

## NEWS AND VIEWS ON REAL-TIME UNIFIED COMMUNICATIONS

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### Aethra Certified Hacker-Proof

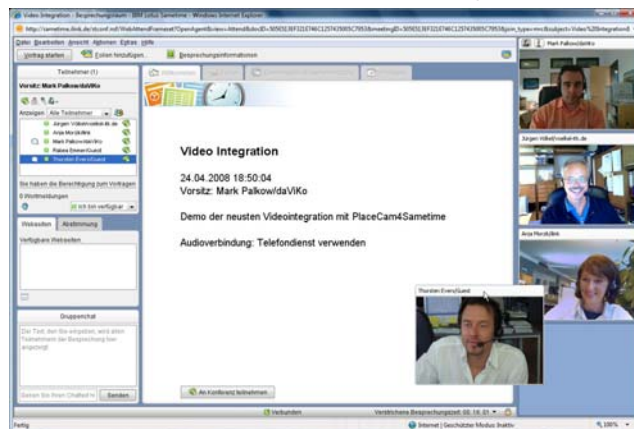
Aethra claimed that it is the first video conferencing player in the world to offer a new security modality based on the most recent industry standards. According to the press release, the new Aethra Security Mode renders its IP and ISDN videoconferencing solutions completely secure and impervious to unauthorized access as certified by strict US Dept. of Defence testing through the DSN Certification Program, a testing process specifically conceived for video communication products that attests the total and maximum level of the security provided. Thanks to this certification, the Aethra solutions listed are authorized for purchase by all bodies and federal agencies linked to the US Department of Defence. After 7-weeks of testing at Fort Huachuca (Arizona, US), including Information Assurance testing, Interoperability testing, and the newly introduced Video-Teleconference STIG V1.R1 testing, Aethra's Vega X7, X5, X3 and AVC8500 have been added to the DSN Approved Products Listing. The STIG tests in particular are specific for video communication products.

### Collaboration Summit to be Webcast

We have made special arrangements this year (again) with Netbriefings, Inc. to webcast the Collaboration Summit to be held in Boston in TWO WEEKS. The live broadcast over the Internet will also enable remote attendees to text in questions. See Summit details below; registration for the webcast service is at [www.wainhouse.com/boston08](http://www.wainhouse.com/boston08) along with other event details. Netbriefings provides several interesting video-based services to its clients; check out [blog.netbriefings.com](http://blog.netbriefings.com) to see their multimedia coverage of last month's InfoComm show.

### News in Brief

- Berlin-based daviko PlaceCam4Sametime provides multipoint video integration into an IBM Lotus Sametime environment. According to daviko, the basic difference in comparison to other



solutions is that video integration is embedded deep into Sametime by heavy use of Java and Eclipse programming. Sametime is not just used as a launch pad as for PVX or Movi. The user does not have to deal with a video application and the web conference. He controls the videos within Sametime and has a seamless and easy user experience. Another difference is that daviko transports the video over HTTPS if UDP communications are blocked. So

communication is not only possible within a company but also to others in different companies if their firewall polices are not known. The software (available in multiple languages) is available in a Linux version as well as integrated into IBM's Sametime Connect. PlaceCam4Sametime is a derivative of daviko's PlaceCam3 stand-alone desktop videoconferencing software.

