

**infoComm15**

Conference: June 13-19 | Exhibit: June 17-19  
Orange County Convention Center | Orlando, Florida

[infocommshow.org](http://infocommshow.org)



WOW

# UC As A Service – Has the Cloud Changed Our Sweet Spot?

Hosted by Simon Dudley of  
[ExcessionEvents.com](http://ExcessionEvents.com)

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# IMCCA

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## The panelists

- Chris Wiborg: Cisco
- Michael Frendo: Polycom
- Joe Laezza: AVI-SPL
- Karl Hantho: Videxio
- Damian Scisci: Bluejeans
- William MacDonald: Starleaf

# UC As A Service –

Has the Cloud Changed Our Sweet Spot?

What is your definition of UC ?

What is your sweet spot ?

Doesn't free replace everything  
sooner or later?



Why isn't Microsoft here ?



What is your existential threat?

Does Cloud simply mean  
users move from their  
closest to yours?

Does Cloud remove your  
Unique Selling  
Proposition (USP), and  
cause a rush to the  
bottom?

Clients say security as an issue  
What's your response ?

Why you? in 34 seconds or  
less

# Q & A