UC As A Service

Has the cloud changed our sweet spot?

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
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Stop by InfoComm16 booth N2021

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Who Am I:

Mike Brandofino

CEO
Department 60

Chairperson IMCCA Board
Interactive Multimedia & Collaborative Communications Alliance

- **CEO/CTO Glowpoint** – Founded the first global IP video managed service offering
- **EVP Video and UC AVI-SPL** – Executive Committee Member and owner of all services (help desk, field services, onsite and VNOC)
- **CEO D60** – Cloud Based Services for AV Integrators

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What Defines a Cloud Collaboration Service?

CPE - Traditional

MSP - Customer Owns, Service Provider Manages

Cloud - Service Provider Owns, User Is A Tennant

CPE: The CPE (customer premises equipment) strategy is the traditional approach. The customer purchases the necessary endpoints and video infrastructure and deploys the hardware and software on its premises (or in a co-lo facility but behind its corporate firewall and on its data network). This involves not only an upfront capital investment, but also an on-going investment in people and network and processes to provide the technical support needed for highly successful video meetings. Because the customer owns and operates the hardware and software, the CPE strategy provides the highest level of security and control since the resources are not shared and no outside personnel are typically involved.

MSP: With the vMSP (video managed service provider) strategy, the customer owns the solution, but the service provider operates and manages it. The equipment itself can be located in the customer's facility, at a co-location spot, or in the vMSP's network operations center. The primary advantage here, since running a visual communications deployment is the vMSP's core business, is that the vMSP provides a level of expertise generally not available within an end user organization. Hence the vMSP is better able to help real end users schedule and launch video meetings. This, in turn, drives utilization and helps customers get an improved return on their communications investments. Managed service providers can leverage costly resources, people, processes and equipment across multiple clients. This allows the cost:benefit ratio to be much lower than that of a single organization using dedicated resources.

Cloud: In the cloud approach (also commonly known as "hosted"), the service provider owns and manages the specialized equipment (hosted) and/or communications software (cloud), and delivers the application as a service. As many of today's information workers are already aware, the Internet has enabled a wide range of cloud-based services for IT applications and voice communications; now savvy

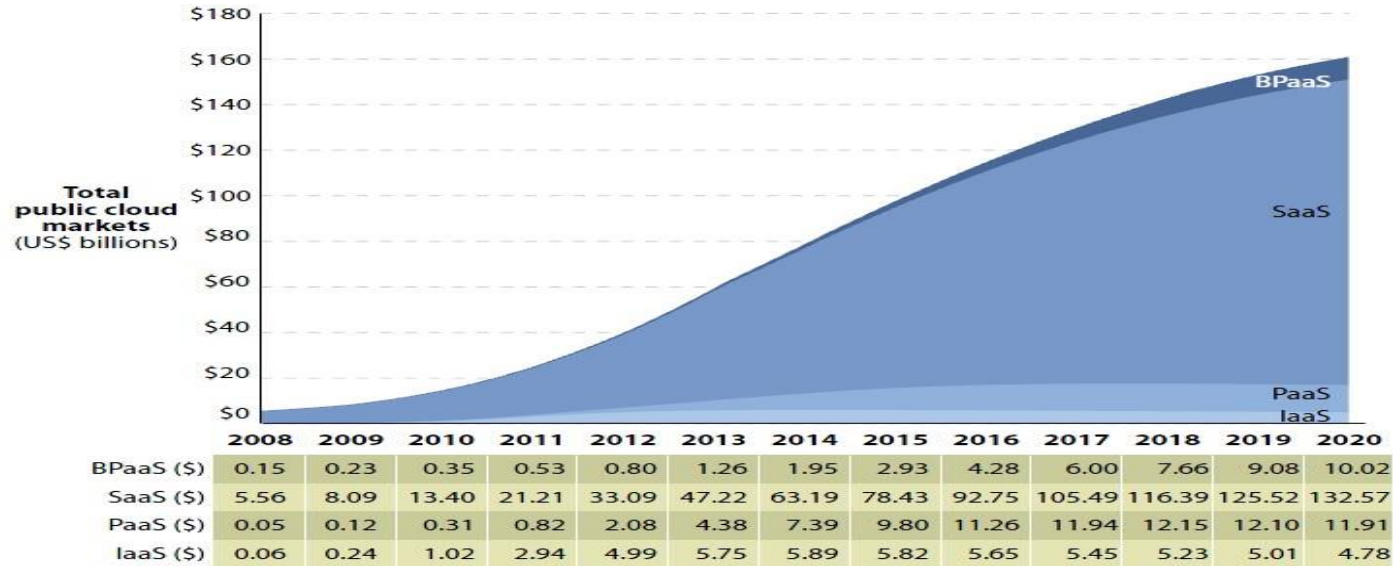Copyright © 2012 Wainhouse Research, LLC

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Research

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Why are we talking about cloud?

