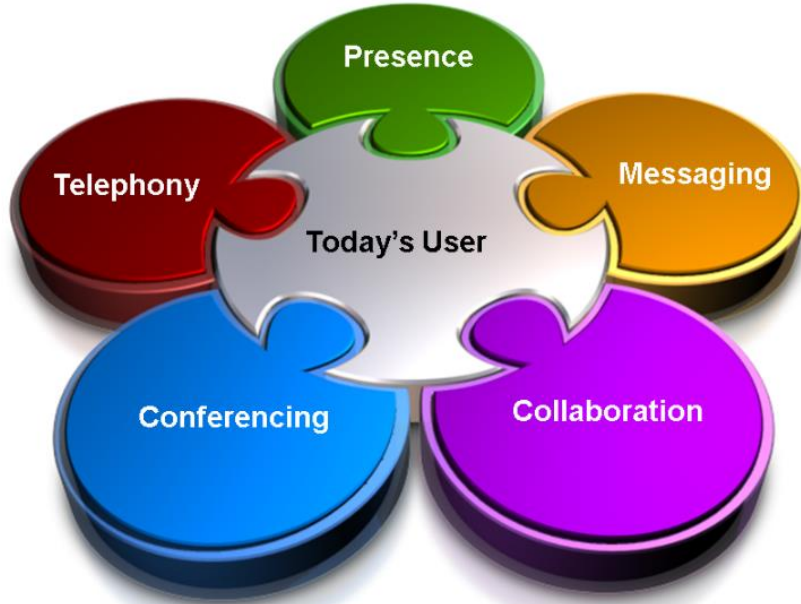
- Internet Search: 1.59M responses @ 0.48s
- **Wikipedia: Unified Communications (UC)** is a *marketing buzzword* describing the integration of real-time, enterprise, **communication** services such as instant messaging (chat), presence information, voice (including IP telephony), mobility features (including extension mobility and single number reach), audio, web & video ...



Unified Communications - Connecting People



UC Promise Has Been Illusive For Almost Two Decades



While most agree about the benefits that UC will bring to organizations, there have been a number of reasons why these benefits haven't been realized for nearly twenty years.

*Microsoft partnered with a VMX/Octel/vMail division to produce what became Octel Unified Messaging in 1997.
From UC Strategies*



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UC Has Been Achieved, Right?

- Pundits like to say otherwise
 - Always easy to highlight the imperfect
- Vendors?
 - Some monolithic desires remain, but...
- Customers?
 - So many living a different reality; aren't you?





Historic UC Challenges, Overcome

- Connectivity.... SIP
- Security.... Encryption standards & edge servers
- Dialing Plan.... Active Directory integration
- End User Familiarity.... Wealth of applications
- And on....





New Hurdles *or* Opportunities

- The evolving workspace
 - WFH, Huddle Rooms, Share Work Spaces
- BYOD Integration
- The ‘millennial impact’
- The continued rise of *Visual*



Every 60 Seconds



Annually

- 54B+ Snapchats
- 1.8B+ Instagrams
- 37M+ Video Hours
- 700B+ Skype Minutes





And Let's Not Forget...



Microsoft





So Who is Getting it Right?

- And how are they doing it?





Say NO to Failure?

- Pitfalls to avoid





So, What's the Future of 'UC'?

- Business workflow integration?
- Enhanced quality of experience?
- Simplified user engagement?
- Value-add via cloud-delivered services?
- 'Smart' integration with the IoT?
- New technologies on the horizon?





Our Panel Today

BlueJeans



InFocus



Thank You