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Cisco to Acquire Jabber

Cisco announced that it was acquiring privately-held Jabber, Inc. Jabber is the last of the larger independent presence and IM solution providers. Cisco's intent is to take the Jabber technology and make it a service available over the network. Cisco will also integrate the Jabber solution into its existing Cisco Unified Presence Server (CUPS) platform. Financial terms were not disclosed.

Rich presence is an absolute cornerstone to Cisco's strategy, and although Cisco's earlier offering met the needs for all but the very largest companies, CUPS would not scale in the cloud where there may be millions of presence/IM users. Hence, one of the drivers behind the Jabber purchase is Cisco's strategy to provide hybrid offerings where there are some cloud-based services and some premise-based services, leaving organizations the option to choose how much of each they prefer. Cisco clearly sees software as a service (SAAS) and web 2.0 services as fundamental to long range vision.

Cisco will integrate Jabber with its telephony and other UC components using the integration software developed as part of its CUPS product. As components stabilize, Cisco also sees moving stabilized elements into the network fabric, while presence functions that are in flux will remain on a separate server.

Here's What Brent and Andy Think

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Jabber has had a Switzerland-like neutrality in the presence and IM world, with a number of companies OEMing the product. Among these is Avaya, who earlier this year announced that Jabber was a part of its own Intelligent Presence Server. Cisco will continue to honor OEM agreements, but clearly its acquisition of Jabber will cause consternation for companies like Avaya who must now decide if it will indirectly support Cisco through Jabber, or try to find an alternative presence engine.

When asked if the Jabber purchase was a defensive move against Microsoft and IBM, both of whom have robust presence engines, Cisco said this was not a defensive acquisition. We still have to wonder, however, because Microsoft is clearly going into the cloud with hosted versions of OCS, and now that Cisco also has a robust web services platform through the WebEx platform and email/calendaring capability with the acquisition of PostPath, it clearly needed a robust presence/IM engine to compete. IBM is also moving into the cloud with its acquisition of WebDialogs, now branded IBM Sametime Unyte along with its Bluehouse offering, which provides a hosted service for storing and sharing files, web meetings, chat, contacts, etc. No word from IBM on hosted Sametime and Notes, although we know of some third-parties offering these services.

Furthermore, the company that ultimately owns the presence engine will have major control over the other components that are added to the system. Hence, with large numbers of companies considering Microsoft OCS and IBM Lotus Sametime, both of which will ultimately have

sufficient call control to replace a PBX, Cisco is likely feeling some pressure to protect its Cisco Unified Communication Manager PBX. When asked about Jabber being XMPP-based versus SIP/SIMPLE-based, Cisco replied that XMPP is a very solid protocol which is very easy to integrate. Cisco also maintains a commitment to SIP, however, and since Jabber is fully multiprotocol, it supports both XMPP and SIP. Cisco intends to use the Jabber platform to federate and integrate with nearly everyone around presence and IM. Overall, we view this acquisition as a positive move for Cisco and another warning shot over the bow for Microsoft, IBM, Avaya, and others that Cisco is playing the UC game to win.

Polycom DMA Debuts

To support the increasing use of visual communication in business, particularly ad-hoc video conferences, Polycom has introduced the Polycom Distributed Media Application (DMA) 7000, a network-based application (server-based) that manages multiple MCU devices and distributes



multipoint video calls within an enterprise network environment. The Polycom DMA 7000 is designed to

unify enterprise visual communication infrastructure, improving the efficiency, reliability and fault tolerance (clustering and load balancing) of video calls and making it easier and more cost-effective for organizations to deliver on-demand video conferencing services to employees. Specifically, the DMA 7000 application supports up to 10 RMX 2000 media servers, aka bridges. The first release is H.323-based with SIP coming later. The product is in beta now with GA scheduled for January. The base price of \$29K includes redundant DMA 7000 servers and software. Software to support 1 to 5 bridges adds \$25K, \$39K, \$64K, \$84K, and \$104K respectively.

DiVitas Announces New Software/Client

[DiVitas Networks](#) has announced version 2.0 of its mobile unified communications server software and mobile device client. The DiVitas server integrates with existing applications, like PBXs, LDAP directories, and messaging platforms and extends these applications seamlessly to Wi-Fi and cellular users, providing them with single number reach and a single mailbox for email and voice messaging. The new client has been designed with a graphical user interface to provide mobile phone users full access to corporate directories, PBX features, mid-call controls, voice mail, presence, IM, etc. The new client runs on Nokia E series phones as well as on Windows Mobile devices, and it plays on 2G, 2.5G, and 3G networks. This client also provides two personas: personal and business, enabling enterprises to control business calling while allowing users to carry a single device for both business and private calling.