Figure 3 Forecast: Global Public Cloud Market Size, 2011 To 2020

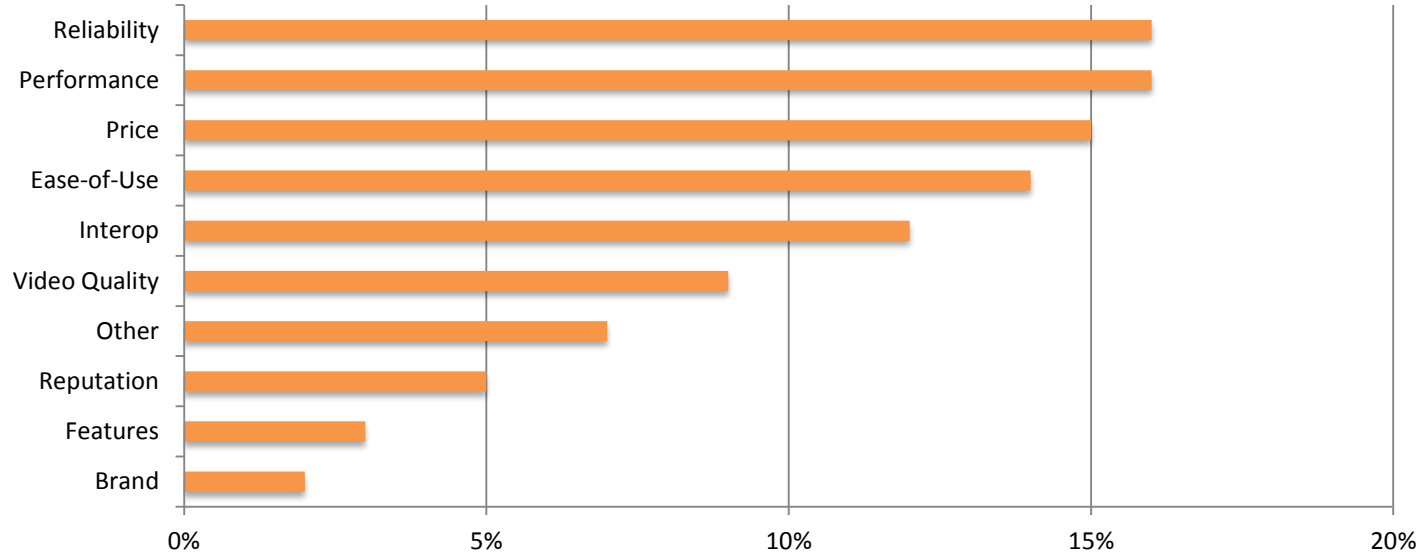The spreadsheet detailing this forecast is available online.

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
BPaaS ($)	0.15	0.23	0.35	0.53	0.80	1.26	1.95	2.93	4.28	6.00	7.66	9.08	10.02
SaaS ($)	5.56	8.09	13.40	21.21	33.09	47.22	63.19	78.43	92.75	105.49	116.39	125.52	132.57
PaaS ($)	0.05	0.12	0.31	0.82	2.08	4.38	7.39	9.80	11.26	11.94	12.15	12.10	11.91
IaaS ($)	0.06	0.24	1.02	2.94	4.99	5.75	5.89	5.82	5.65	5.45	5.23	5.01	4.78

Total public cloud markets (US$ billions)

58161

Source: Forrester Research, Inc.

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Why Use Cloud Collaboration Services?

Source: Wainhouse Research

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Why Use Cloud Collaboration Services?

