



Deploying Video Conferencing for Maximum Success

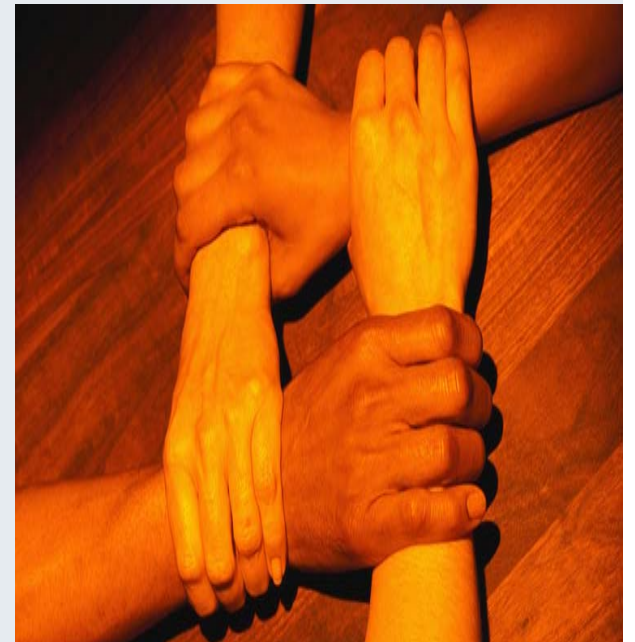
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Conferencing and Collaboration

December, 2006

Agenda

- Paradigm Shift: The Virtual Workplace
- Critical Business & Communications Drivers
- Enabling Collaboration: Where Video Conferencing Fits In
- Drill Down: Video Conferencing in the Enterprise
- Mapping Tools to Employees
- Key Technology Challenges Facing CXOs
- Best Practices & Recommendations