The new DiVitas mobile handset client.

Version 2.0 of the DiVitas server now runs on off the shelf server hardware from Dell and HP, and it includes a web-based installation wizard to make installation and deployment simpler.

Over-the-air provisioning allows enterprises to deploy the mobile phone client software using SMS-based installation and updating. For more information on the DiVitas mobility solution, see the WR report titled, "[Mobile Unified Communications: Mobile Workforce Communications Choices for CXOs and Managers.](#)"

Wainhouse Research CSP Summit – 27 October, Boston

Wainhouse Research will host its 6th annual **CSP Summit in Boston on Monday, the 27th of October.** The conference exclusively focuses on the needs of collaboration & conferencing service providers (CSPs) and their partners. This year's theme, *Positioning Collaboration Services for Strategic Value*, will focus on critical topics such as what FUSF (Federal Universal Service Fee) means to the industry, addressing the increase in telecom fraud, the emergence of Enterprise Social Networking, Unified Communications and VoIP, new services, and market growth. Sponsors Compunetix, IBM, Pactolus, RadiSys and Polycom will also contribute to the discussion, sharing their company's experience and knowledge of various hot topics relating to the industry.



In addition, while the subject of fraud will be covered during the Summit, an in-depth discussion and dialog will be held on the morning of Tuesday, 28 October for those interested in exploring possible solutions to this industry wide problem.

The CSP Summit and the Telecom Fraud Subconference discussion will be held at the Hilton Boston Logan Airport Hotel. For additional details, including registration and the meeting agenda please visit www.wainhouse.com/cspsummit. Register early – this event sold out last year. Register before October 13th and save \$100 off the regular \$595 registration fee.

Featured Session: Telecom Fraud – The Cost of Doing Nothing Just Went Up

Thomas Walker, Principle, Americas Presale Consulting, Subex Limited



Mr. Walker has 20 years of experience in providing software solution to enterprises, with 15 years in the telecommunications industry. His areas of expertise include billing, customer care, revenue assurance, order management, IP technologies and of particular interest, fraud management. Thomas will speak on the recent trends in telecom fraud and specifically address fraud in the teleconferencing and collaboration services industry. He will also participate in the Telecom Fraud Subconference on Tuesday morning, October 28th.

News in Brief

- Plans are shaping up for the 2008 Polycom User Group (PUG) annual conference set to take place Oct 19-22 at Disney's Contemporary Resort in Florida. One of the featured presentations this year will be a daring look into what videoconferencing might be like in the year 2020, twelve years off into the future. This session, presented by WR's own Andrew W. Davis, will take a leap into the future and consider what technology shifts might be coming down the pike and how they would affect enterprise communications and work in general. Video guru Ira Weinstein will be presenting in a separate session on Driving Adoption in the Enterprise. The opening session of the conference has been classified top secret by the PUG Department of Homeland Security. Details at pug.com.
- Quanta recently introduced a device that will enable video conferencing from your HDTV. The Quanta Video Messenger, co-manufactured with OoVoo, is a set-top box that connects directly to your HDTV and transmits a (1,280 x 720 pixel / 30fps) video signal over your home internet connection. The product is slated to hit the market later this year.
- Haeden Bridge has provided its TOMMS FACTORY Enterprise to Scartel, Russia's first



WiMAX service provider. Scartel has launched a Mobile WiMAX service in Moscow and St. Petersburg. Scartel and Haeden Bridge have also agreed to run trials for Scartel's collaboration tool and to develop B2B business models for both mobile and PC terminals. Scartel now becomes Haeden Bridge's second customer in Mobile WiMAX after Korea Telecom.