- WestView Capital Partners announced it has completed a recapitalization and growth equity investment in Providea, a national provider of videoconferencing solutions and managed services. In keeping with WestView's investment approach, the Providea management team will retain a significant ownership stake and continue to run the business going forward.
- An incredible statistic published by Skype this week. Not only did the eBay unit claim 309 million registered users, it said that 28%, yes **twenty eight percent**, of the calls on Skype were video calls. We assumed there was a decimal place error, but we called Skype and confirmed the number. We give Skype credit, moreover, for not claiming to be the telepresence leader.
- Are your audio bridges suffering from fatigue? [Powercom](#) announced a training course designed to allow CSPs to self-maintain their Spectel (now Avaya) S700 and S780 series audio conference bridges. The training course includes instruction on how to create a duplicate disk drive which replaces the least reliable component of the Spectel bridge, how to load software and make configuration changes. Training can be performed onsite and after-hours if required.
- Aethra has established a business alliance with Elmo for the distribution of Aethra's videoconferencing products in Japan. The agreement has a reciprocal nature - Aethra and Elmo will collaborate on the development of a new line of videoconferencing solutions. Aethra has been utilizing the Elmo PTZ camera on its Vega X3 and X5 set top line since December 2007 and is confident that integrating the technology of the two companies will result in important developments. Elmo will use its present channels to offer videoconferencing solutions to the office automation market. In an unrelated announcement, Aethra said it has signed an agreement with Keysco for the distribution of its videoconferencing products in Korea.
- Agito Networks announced that it has closed its Series B round of financing, raising approximately \$13 million. The Series B round will help fund Agito Networks' enterprise fixed mobile convergence (eFMC) market expansion and product development. Agito Networks' RoamAnywhere Mobility Router is a mobile convergence platform that uses RF-based, location-aware technologies to reliably mobilize voice over 802.11 wireless LANs and data applications, while remaining agnostic to enterprise customers' choices of mobile carriers.
- Iotum announced Calliflower, a free conference call service that has the shared pictures, walls, links, and interactivity of Facebook, but stands by itself. Check out [calliflower.com](http://calliflower.com).
- Tandberg announced that the company's MXP Codec has been awarded Federal Information Processing Standards Publications (FIPS) 140-2 Validation – a validation requirement for any cryptographic product used in a U.S. government agency network.
- Avistar signed a distribution partnership with SK GROUP LTD to represent the company in Georgia, Armenia, Azerbaijan, Israel, Kazakhstan, Russia, Ukraine and Uzbekistan. In an unrelated announcement Avistar revealed the company has partnered with Paradiad to integrate advanced firewall traversal technology into C3, Avistar's software for desktop and room-based videoconferencing and collaboration.



## WebMetrics

**Calling All Web Conferencing *End Users* ....**

Participate in WR's bi-annual WebMetrics survey – Win prizes, gain valuable insights. [Take the Survey!](#)

# Time is Running Out – Register Now

## Boston July 16-18



Our 8<sup>th</sup> annual Collaboration Summit will provide attendees with a view into a wide range of solutions ranging from telepresence to data collaboration. The 2008 event includes our Technology Showcase format on **July 16**, and a two-day conference on **July 17-18** that will feature several leading-edge workshops and **17 interactive presentations** and **two panel discussions** on the benefits of collaboration technologies. Besides our keynote on *Surviving in a Digital Life World* by MIT’s Andrew Lippman, the focus of the 2008 conference will be on driving process innovation in the enterprise and in the teaching environment.

Details and registration at [wainhouse.com/boston08](http://wainhouse.com/boston08).

			
Andrew Lippman MIT Digital Life	Ruth Blankenbaker CILC Technology for Distance Education	Alan Greenberg Wainhouse Research Mashups and Crashups	Andrew Davis Wainhouse Research The Future of Visual Communications
			
David Dines Wainhouse Research Enterprise Social Networks	Steve Nelson State of Oregon Teaching and Learning Markets and Technology	Max Kolstad Arkansas Distance Learning Assoc. People, Products, and Applications	Danette Campbell USPTO Implementing Telework

**Summit Workshops:** Two sessions will provide attendees with a choice between six topics, including “Making smart investments in unified communications: A look at simple, inexpensive applications that integrate with existing infrastructure” by **Spontania** (Dialcom); “TelePresence to Conference Room to Desktop Interconnectivity” by **AGT**; “Next-gen online collaboration services” by **IBM**; and “the Latest Advances in Conference Management, Session-Recording and VC Network Management” by **Emblaze-VCON**. **BT Conferencing** will be presenting “Managed Services: Increasing Usage while Reducing Costs”

Vendors participating in our July 16 Technology Showcase include AGT, Avistar, BT, Compunetix, Dialcom, Emblaze-VCON, Global Crossing, IBM, Juniper Networks, Masergy, NetBriefings, Radvision, Siemens, SMART Technologies, Vidyo, York Telecom.



