

News in Brief

- Compunetix released software update 3.10 for its CONTEX Presenter Web collaboration tool. Features include updates such as one-click dial out capabilities, connectivity to Microsoft Outlook and the ability to include a Web conference on your calendar, upgraded server performance allowing for more participants, and the ability to bill multiple Host accounts to a single billing code for more efficient processing by CSPs.
- TelePresence Tech has been granted a US Patent for its invention of TelePresence Centers with capabilities of transmitting agents to appear at customer sites with eye contact for live two-way communication. Existing call centers with VoIP phone systems can upgrade to transmit IP video to be received by customers on computer monitors, laptops, video-enabled tablets and smart phones. Instead of having faceless communication by phone, companies can reach out to customers for face-to-face interaction in real time. The video call center concept has been deployed in several European instances, including a bank in Holland that uses 3D TelePresence from the city center bank to their branch banks and receptionists that serve multiple lobbies at one time. Also, a city in Europe has installed TelePresence Tech systems in outlying police stations for citizens to file police reports.
- Saba announced the general availability of Saba Live, its cloud-based enterprise business networking solution. Saba Live includes powerful Web 2.0 social tools integrated with Saba Centra Web Conferencing for real time collaboration. Saba Live highlights many features likely to help enterprises increase worker productivity, including: 1) Unified People Profile – provides a complete view of continuously updated competencies, skills, interests and talent at the individual, team and organizational level; 2) Expertise Locator - identifies organizational knowledge through powerful search capabilities; 3) Ideas – supports crowd-sourcing innovation in the organization with social voting, rating and tagging; 4) Groups – creates cross-functional secure communities of practice that can collaborate to get work done as well as 5) Unified View of content – allows people to share files, author pages, contribute Internet content, share videos, record web conferences and federate content from repositories like Microsoft SharePoint. In addition Conferences supports virtual



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conferences powered by Saba Centra Web Conferencing technology with spontaneous setup and recording as well as real-time communication.

- InterCall / Stream57 will conduct a live webcast on the topic of achieving corporate success through Unified Communications. The virtual event, which will feature WR's Ira Weinstein as part of an interactive panel discussion, will be held on Wednesday September 15 at 1pm EST. [Details and registration here.](#)
- Wainhouse Research is now solidifying plans for our annual CSP Summit, to be held at the Hilton Logan Airport, October 12, 2010 (see calendar below). The theme for this year's meeting is "What's Next: How the Collaborative Workplace Creates a Drive for New Services." For details and to register visit www.wainhouse.com/cspsummit. This year's event is sponsored by Compunetix, RadiSys, Aonta, and NetConnect.
- Sabre Travel Network and Cisco are jointly developing a vendor-agnostic distribution system for agencies and corporations to book telepresence suites.
- Iformata has expanded its VNOC Symphony umbrella of tools and services with the announcement of VNOC Observer (a complement to VNOC Producer), a new service that provides customization for endpoint and infrastructure management. Observer allows Iformata to quickly define triggers that are event driven (packet loss, wrong video protocol negotiation, frame rate drop, etc.) and customer specific. Using the tools together, for example, Iformata easily builds a process that automatically sweeps video rooms during off hours, monitors for problems, opens tickets automatically, resets devices based on thresholds, and reconnects all sites – all based on rules scripting.
- Dimdim released a new version of its cloud-based, browser-based web conferencing application. Features include the ability for meeting organizers to select what portions of their desktop they wish to share, full screen videoconferencing, and up to 4-way video. Dimdim version 6 also gives users a secure library to store documents. The basic version of Dimdim is still free.
- According to Skype, the newest beta version of Skype 5.0 supports 10-way multipoint video as long as each person is running the latest version of the software. At this time, the group calls are free.



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AVI-SPL's customized systems and services, videoconferencing and TelePresence expertise, and global reach help customers all over the globe meet their objectives and budget effectively. We can help you unify your communications with extensive managed conferencing services, including call launching, full system monitoring/reporting and 24/7 HelpDesk support. We can also support you through our full-scale design, build and integration of all AV systems; meeting and event planning; and equipment sales and rentals.

With a global network of nearly 40 offices, including international locations in Mexico and Dubai, AVI-SPL's portfolio highlights more than 25,000 installations worldwide. Our unmatched level of expertise includes partnerships with more than 700 of the industry's top manufacturers. We also offer more certified technicians than any other audiovisual company, and the reliability of comprehensive support, both on- and off-site.



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- Polycom opened its first Executive Briefing Centre (EBC) in Europe, located at the Dashwood House in the City of London.
- Global Crossing announced a partnership with Affinity VideoNet to bring connectivity to 4,000 executive video suites, including 500 HD public rooms & 400 court reporting facilities.

- AVI-SPL is introducing Caméléon, the company's own multi-codec solution based on a flexible room design, an intuitive graphical user interface, and the use of industry standard codecs from either Polycom or LifeSize (with support for Radvision, Tandberg C Series, and Cisco CTS series planned for the future). Leveraging AVI-SPL's experience as an AV integrator, Caméléon can incorporate a variety



of audio, video, and data collaboration enhancements. The basic design (three 60" 1080p displays, six tabletop mics, three 20" content displays, one 12" touch panel control interface) even allows for a second row of seating to bring the total to 13 participants. The basic conference table accommodates six in the front row for video or 10 people when not in a video session. Caméléon claims to address four modes of operation including a three-screen "telepresence mode," a videoconferencing mode, an audio conferencing mode, and a local presentation mode. Besides this flexibility, AVI-SPL is touting the user interface and ZERO construction costs and one-day installation as the main customer benefits.

