

NEWS AND VIEWS ON REAL-TIME UNIFIED COMMUNICATIONS

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Videoconferencing Survey Launched: We Need Your Help

Win a \$50 gift certificate to amazon.com and earn our undying thanks

Wainhouse Research could use your help. We are undergoing our annual in-depth study of **videoconferencing** usage and plans. We'd like to ask all **end user customers** to please take 10-15 minutes to complete the 21-question survey; the questions are designed to be fast and easy to answer. Everyone who completes the survey will be invited to download a summary of highlights from the survey results; five participants will be chosen at random to receive \$50 amazon.com gift certificates. [Click Here to take the survey](#) Your responses help us to track the trends in the industry and also influence the directions taken by many of the industry vendors.

News in Brief

- Aethra has added embedded MCU capabilities (via new software) to the company's entry point product the Vega X3. The MCU can provide connection of up to four locations either in mixed mode (IP + ISDN) or in IP only. The four (3+1) sites can be viewed on screen in five selectable layouts and up to speeds of 384kbps at each location, with the options of continuous presence or voice activated switching. functions. New options for the Vega X3 also include a new ISDN-4BRI network adapter dubbed the XLNA. The list price for the X3 is \$3,890, \$5,090 with the MCU-IP option, \$5,160 with the XLNA, and \$6,910 with the XLNA and a mixed mode MCU. Dual video software option adds \$790 and XGA/DVI support software adds \$790. Available now and worldwide.
- Just 18 days after announcing its intention to acquire Codian, Tandberg has announced that the acquisition has been completed. Congratulations again to the Tandberg team.
- Wainhouse Research has published a *Call for Papers* in support of the Collaboration Summit scheduled for Berlin, Germany in April 2008. [Click here for details \(pdf\)](#).
- VBrick announced significant enhancements to its EtherneTV digital video solution, which incorporates VBPresenter, a VBrick software plug-in that enables users to create and broadcast presentations that blend real-time audio/video with live, synchronized PowerPoint slides. Additionally, guided web browsing enables users to launch web pages that incorporate embedded video and flash animation into their presentations. Polling and Q&A capabilities provide engaging real-time communications between presenters and audiences. New management applications include the Emergency Broadcast capabilities that stream live or pre-recorded alerts companywide or to specific sites or groups. Multi-video screen viewing enables stock brokers and other users to monitor multiple television station streams for breaking news.



Additionally, VBrick's new Windows Media IPR set-top box expands digital signage and remote video management capabilities.

- InstantConference, the free, on-demand reservationless teleconferencing service, has added free conference recording to its reservationless platform. This new feature is being offered to all InstantConference customers.

- Persony announced Web Conferencing 2.0, a web and video conferencing solution targeting conferencing service providers and SMB businesses who want to own their own conferencing infrastructure. Based on Adobe Flash, Persony Web Conferencing 12.0 allows meeting participants to share their desktops, webcams, photos, slides, whiteboard, streaming video, and audio without downloading special client software. The new version includes a complete API for integration with Web 2.0 services, support for Windows, MacOS X, and Linux for both moderators and attendees, videoconferencing and full-duplex voice over IP for up to 100 attendees, the ability to have six webcam windows open simultaneously and to stream video and audio to all attendees with live playback control and annotations.



- For the second year in a row Radvison will be hosting the IMTC Face-to-Face Interoperability Event at its headquarters in Tel Aviv October 8-12, 2007.

- Industry newcomer Vello Corporation has launched a new PSTN audio conferencing service that is dial-out – ending the requirement to remember dial-in numbers and pin codes and helping make conferences start on time. It also makes attending a meeting while driving more feasible and perhaps less illegal. The service integrates with Outlook and includes automatic email notification and can be downloaded to a mobile device to easily initiate instant calls from anywhere. If a Vello call is not answered, a voicemail reminder is left with a single easy-to-remember dial-in – 888 MY VELLO. When the caller dials-in, Vello automatically routes the call to the right conference. Figure 15¢ per minute. New customers receive a free trial of 200 minutes.



- Lights, Camera, Collaborate is the theme of the 2007 Polycom User Group (PUG) Annual Conference which is scheduled for October 14-17 in Anaheim, California. Keynoting this year will be Robert Hagerty, Chairman of the Board and CEO of Polycom talking about “The New Opportunity for Video!”

- Telepresence-focused and Linux-based Telanetix released V3.2 of its telepresence systems software. Key enhancements include support for an auxiliary video inputs, the ability to customize which screens are used for data and which are used for the live video, the ability to support multipoint, data-sharing with Telanetix's two-screen Executive line, and additional tools for the control panel.



CSP Summit Set to Launch: 29 October in Boston



This year's CSP Summit features a line up of speakers who will address the need for CSPs to innovate in services and service delivery in achieving further growth.