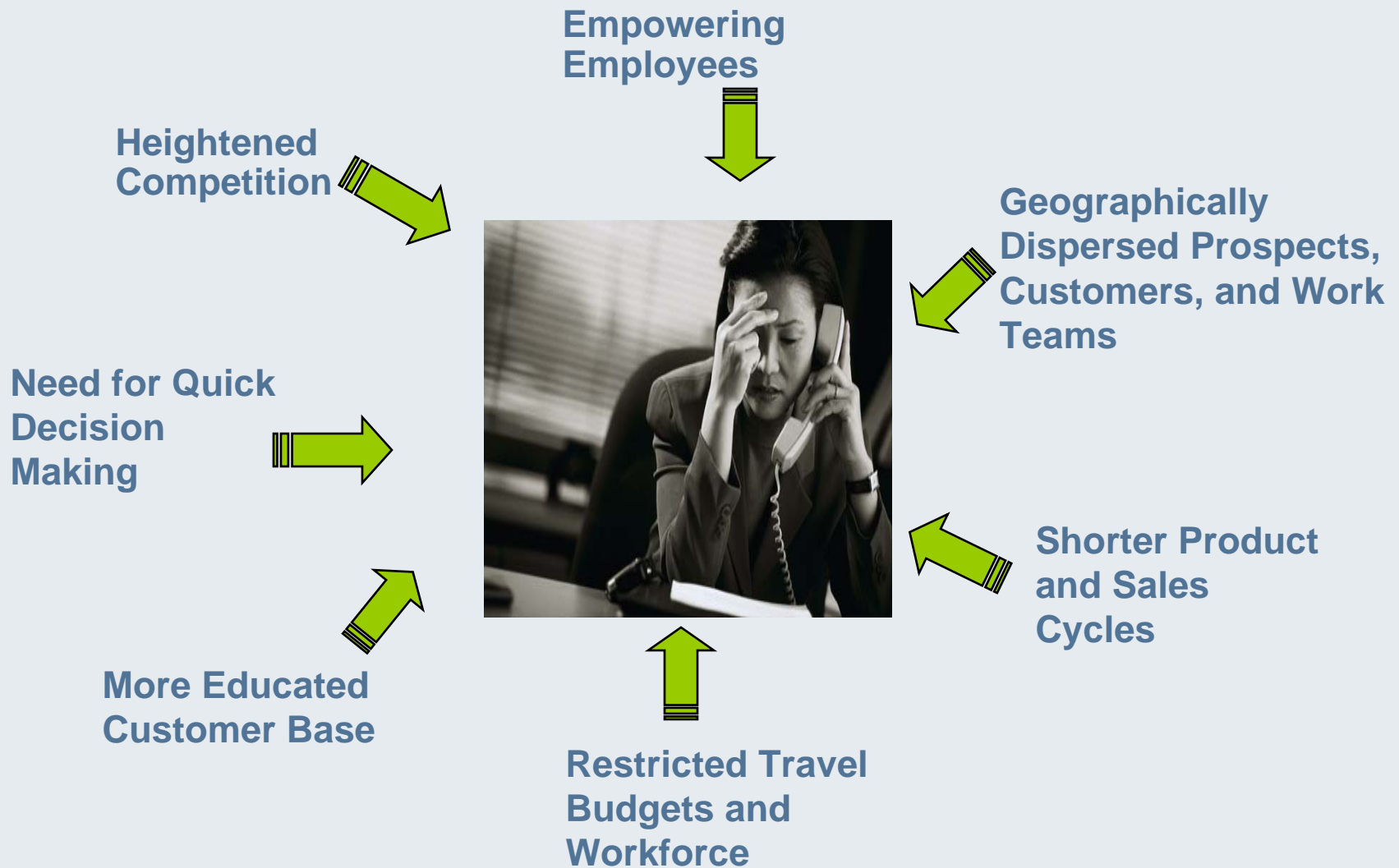


The Virtual Workplace: What & Why

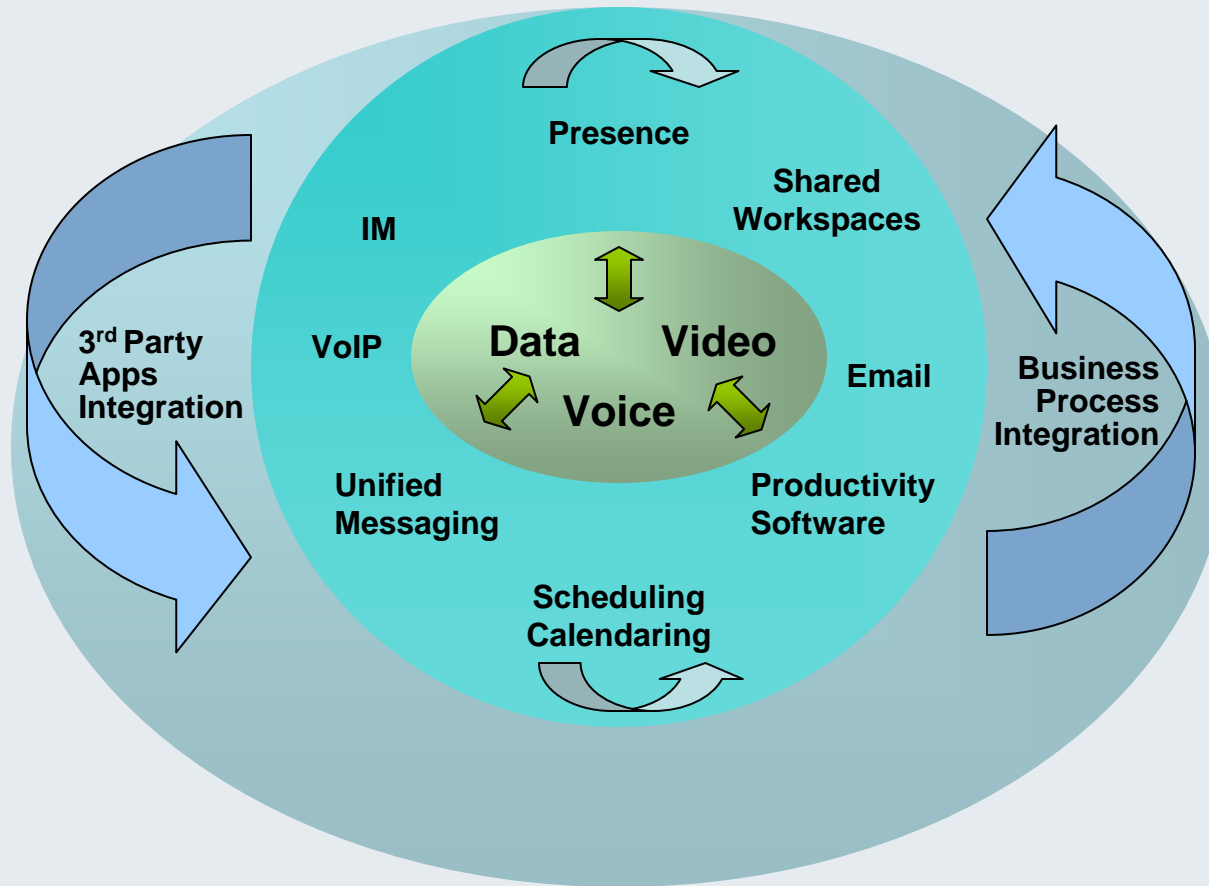
- Virtual Workers and Remote Workers are NOT the Same
 - Virtual Workers are located separately from their co-workers, managers and reports
 - All telecommuters are virtual workers, but not all virtual workers are telecommuters
 - Sometimes, HQ workers are “virtual”!
- What’s Responsible for the Change
 - Moving Beyond Employees...
to Partners & Customers
 - Increasing Globalization
 - Flexibility & Responsiveness