Comments: Caméléon sits somewhere between a fully-customized system and an off-the-shelf "telepresence" offering from the major vendors. While the company will tout the UI and other benefits, the business issues here are perhaps more intriguing than the technology. Caméléon gives the company the ability to get closer to its customers, perhaps to provide a global account with rooms around the world, and to provide maintenance and managed services with less competition. I wouldn't call it a lock-in, but Caméléon does have "stickiness" capabilities. On the other hand, this puts AVI-SPL into the manufacturing role – requiring design, manufacturing, logistics, supply chain management, etc. The company now has to worry about optional table top colors, custom materials, etc. Not exactly a slam dunk for a systems integrator.

People & Places

BT Conferencing, **Tim Rubert**, manager video sales team USA, **Jeff Prestel**, GM BT Conferencing Americas

VGo Communications, **John Nye**, VP Sales & Business Development

Masergy, **Chris MacFarland**, CEO, **Rob Bodnar**, EVP and CFO

Connex International, **Karoline Dickerson**, Director of Strategic Accounts, **Dave Tevendale**, Director of Channel Partner Sales, **Mark Rettberg**, Director of Sales

Vidyo, **Jim O'Brien**, GM of VidyoCast business unit

Conferencing & Collaboration Events

When & Where	Who & What
September 15, on the web	UC Best Practices web cast (with WR's Ira Weinstein)
October 3-6, Ft. Lauderdale, FL	VCI-G annual conference
October 12, Boston, MA	Wainhouse Research CSP Summit - North America (now taking registrations ; save \$100 before Sept 21)
November 2, Cape Town and Johannesburg, South Africa	Point Nine peer networking conference

One on One with Jim Idelson, President, DesigNET International

For more than 15 years, we've known [DesigNET](#) as a provider of consulting services to end user organizations managing large deployments of videoconferencing technology. At the Wainhouse Summit in Boston we were surprised to hear that DesigNET has gone into the software business.

WRB: What's this transition to analytics and reporting software all about? Is there a connection to your consulting business?

JI: Actually there is. As you know, DesigNET has been helping clients with quantitative analysis, performance assessments and benchmarking of their videoconferencing and other enterprise collaboration services for a long time. But, we know there are limits to the consulting model. The data collection and analysis process is complex, manual and lengthy. That means it takes a couple of months to generate results, and the cost of a 'performance snapshot' is pretty high. Conferencing service managers need to have much easier access to good performance information every day, not every two years. So, I assembled a team of very smart people and we set out to deliver on that vision, and the result is the new SMART Analytics and Reporting Platform for Videoconferencing we're previewing here at the Summit.

WRB: We see reporting capabilities included in just about every piece of management software that comes to market in this industry. Why is there a need for another one?

JI: A few reasons. First, our view of reporting is very different; we focus on total service management. We address the manager's real needs - measuring, managing and communicating overall service performance. So, our reports are designed to address the specific problems service managers face every day. They directly support key processes like proactive service level management, implementing and documenting SLAs, capacity planning, troubleshooting and forensic analysis, usage pattern analysis, cost control, managerial accounting and more.

WRB: That's quite a list.



JI: There's more. Let's talk about 'data' versus 'information'. Those reporting tools you mention typically provide the ability to query an endpoint, a call management server or MCU for recent CDR listings and counts. But, that's just raw data. There's no ability to filter and identify important patterns in the data, like unusual dialing patterns or frequency of specific error conditions. To answer the hard business questions, running those queries is just the beginning of an analytical process. Our SMART platform has all that analytical intelligence built-in. We analyze and transform that same raw data into a much more powerful historical, multi-dimensional data set that allows service managers to clearly see those important trends and patterns and how they are affecting service. Our platform is a true productivity enhancer. Our users want to focus on dealing with important management issues, rather than spending their time trying to make sense of a confusing mass of raw data.

WRB: You say good reporting can make a real difference. Can you give our readers an example?

JI: Sure. Let's take an example that gets into network planning and cost control. In this case, the customer is a conferencing service delivery team that's part of the IT department. They partner with the network services team to get the bandwidth and QoS required for videoconferencing. A frequent issue these groups face together is deciding how much bandwidth is needed at a particular location to support video. Before historical bandwidth reports were available, this was a lot of guesswork. The network team was typically forced to over-buy to ensure that the load during peak demand periods will be met. Now that this team has access to detailed peak bandwidth usage reporting, that network purchase can be tuned to exact requirements, reducing bandwidth cost. Additionally, being able to view a 24-hour bandwidth profile allows better decisions to be made time-shifting of certain non-real-time applications (like off-site backups) to avoid peak load periods, which improves videoconferencing service quality and the efficiency of the other applications. These kinds of savings can easily cover the cost of the reporting service.

WRB: Did you say "Service"? Isn't this a product?

JI: We've structured our pricing and delivery model as a SaaS offering. Customers pay an annual subscription fee - and that's it. We did this to make sure the capability is easy to purchase and maintain. Whether customers choose the secure cloud-hosted delivery model or an on-premise installation, they automatically get new features, updates and support as part of the subscription. We've also taken up-front setup and integration fees out of the picture to further reduce the barriers to adoption.

WRB: How are you bringing the new service to market?

JI: As you might guess, building out a big direct sales organization for the SMART Platform is not attractive to us; we'd rather work with a few select managed services partners who really know the space and can help get solutions into the right hands. That's why we have engaged with great companies like Telaid and Omnipresence. And we're currently in discussions with a number of additional partners who understand the value proposition and see how it can make their customers more successful.

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