To that end, Alfonso DiGabriele of Global Crossing will be joining us to discuss Global Crossing's transition to IP in the highly sensitive and quality conscious events business. In his talk Al will review the carrier's approach to replacing its heavily-used legacy TDM equipment with an IP-based platform that enabled Global Crossing to aggressively leverage IP's numerous advantages, including its unique ability to provide multi-site service deployment in its IP core network. Al will also review how a service that was first envisioned as a form/fit/function replacement evolved in terms of its usability, robustness, and scale.

WR encourages CSPs and their partners to join us for this session and 13 other speakers who are sure to expand your thinking and spark new ideas to grow your business.

This year's session has been scheduled just one day prior to the Fall VON Boston conference so conference attendees can conveniently attend both conferences. For full details, agenda, and registration see www.wainhouse.com/cspsummit.

Wainhouse Research CSP Summit 29-October-2007 - Boston, MA

- Keynote: Driving Value through Innovation - The Face of the New CSP
- Benefits of SIP Conference Platforms for CSPs
- Deploying Custom & Out-of-the-Box Voice Applications at an Extremely Competitive Prices
- Achieving Differentiation & Client Loyalty through New CSP Services
- Partnership for Innovation
- What's up with Collaboration & Conferencing at Google, Yahoo, AOL & Skype?
- Dancing with Elephants - How CSPs Can Work with Avaya, Cisco, Mitel, Nortel, IBM, and Microsoft
- Rapid Service Creation for Converged TDM/IP or SIP-enabled VoIP networks
- Innovation through Unified Communications & Collaboration
- Making the Workgroup Collaborative
- Service Provider Case Study: Transitioning Events service from TDM to IP
- Alternatives to WebEx & MS Live Meeting - Can You Go Your Own Way?
- Is now the time to sell? - Determining the Best Way & Time to Sell Your CSP
- Networking Cocktail Reception

Point Nine User Forum, Wednesday, 7th November, Philadelphia, PA



Unified Communications (UC) – So much more than desktop video!

Understanding the options and formulating a UC strategy

The final US meeting of the year for the Point Nine User Forum will be hosted by Reed Smith, LLP at their offices in Philadelphia on 7th November (free gala dinner on Nov 6.) We will be discussing all aspects of UC - the key players, the strategic alliances, their solutions and the key factors to take into account when considering a successful UC strategy. In addition to the UC managers of major multi-national organizations sharing their knowledge, Wainhouse Research's own leading UC specialist, Dr Brent Kelly, will be providing his thoughts and views on what is happening in the market.

The Point Nine User Forum is open to all conferencing and UC managers. If you have plans to develop or implement a UC strategy in 2008 or would simply like to gain a greater understanding of how UC can add a competitive edge to your organization, then you should attend this highly educational and interactive session. However, register soon as the limited places available for this meeting are already going – *fast!!* For further details including the agenda and registration information, please visit www.wainhouse.com/point9.

This meeting is closed to the vendor community other than our P9 sponsors. We have a limited number of sponsorship places available. If you are interested in sponsorship, please contact Sara Fargo at sfargo@wainhouse.com for further information.

One on Two with Avistar's Lisa Farley and CEO Simon Moss

WRB: You recently announced the formation of a video adoption team. What is this all about? Is this more than a salesman?



LF: Avistar's adoption team is a client satisfaction team. We work with the customer after the sale to make sure they're getting the most out of their deployment. We help the customer identify collaboration patterns, track usage, and, eventually, uncover areas where deployment expansion would enhance user productivity and further increase ROI.

SM: It's a sales model, but not a sales pitch. Our team works closely with our customers to help them take advantage of desktop video to make decisions faster, reduce the risks of miscommunication, and reduce travel; all of which drive productivity and revenue and lower costs. One of our customers drove \$6M in costs out of their business by substituting 10% of their meetings with video. Another customer reduced travel by 10%, eliminating 10,000 air fares. That adds up to \$20M in cost and productivity savings, in addition to the green benefit of saving 4.6 Tons of CO2.

LF: That's right. Avistar has 15,000 users across 40 countries, and they used more than 25 million minutes of video in 2006 with projections of 34 million minutes in 2007. Our two largest customers have scaled globally to 3,000 and 4,000 users respectively, with some people using Avistar an average of two hours a day. With all that experience helping organizations deploy desktop video, it's inevitable that we've developed expertise that makes implementations more effective. The job of our adoption team is to share that expertise with the customer through practical recommendations that work.

WRB: Lisa, can you give a specific example of what kind of activity is in the adoption team repertoire?

LF: To maximize a company's investment in Avistar's video system, what's required is a solid, methodical implementation plan. Avistar knows the phases of adoption and how to take customers through them; from assessing the potential benefits of video to a particular workgroup, to the actual choreography of deployment, integration and long-term support. The key step in the deployment process is the planning phase of defining the working collaboration patterns within the organization appropriately. To aid in this important step, Avistar's team and its partners execute a detailed Client Application Development Interview (CADI) process to identify the company's specific needs and communications challenges. We deploy our specialists to meet with key people within the organization to align the business processes and challenges with the project and the success criteria.