### Special Summit Event: Birds of a Feather Session July 18 7am - 8am

Hosted by our own Brent Kelly and Jon Neville, this session will provide end users with an opportunity to share experiences and ask the WR experts questions pertaining to the actual roll out of Unified Communications. This informal session will encourage customers to talk about their plans, deployments, experiences, challenges, and goal in moving to that great collaboration solution in the sky: Unified Communications.

## New Research from Wainhouse Research

- As part of our coverage of the enterprise social networking (ESN) market, WR recently published **The Enterprise Social Networking Landscape, Volume 1: Market Dynamics, Sizing and Forecast (The ESN Landscape)**. This report complements our report: IBM's Strategy for Taking Social Networking to the Enterprise: An Inside Look at Lotus Connections, which was published earlier this quarter. The ESN Landscape is a pioneering report that cuts through the clutter of Web 2.0 hype, identifies the "six pillars" of social networking (SN) functionality and reviews key enterprise use cases. The market size and growth forecast was developed by analyzing the major enterprise software vendors and over 50 startup vendors using a combination of primary and secondary research sources. We conclude the report with insights and analysis regarding the future direction and potential leaders of this rapidly emerging market. Contact [sfargo@wainhouse.com](mailto:sfargo@wainhouse.com) for ordering details or visit [www.wainhouse.com/reports](http://www.wainhouse.com/reports) .  

- Wainhouse Research just published our latest review of the Asia Pacific collaboration services market with the release of **2008 Asia Pacific CSP Market Forecast & Provider Reviews**. Findings indicate a market that grew 50% in audio minutes and 39% in revenues in 2007. While overall market growth is forecast for lower rates in 2008, each local market offers unique opportunities and different growth dynamics over the next 5 years. This study reviews the local markets in Australia/New Zealand, Japan, China Country Group, South East Asia Country Group, India and Korea. Each market is sized by service type. The study offers a review of 50 different collaboration service providers (CSPs). Data in the study will enable managers to better determine local marketing strategies and product offerings and set budgets and sales expectations. The 2008 Asia Pacific CSP Market Forecast & Provider Reviews is part of a complete collection of CSP studies that also includes information on the European and North American markets. Each study is available individually by visiting [www.wainhouse.com/csp](http://www.wainhouse.com/csp) or by contacting Client Services Manager, Sara Fargo at [sfargo@wainhouse.com](mailto:sfargo@wainhouse.com) .  

- We have just published the results whitepaper from the **Emblaze-VCON VCBPro evaluation**. This video MCU did surprisingly well in our testing and is well worth consideration. VCBPro is an MCU that includes embedded session recording and streaming capabilities, an MXM management tool/gatekeeper with telephony functions, QoS enhancements, and 720p support. Get your copy at [www.wainhouse.com/whitepapers](http://www.wainhouse.com/whitepapers).  

- VNOC's are all the rage these days with the growing interest in telepresence. We've recently completed a white paper sponsored by York Telecom on **Understanding and Deploying a Conferencing VNOC**. Get your copy at [www.wainhouse.com/whitepapers](http://www.wainhouse.com/whitepapers).  

- WR has just published a new whitepaper on teleworking, sponsored by Microsoft, entitled **Addressing the Challenges Facing the Distributed, 21st Century Business Through Telework: Practical Methods for Transforming Organizational DNA through New Ways of Working**. This paper, based in part on 22 interviews, discusses the business issues that are making Telework increasingly attractive to enterprises, workers, and community; the tools and technology required to enable and support Telework; and issues to consider in implementing a Telework program. Get your copy at [www.wainhouse.com/whitepapers](http://www.wainhouse.com/whitepapers).  