Today's Business Challenges

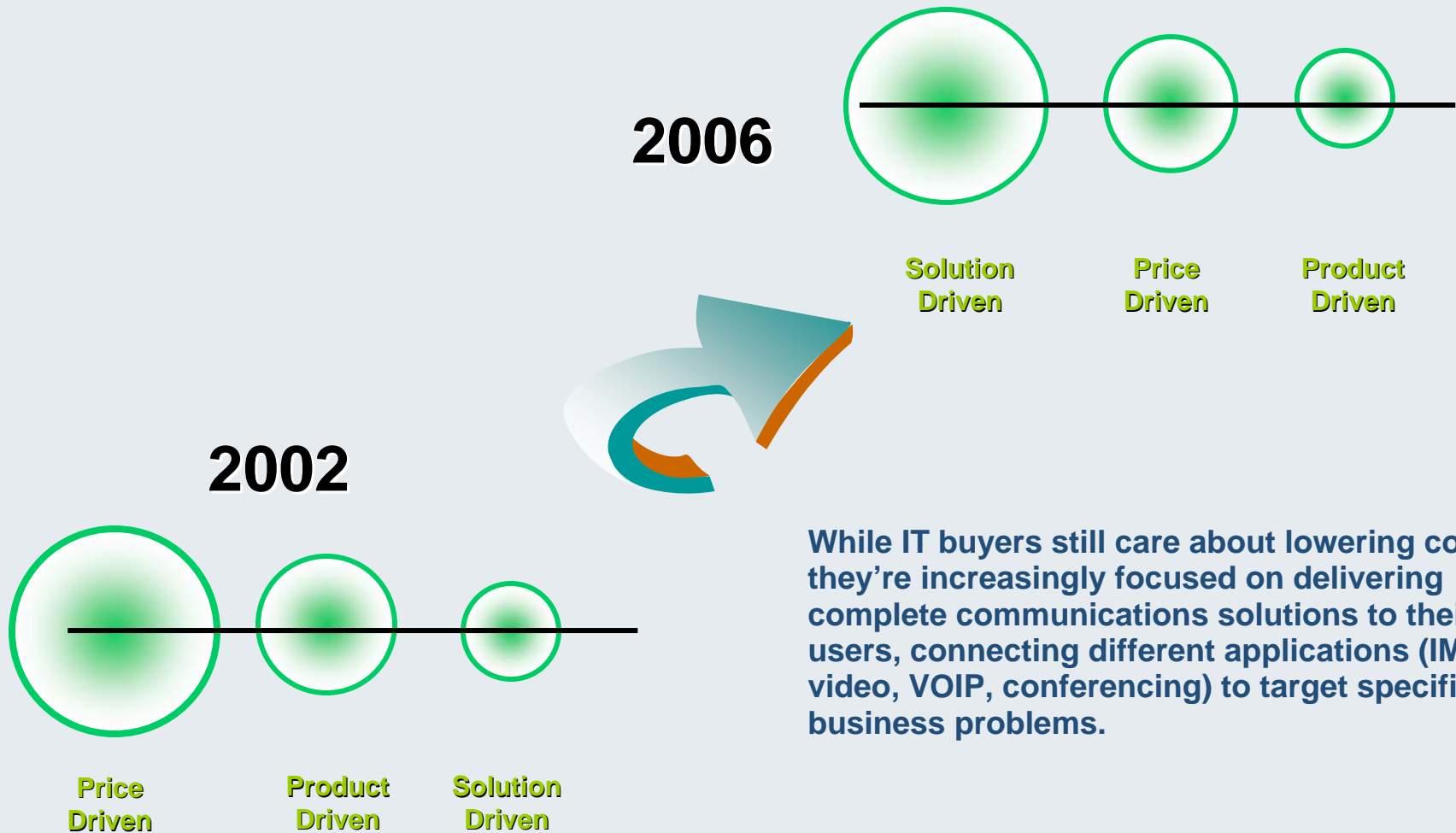


The Unified Conferencing and Collaboration Paradigm



The overall theme is “Simplifying communications” through Integration. Be it too many e-mails in an Inbox or too much time spent tracking availability and presence of coworkers, multiple applications over multiple devices and networks can hamper productivity rather than enhance it.