WRB: Where does Avistar position itself in the conferencing and collaboration market; how do you position Avistar between Polycom/Tandberg on the right and Microsoft/IBM Lotus on the left?



SM: Regarding our competitors, let's separate the wheat from the chaff. We have two kinds of competitors – video-focused companies and infrastructure companies, and they're all after the Unified Communications (UC) market. Avistar is a video software solution that fits well with products provided by the infrastructure companies: IBM Lotus, Cisco, etc.

On the Polycom and Tandberg side, these guys have done a disservice to the market by pushing ineffective room-based systems – and they've made a lot of money doing it at the expense of the customer. Everybody now accepts that the value of UC is at the desktop. IBM, Cisco and Microsoft have realized that and are providing the infrastructure to support it. Avistar is supporting it with a desktop video solution that is far ahead of everything

else in that it's high-quality, easy-to-use, easy-to-manage, and scalable. No one can demonstrably match our footprint, performance, intellectual property, SLAs, etc. Polycom and Tandberg have gone in the wrong strategic direction and are now trying to recover.

WRB: Well, it's one thing for you to make that claim, but the fact is that Tandberg and Polycom have revenues many times those of Avistar. So, your claim to be "far ahead" of everyone else does seem odd. Do you think it is because desktop and room applications are really totally different, and we market analysts should always keep them separate?

SM: There's no doubt that desktop and room applications are totally different. For one thing, our desktop video is actually used. We hear over and over again from companies that their room systems sit empty the vast majority of the time. It's a shame because an organization can buy 5,000 Avistar desktop video seats with the same amount of money it costs to buy 500 average-cost room systems. With Avistar, companies see immediate cost savings and productivity improvements through much, much greater usage and the ability to connect instantly with a constellation of other users without having to schedule a meeting or waste time walking to a conference room and waiting for other people to show up. Also, our users are better equipped to solve problems fast because they're sitting in front of their desktops or laptops, where they have access to all the information and applications they need to get the job done. We have a client that reduced business process cycle times by up to 90% by putting team members and decision-makers together any time, in any place, face-to-face.

Another difference between rooms and desktops is that you practically have to have a Ph.D. to get a room system to work consistently without the help of some kind of AV specialist. A prospect of ours showed me how, with his Polycom system, it takes nine steps – nine steps! – to initiate a call and I've heard most people can't do it without some kind of technical support. With Avistar's presence-based system, it takes one step to make a call. It's instantaneous, easy, reliable and high-quality. We've always believed that video without those qualities won't get used and room systems have proved us right.

Ironically, Avistar can help guys like Polycom because desktop video can help make existing room systems more productive. It doesn't make sense to start out by deploying a bunch of incredibly expensive room systems, but if you already have, you might as well try to get your money's worth out of the technology by giving people in rooms the chance to talk eye-to-eye with as many teammates, customers and partners as possible. That can only happen with desktop video.

WRB: Avistar has been in the desktop videoconferencing market longer than just about anybody, but the company is still very small. What do you think needs to happen for this situation to change?

SM: When you say we've been in the market longer than anybody, I can't help but think of Burt Reynolds. Remember how he got an Oscar nomination for his role in Boogie Nights and everyone was talking about his remarkable comeback? Burt's reply was that he'd been around doing his job and doing it well, all along. Avistar is the Burt Reynolds of video. We've been doing our job and doing it well since 1993 and it's time for us to get out there, make lots of noise in the market, and collect our Oscar.

We're going to do this by aggressively challenging the outdated market view of room-based video and

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demonstrating the value of desktop video. We're also broadening our target market focus while we continue to increase awareness in our core, Financial Services markets. Avistar is of value to any large company, and to small companies trying to solve complex problems. We need to make sure the market understands that.

To meet the needs of the market, we're also updating our product offerings. We have a new software-as-a-service (SaaS) product that's a fully-managed, turnkey solution. Avistar hosts the infrastructure, giving customers another deployment option so they can respond faster to the market. This is available now. With this new hosted product, our current offerings, and our IP, I'm confident Avistar has everything it needs to break out of its traditional role as a best-of-breed video solution for the financial services market. Now we're going to prove it.

Conferencing & Collaboration <u>Event Calendar</u>	
WHEN & WHERE	WHAT & WHO
October 14-17, Anaheim, CA	2007 PUG Annual Conference
October 29, Boston, MA USA	Wainhouse Research CSP Summit
October 29, Boston, MA USA	IMTC Forum at VON
November 6-7, Philadelphia, PA	Point Nine User Forum
8-10 April, 2008, Berlin, Germany	Wainhouse Research Collaboration Summit
July 16-18, 2008, Boston, MA	Wainhouse Research Collaboration Summit

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