Brand Loyalty is no longer relevant

Source: Wainhouse Research
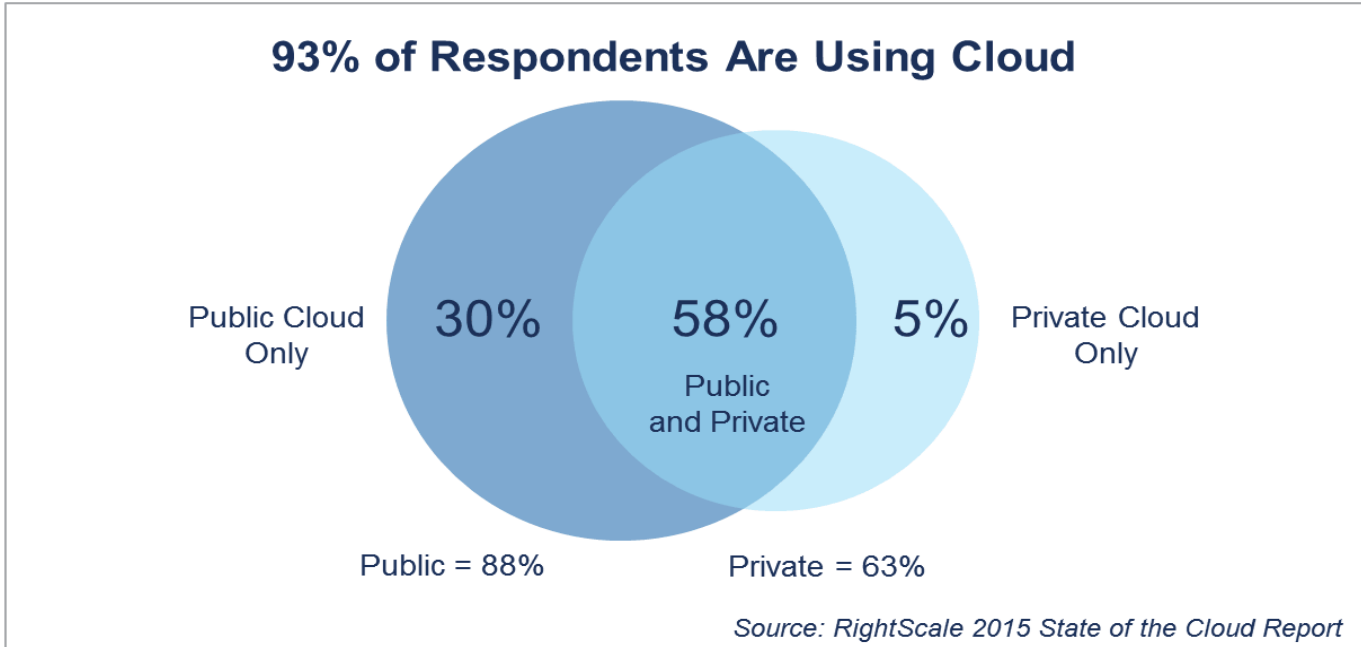
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Challenges with UCaaS Offerings for Service Providers and Customers

- **Security** - Many countries have passed strict laws governing the transport and storage of customer data.

- **Localization of Infrastructure** - A number of countries require that the hardware supporting the cloud services be located in the country the service is being delivered in.

- **Localization of Resources** - Some countries/cultures will only do business with companies that have local resources that support the service.

- **Regulatory Fees and Taxes** - Each country has its own regulatory guidelines and associated fees for services that are delivered through the cloud.

Many Organizations looking to the Cloud

93% of Respondents Are Using Cloud

Public Cloud Only 30% 58% 5% Private Cloud Only

Public and Private

Public = 88%   Private = 63%

Source: RightScale 2015 State of the Cloud Report

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Cloud Variations

- **Public Cloud** – You share resources with other customers, application is available form anywhere.

- **Public and Private Cloud (Hybrid)** – The customer has a private portion of the application within their own network for internal use and fixed locations with a public instance for remote user access and outside access.

- **Private Cloud** – The customer has a dedicated set of infrastructure within their own network for internal use for fixed locations and mobile users who must be securely logged into their corporate network to use the application.

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Considerations for Customers selecting UCaaS Offerings

- How easy is it to cancel or change to another service provider?

- What happens to my data if I want to leave the service?

- What happens if my service provider fails?

- Security –
  - Single Sign On
  - Mobile users
  - Data (in transit and stored)

Additional Considerations

- Scalability

- Features that are important to your organization

- Ease of migration

- Support

- Not necessarily a long term decision

Our Panel Today