New Drivers = New Purchasing Paradigm



Trends in the Videoconferencing Market

Today

- Videoconferencing Point Products
- Disjointed Networks and Devices
- Technology/ Feature Focus
- Standalone Applications
- Limited End-user applications
- Inward facing tool used for internal company meetings
- “Premium nice-to-have” technology Used mostly in Conference Rooms

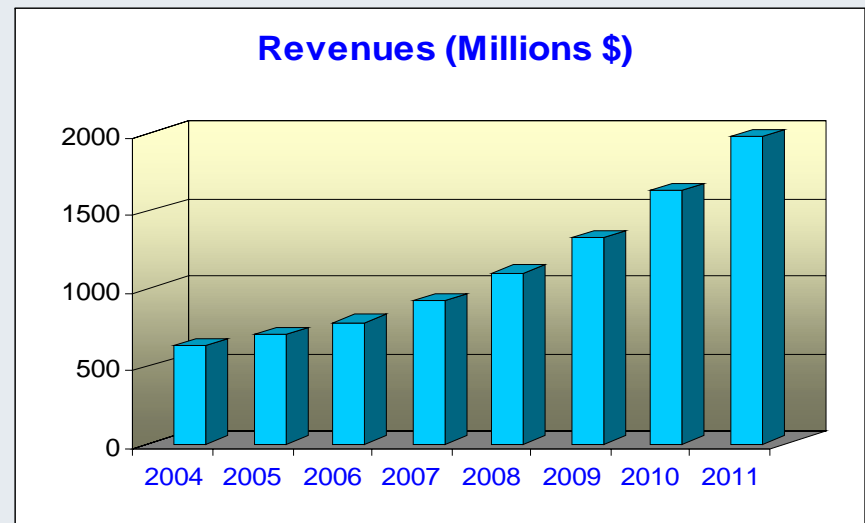


In 3 - 5 years

- Unified Collaboration
- Application Aware Converged IP Networks
- Service/Support Advantage
- Business Process Centric Integration
- Wider Applications(e.g.. video enabled call centers, Web 2.0 services)
- Ubiquitous Tool for Internal Meetings as well as Meetings with Customers, Partners, Suppliers.
- Mainstream Desktop Adoption and integration with Unified Communications

Total Enterprise Videoconferencing Endpoint Systems: Unit Shipments and Revenue Forecasts (World), 2004-2011

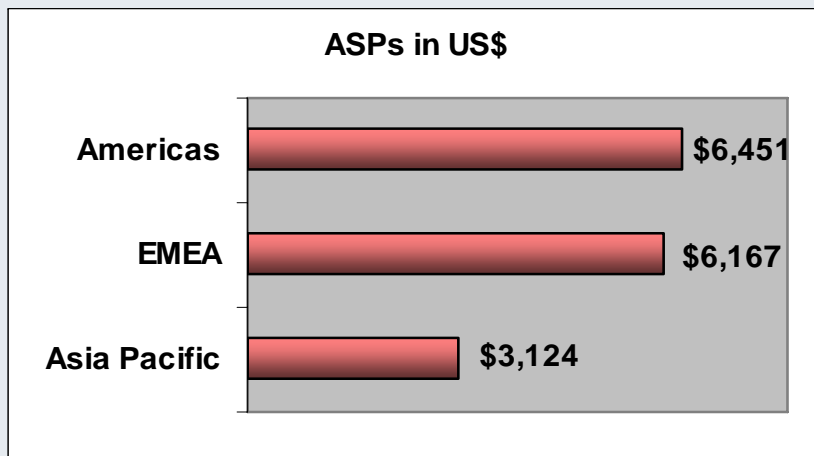
Year	Units (000s)	Revenues (Million)	Revenue Growth Rate
2004	171.8	\$ 635.4	-
2005	195.7	\$ 702.3	10.5%
2006	225.2	\$ 783.2	11.5%
2007	274.8	\$ 918.8	17.3%
2008	348.7	\$ 1,100.3	19.8%
2009	461.4	\$ 1,329.9	20.9%
2010	632.9	\$ 1,625.3	22.2%
2011	900.1	\$ 1,975.0	21.5%
CAGR (2005-2011) - 18.8%			