- Nortel Networks stock tumbled to a multi-decade low after it slashed its business outlook and said it plans another round of cutbacks in the face of a struggling economy.
- SMART announced the addition of seven languages to SMART Meeting Pro collaboration software. The software now runs in French, German, Spanish, Norwegian, Portuguese, Japanese and Chinese (traditional and simplified) in addition to English and Canadian (hey!).
- Australia-based Grouputer Solutions has launched SigmaSense, the first online collaborative solution for the deployment of structured process methodologies.
- Dialogic is acquiring NMS Communications Platforms business.
- Videre has entered into an agreement to sell VBrick Systems' streaming solutions.
- Last week at the Interop show in NYC we ran into a video-conferencing system we haven't seen for more than three years. The ViPr was probably the world's first SIP-based videoconferencing appliance. The unit is now running H.264 video compression (not MPEG) and can support collaboration with Microsoft Live Meeting. Up to 100 people can be in a single conference, with ten visible at one time. The client-server solution also supports 128 bit AES encryption. The ViPr (approximately \$10K each) is now a product from Canada-based Aastra, well known in the VoIP space. Aastra acquired the product line (and some of the Pittsburgh-based people) when it acquired the enterprise business of Ericsson; Ericsson had earlier acquired the business when it took over Marconi, which is where we last saw the ViPr.
- Another note from Interop: We got a chance to see ConferenceMe, an unannounced capability (we think) embedded as an option in the Tandberg Codian MCU. Up to 12 users/conference can connect to a web interface and join a conference, with TMS providing the conference ID automatically. PC-based users can receive, but not send H.239. Tandberg was also showing the new Movi, due to ship in Q1. At 1 Mbps, Movi will support 720p on the right PC. The software (Java-based client) runs off Tandberg's VCS platform which provides bandwidth control and critical management functions, while reportedly scaling to thousands of users. Between Tandberg's Movi, Polycom's CMA, and a few other offerings, we are entering the next generation of personal video. We hope to engage several of the vendors in an interactive interview via the WRB to compare and contrast the different approaches taken. Stay tuned.



Conferencing & Collaboration <u>Event Calendar</u>	
WHEN & WHERE	WHAT & WHO
19-22 October, Orlando, FL	PUG Annual Conference (Polycom User Group)
27 October, Boston, MA	Wainhouse Research CSP Summit
18 November, Andover MA - Chicago - NY - Washington DC	Point 9 User Forum: Selecting a Conferencing Managed Service Provider
5 November, Munich - Paris - Slough UK	Point 9 User Forum: Selecting a Conferencing Managed Service Provider
12-13 November, San Francisco, CA	IMTC Forum
22-23 April, 2009, Berlin, Germany	WR Collaboration Futures Summit

Point Nine User Forum - *Selecting a Conferencing Managed Service Provider*

North America

When: 18th November

Where: Andover, Chicago, Herndon, New York

Details: wainhouse.com/point9/na.html

Europe

When: 25th November

Where: Munich, Paris & Slough

Details: wainhouse.com/point9/europe.html

With the rapid growth and increasingly complex conferencing deployments in large enterprises, many organizations are turning to Conferencing Managed Service Providers (cMSP) to help reduce the burden of management, maximize their conferencing ROI and optimize the conferencing experience for their users.



Wainhouse Research has invited leading global providers of cMSP services to respond to a detailed questionnaire that we have prepared on what we believe the hot topics are for any enterprise considering cMSP services. The cMSP vendors will be presenting their responses to these one-day meetings and we offer participants the opportunity to weight our questions and score each vendor's response.

Polycom are hosting these two meetings in their Telepresence studios in North America and Europe. Wainhouse Research will be providing the keynote on what is happening in this fast evolving and exciting sector and Polycom will be presenting on how they synergistically work with their channel partner network to ensure their customers receive the optimum cMSP experience.

These meetings are open to end-users of conferencing solutions. If you are a conferencing manager in and would like to learn more about the cMSP challenges and successes from your peers then these highly informative sessions will be of great value. Spaces at each meeting site are strictly limited. Click on the links above to find further details. Register early to avoid disappointment! Places are going fast!

Vendor participation is strictly limited to our host and sponsors. All sponsor position have been filled for the NA meeting but if you are cMSP provider and would like to participate in the European meeting then please contact Sara Fargo: sfargo@wainhouse.com

Hosted over Telepresence By



North America Sponsors



People & Places

Talk & Vision, **Scott Taylor**, UK Country Manager

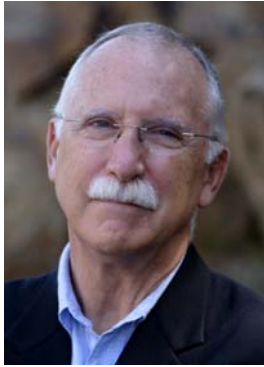
Wainhouse Research, **Will Zachmann**, Sr. Analyst. Will is an internationally known and widely respected industry analyst. His career includes serving as Director of Research for The Forum Corporation, Vice President at Meta Group (subsequently acquired by Gartner Group), karate instructor, and Senior Vice President Corporate Research of International Data Corporation (IDC). His research focus over the past decade has been on online web-based businesses, enterprise social networking, software development platforms and tools, and the crucial emerging technologies of virtualization and virtual reality worlds. Mr. Zachmann now manages Wainhouse Research's enterprise social networking (ESN) practice. He can be reached at wfz@wainhouse.com.