<b>Conferencing &amp; Collaboration <a href="#">Event Calendar</a></b>	
<b>WHEN &amp; WHERE</b>	<b>WHAT &amp; WHO</b>
16-18 July, Boston, MA	<a href="#">Wainhouse Research Collaboration Summit – Boston</a>
19-22 October, Orlando, FL	<a href="#">PUG Annual Conference</a> (Polycom User Group)
27 October, Boston, MA	Wainhouse Research CSP Summit
22-23 April, 2009, Berlin, Germany	WR Collaboration Futures Summit

## One on One with Whitlock Group CEO Doug Hall



Given all the aftershocks of the WireOne-BT acquisition and the AVI-SPL merger, we were intrigued by the recent press release from The Whitlock Group about a Global Presence Alliance. We gave CEO Doug Hall a quick call to probe the story behind the story.

**WRB:** Before we start, I was amazed to see that you are a \$135M company. Give us a quick rundown on your business.

**DH:** The Whitlock Group is a systems integration firm focused on the design, procurement, engineering, installation and service of audiovisual, videoconferencing, video-streaming, digital signage, visualization and broadcast technologies. We deliver complete solutions. We also represent over 400 manufacturer product lines and have 20 U.S. offices.

**WRB:** We run into Whitlock people at all the videoconferencing shows. How important is videoconferencing to your business.

**DH:** I'm not sure how I would measure a percentage, but I can say this, videoconferencing is involved in the majority of integrated systems we provide our corporate, government and education customers. And quite frankly, videoconferencing hardware sales are a significant part of our business, even without consideration of the related integrated devices and services.

**WRB:** We see a lot of interest these days for video managed services. Especially after the recent mergers. What's your story here?

**DH:** The Whitlock Group offers full time on-site AV and videoconferencing support services as well as traditional service contracts. All of our service plans are custom tailored to meet specific needs. These plans can include any level of service, ranging from as-needed and on-call technical services to full time on-site technicians, responsible for daily maintenance, room scheduling, reporting, meeting coordination, repairs and installations. We also offer our customers a variety of remote services and sometimes include managed service partners, such as Glowpoint, as a part of our offering.

**WRB:** OK, let's talk about your recent announcement: the Global Presence Alliance. What is this all about, and is it more than another press release sent out by your marketing department.

**DH:** Although this is not a merger, the Global Presence Alliance is a contractual relationship between The Whitlock Group and Europe's largest AV integrator, Impact Europe. Impact is a publicly traded

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\$100M company with fourteen offices across the UK and Scandinavia. Our alliance is the result of several meetings and discussions which began 18 months ago when the executive team from Impact met with our COO, Roger Patrick, at The Whitlock Group's Dallas office. The purpose of their initial visit was to find out more about the AV integration business in the United States. The more time we spent with Impact, the more we realized the good chemistry between our people, the common business philosophy and, most importantly, the commitment to service.

We experienced a tremendous growth in demand, both from strategic clients and manufacturers, for global solutions since our initial visit. Both organizations had made major progress in very similar paths of building infrastructure for growth. We are now able to seamlessly provide our international customers with consistent quality service. We are already working on several projects together.

**WRB:** Why not a merger?

**DH:** Neither one of us is looking for a merger. The Global Presence Alliance was developed as a way to serve enterprise level customers rather than an attempt to join two companies.

**WRB:** Was this alliance motivated by the recent mergers affecting some of your competitors.

**DH:** Not at all. We've been working with Impact for a while. I think too many people get too worked up about mergers. Fact is this has been going on in the videoconferencing and channel partner industries for a long time. At The Whitlock Group, we have a methodical approach to organic growth, enjoy the benefits of being a successful and profitable private company and don't really let other peoples' mergers affect our ways of doing business or our attitude about the future. We are still focused on building competence, maintaining an excellent work environment for our people and providing the best possible customer support. If we do that, and don't get distracted by financial maneuvers, we will do well. We competed with AVI, SPL, WireOne and others before they were merged, and we will compete with those same folks after their mergers. Those business combinations won't cause us to change our business practices or lose focus on serving our customers.

**WRB:** What keeps you up at night?

**DH:** I knew you were going to ask me that question. I'll tell you this. It isn't mergers and acquisitions, and it isn't our technology investments. My decisions affect the welfare of over 400 hard working employees; that's 400 families that rely on The Whitlock Group for their well being. That's an awesome responsibility and one I take very seriously.

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