Note: Base Year is 2005; Source: Frost & Sullivan

Videoconferencing Group Systems: Average Selling Price

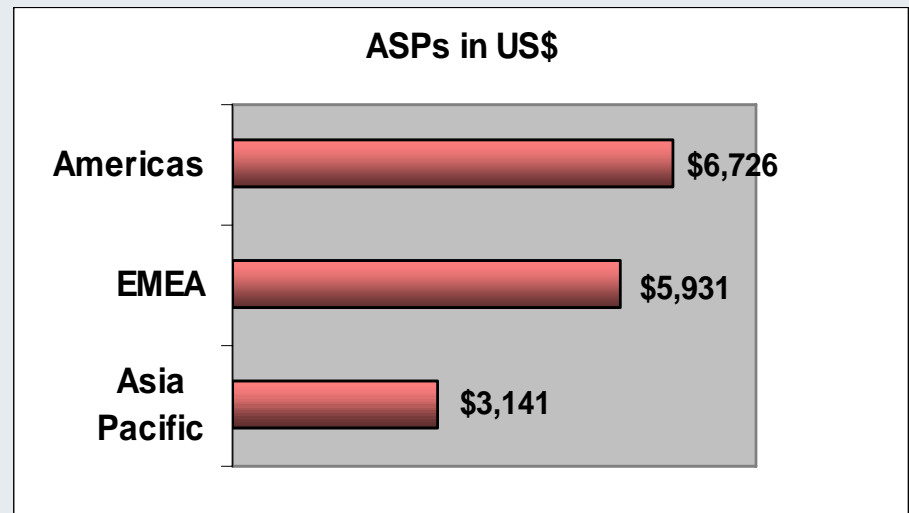
2005



Source: Frost & Sullivan

Note: Executive Desktop units are included in the Personal Videoconferencing segment.

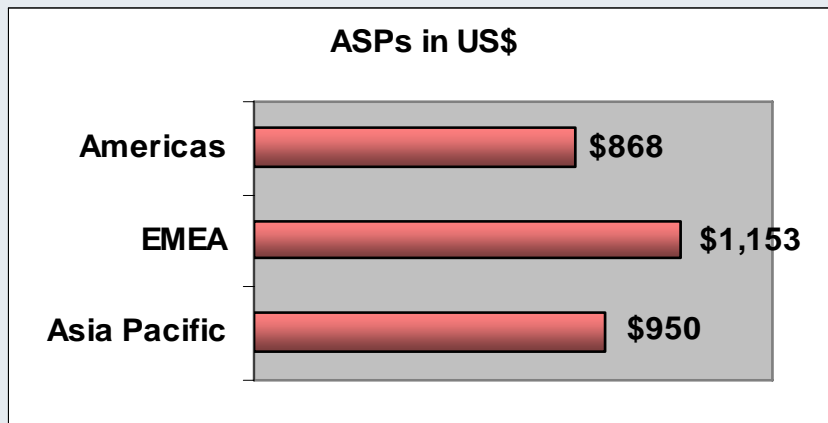
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Source: Frost & Sullivan