Will offered the following thoughts to the WRB. "Social network, along with search, is one of the most spectacularly successful aspects of the 'Web 2.0' phenomenon. The stunning business success of consumer-oriented sites like LinkedIn, Plaxo, Facebook, YouTube, Flickr, and many

others has unleashed a frenzy of activity to develop social networking software and services for the enterprise. Well over a hundred vendors now offer enterprise social networking software or services – from major players like IBM, Microsoft, Cisco, Oracle and Sun down to tiny startups hardly anyone has heard of – yet. Much more is required, however, than mere enthusiasm over the consumer successes. For ESN to work, for ESN vendors to succeed, social networking must contribute meaningfully to achieving the business objectives of the enterprise.”

One on One with Bob Johnson, COO of Dialcom and President of its North American operating unit



WRB: Very briefly, can you tell us what Dialcom is all about and what the relationship is between [Dialcom](#) and [Spontania](#).

BJ: Dialcom was founded in Madrid almost 8 years ago to bring some leading point-to-point video technology to market. In the course of working with major customers in Spain, the company expanded the scope of its offering into a multimodal IP communications platform for businesses. This solution is offered today under the Spontania Brand.

WRB: How long have you been with the company and what did you do before?

BJ: Been here almost a year – I joined the company when Dialcom made the commitment to expand its presence broadly into continental Europe, UK and North America. Prior to Dialcom, I was the CEO of SecureWave, another Mangrove Capital Partner portfolio company, which I successfully grew the company, taking its Sanctuary security product into the global market and eventually merging the company with PatchLink, to become Lumension, the largest privately held IT security company.

WRB: There are lots of companies today selling collaboration solutions that combine audio, video, and web. What makes Spontania special?

BJ: Unlike the “plumbing” based solutions which are complex and expensive to set up, and unlike traditional extensions of legacy video or communications offerings which have separate, un-integrated pieces, Spontania puts it all in a simple application. The software has been built from ground up for businesses – user initiated and controlled with the click of a mouse. We are friendly to existing architectures – with simple to invoke policies and built in bandwidth management; and we can be installed and up and running within a day – vs months.

WRB: Do you sell direct; what is your channel strategy; is it different in Europe and North America?

BJ: The geographic markets are different, and our go to market approach has been aligned to those differences. We use regional VAR’s almost exclusively in Europe and UK, and a more direct model in North America.

WRB: How important are your mobile capabilities to your customers.

BJ: The importance of mobility actually varies by vertical and/or specific collaborative needs. There are those instances where mobile capability is a real plus – for example, remote energy operations, particularly related to contact center support activities. Another is continuity of operations or emergency preparedness/ command and control activities where initial operations are very fluid.

WRB: How important is video to your customers?

BJ: This also is a variable by market segment – for example, for clinical diagnostic support within healthcare practices it is a key. Whereas within many general applications video is an augmentation to the collaborative engagement – it keeps participants focused on the issues at hand, it puts personal engagement back into the equation (where participants are in fact met and known). It is not the key – but the plus. There is a lot of hype around HD – and that may be great

for creating virtual meetings where physical appearance of togetherness is a must for some reason – but when it comes to getting a lot of interactive work accomplished by individuals when they need to make serious progress, video is neither necessary and often not affordable or practical.

WRB: Does Spontania focus on any special vertical markets or applications.

BJ: Not really – once again, partially a function of geographic market variations. Financial vertical is stronger in Europe than NA, manufacturing is universal, healthcare is also universal, but applications vary by geography between clinical and backoffice. Of course, one of the leading uses of our technology is within contact centers in general; we have great credentials within the space.

WRB: Your company has been successful in Europe. How different is the competitive environment in North America.

BJ: The big difference is that in NA we are not yet close to the market. Spontania is not yet a household name, but it will become one. Competitively, the big guys have the strongest voice and get to a lot of dances. The advantage for us as a small company is we do not also have to evangelize the need. I am happy to have to compete against the “brands” because we have the advantage of a solution that works, that is easy to implement, and that is easy to use. Because it is an application, a business can be there in days not weeks or months or years and pull immediate ROI. These traits allow us to win, when we get to the dance. And I expect us to get to more and more dances.

WRB: As the CEO of a small company, what keeps you up at night.

BJ: Dance invitations

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