Enterprise Personal Videoconferencing Systems: Average Selling Prices

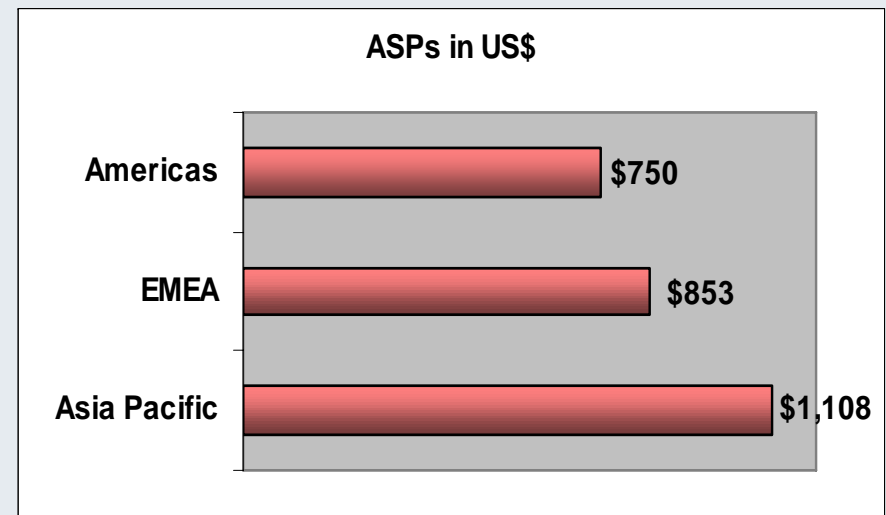
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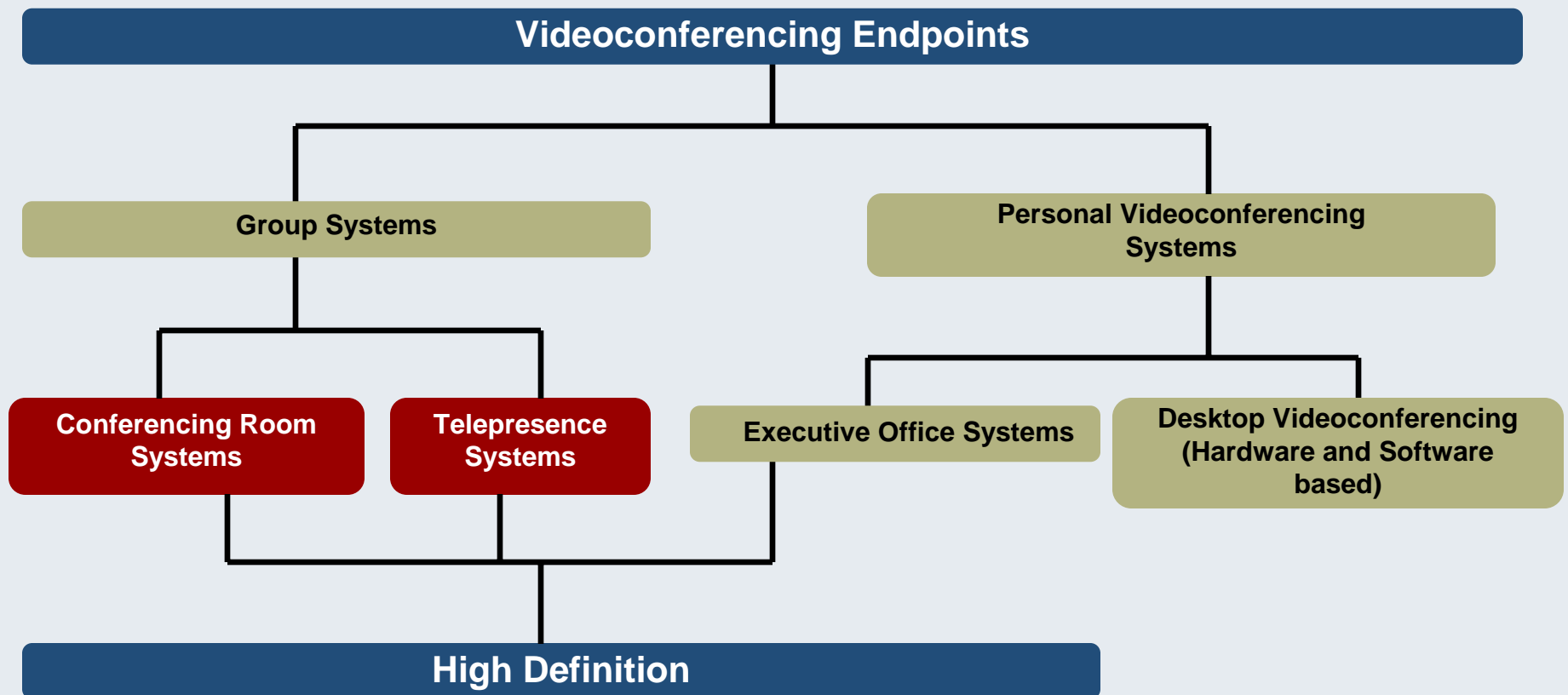
Source: Frost & Sullivan

Move to IP: For IT, it Should be When, not If

- Growing number of IP telephony implementations within businesses: No longer defending the decision.
- IT executives know IP telephony and VoIP will enable virtual workers to be more productive.
- VoIP technology is continuing to improve, offering opportunities for enhanced functionality, as well as cost efficiencies.
- Next question is: Now what?
- Move to IP networks breaks down a technical barriers to broader deployment of videoconferencing.



Enterprise Videoconferencing Endpoints: Market Segmentation



Deploying Video By Industry or Job Roles

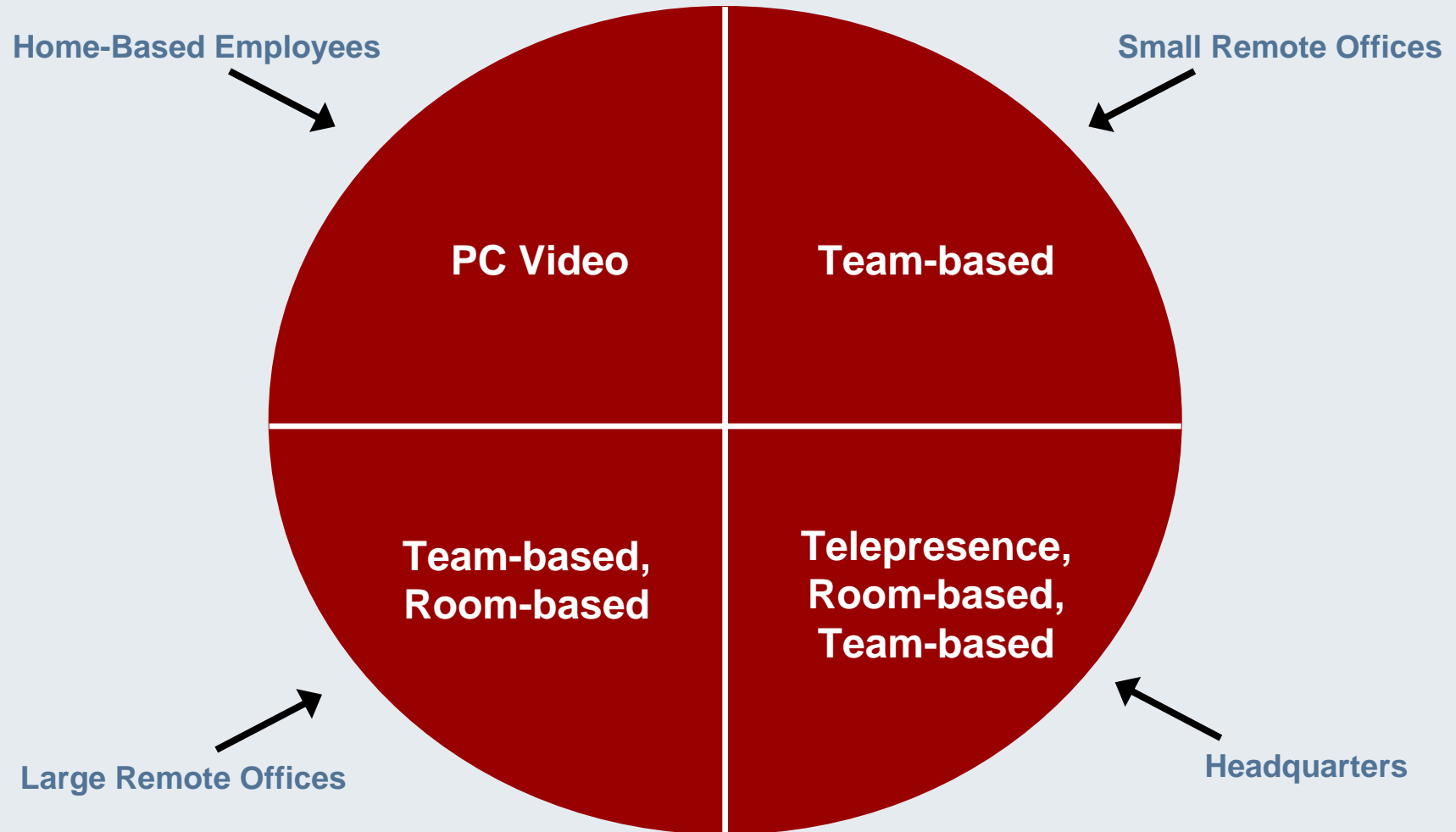
Key Industries

<p>Retail/Wholesale - Need for cooperative supplier relationships, which require frequent meetings across geographical boundaries; new product introductions; new product demos/training for sales people; and the very large number of establishments in most such enterprises.</p>
<p>Business Services - Lawyers, architects, investment professionals, consultants and other services-oriented businesses are required to collaborate with one another, as well as their clients.</p>
<p>Manufacturing - Research and Development, interact with project teams, suppliers, partners and workgroups, video surveillance of manufacturing process, from floor to shipping depot.</p>
<p>Medical Diagnosis/Treatment - Need to manage provider shortages; expand reach into rural and other underserved areas; enable Continuing Medical Education (CME); and deliver primary care</p>
<p>Media & Entertainment - All forms of entertainment businesses can benefit from videoconferencing, for everything from creative collaboration to testing new markets to industry-specific uses like casting calls.</p>
<p>Education - Virtual classroom, student workgroups and instructor meetings.</p>

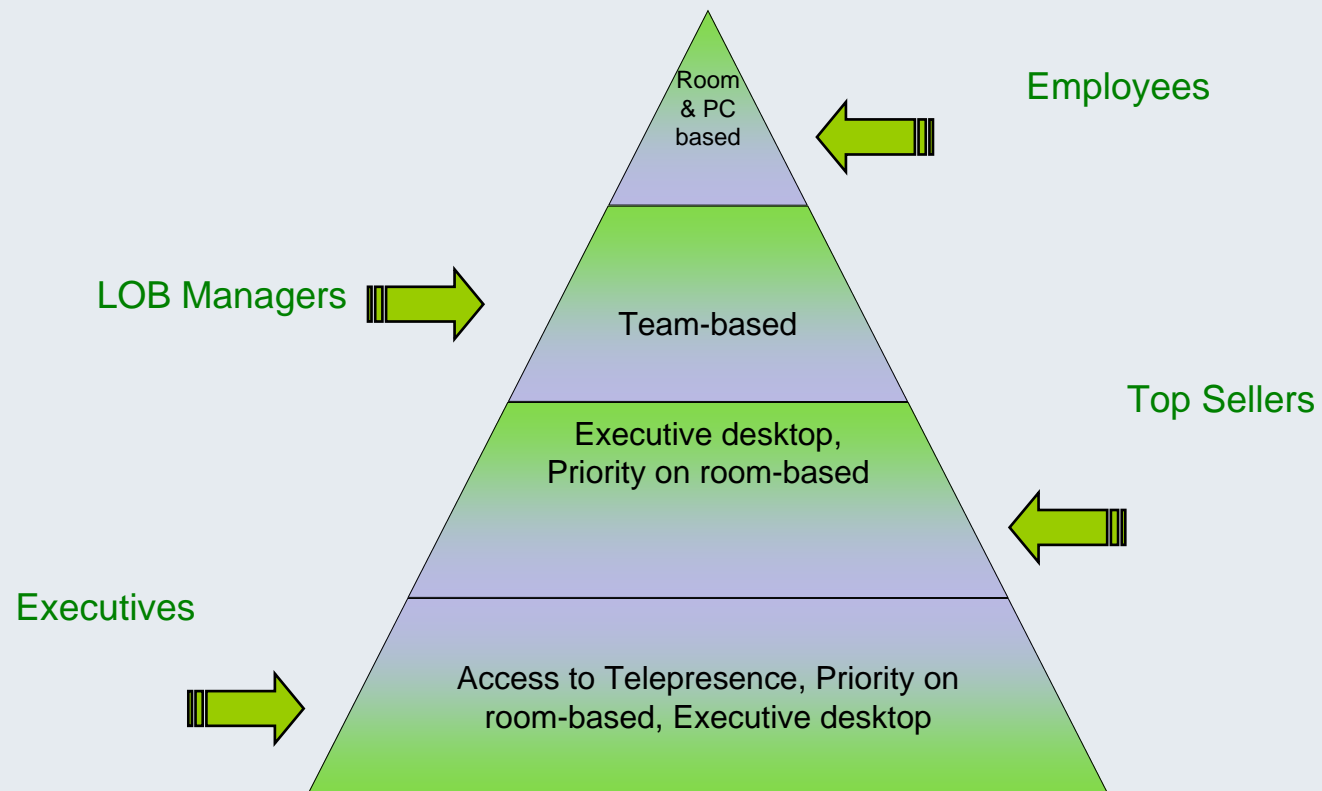
Key Job Roles

<p>Professionals - Rely on facial expressions and body language to get their jobs done. It's critically important that they understand exactly how clients and partners are reacting to the information they're hearing and sharing.</p>
<p>Research and Development – Regular collaboration reduces time to market and results in better, more marketable product designs, both of which have a clear impact on the bottom line.</p>
<p>Training and Human Resources – Implement company-wide training effectively and efficiently, maintain consistency in messages, and certification programs</p>
<p>Executives – Increase level of interaction with clients, immediate availability and access to client information and PC, face-to-face communication, encourages first time resolution to problems</p>
<p>Sales & Marketing – Broaden the reach of marketing message and quickly and inexpensively launch marketing campaigns, product demonstrations, and conduct virtual focus groups, video messaging.</p>

Mapping VC Tools by Location

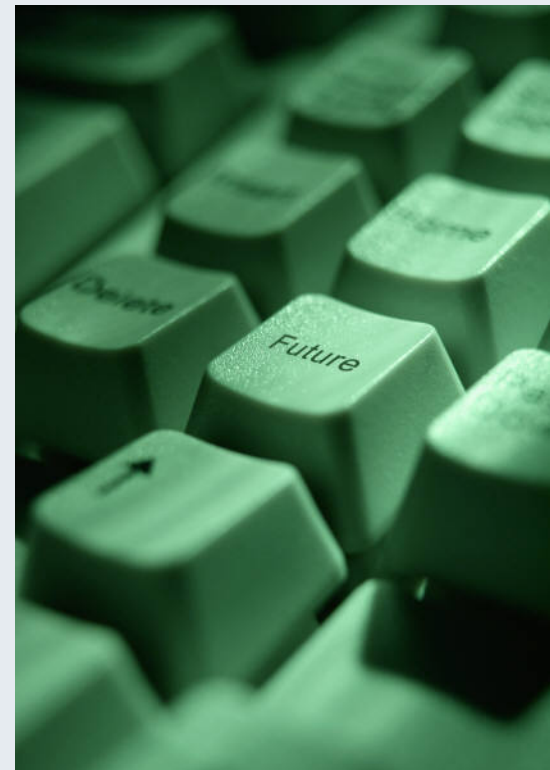


Employee Hierarchies: When They Matter



Key Technology Issues to Watch

- Mobility
- Security & Compliance
- Standards
- Management & Oversight
- Network Monitoring & Performance
- Business Process Change



Best Practices for IT Executives

- It's Time for Renewed Use of Video Conferencing
- Promote and Support the Virtual Workplace
- Examine and Deploy End Points by Various Criteria
- Demand Solutions That Meet Your Company's Needs
- Deploy Video as Part of a UC Strategy
- Map Tools to Employees & Job Roles

For Additional Information

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