VBrick Gets Personal

VBrick announced its new personal software (that combines desktop capture, streaming, and switching in one) solution dubbed Rich Media Desktop (RMD). In short words, RMD is a desktop software solution that enables anyone with a webcam to record a presentation incorporating video and any other files, including stored videos, graphics, still images, PowerPoints, (or any application resident on the desktop) etc., and to stream the presentation live and/or record it for on-demand viewing. The easy-to-use graphical interface allows users to add overlays or to switch between video sources and to change screen layouts (large video vs. large PowerPoint, etc) on the fly. RMD supports an extensive variety of streaming capabilities including Flash, Windows Media Player, QuickTime and a myriad of mobile device formats.

Here's What I Think: This is a great personal productivity tool for just about anyone in HR, product marketing, sales, or senior management who wants to get the word out effectively and efficiently. Even CEO’s will find this intriguing for all-hands meetings and town-hall announcements. The product is a stand-alone solution, but it also integrates (no surprise) to VBrick’s back end content management system VBoss. As I found out during my personal demo, RMD was actually the solution VBrick used to simultaneously stream and record the sessions at our Summit in Amsterdam two months ago.

People have been looking for a YouTube-like solution that works in the enterprise. I think RMD might be the answer. Today’s powerful PCs and HD webcams, combined with RMD, could replace many projects that were based on expensive “studio” hours. The solution is also easier to use than others we have tried where the input device is a videoconferencing system and the ‘recorder’ is on the other end of a call. While RMD makes it easy to capture compelling content and in fact you might say “democratizes” video content creation, potential flies in the ointment include 1) you still need to have good presentation skills; 2) you might wish RMD included a teleprompter feature; and 3) the price, while not yet determined, appears to be headed for the $999 range. Expensive: Maybe, but a huge potential cost and time savings for information workers.

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Under the Radar

We’ve been part of a not-so-secret beta test happening on the web with a totally new company about to launch a totally new service that we’re pretty excited about. Blue Jeans Network is about to go public with a meet-me only video (and audio) bridging service in the sky. Funded by our old friends at Norwest Venture Partners and Accel Partners, Blue Jeans promises to take video bridging to the next level. It’s most impressive feature right now is that the cloud-based service bridges H.323, SIP, PSTN audio, and Skype. It also supports data collaboration. And Blue Jeans doesn’t plan on stopping there, with support for other videoconferencing protocols (like Google and Lync) in the works. Users can choose between VAS and two types of continuous presence layouts– and up to 10 participants in a call. According to the company, the service is based on a distributed architecture built on industry standard hardware and software platforms – thereby promising faster software development and lower costs. After the launch, we will get more details on the business model. We’ve done about 15 multipoint calls, both schedules and “meet now” with this service where we brought together HD systems from Polycom and Lifesize and Skype, and have to say we were impressed with the quality of the audio and video and the overall experience. If you are looking to bring your remote workers or road warriors into your conference rooms, Blue Jeans’ meet-me service could just be the solution you are looking for. Register for the beta at bluejeans.com.

News in Brief

➢ Black Diamond Video launched a comprehensive high definition conferencing solution, Sapphire-QHD1, a package that offers bi-directional HD video and audio conferencing, unidirectional HD video and audio streaming, HD video recording, and HD image capture. The solution, intended for medical applications, is HIPAA compliant.
Telaid announced a channel partner agreement with HP Visual Collaboration solutions.

Compunetix announced the newest version of CONTEX Summit software; release 2.17.0. This release introduces new collaboration tools for the CSP market. With the release upgrade, the CONTEX Summit now includes the ability to customize call flows for customers, additional visible call metrics in the operator console, enhanced reporting, and more language options. The new software also supports a media processor partitioning option which allows the conferencing system to be segmented into logical “virtual” segments, which enables CSPs to easily handle multiple resellers in the same large platform or segment operational staff to handle sensitive firewall or government calls.

FuzeBox has added multi-point HD video conferencing as a major update to its web conferencing service dubbed Fuze Meeting. The multi-party HD video conferencing comes complete with an improved user interface, support for all major smart phone, tablet, and computer operating systems, and a larger set of real-time multimedia sharing and annotation options. The video can deliver 720p and is based on Vidyo’s H.264 SVC technology. WR’s Andy Nilssen gave it a whirl.

Glowpoint has been awarded a patent for automated video call routing technology. This relates to routing calls between IP and ISDN.

Separately, both BCS Global (Canada) and Chunghwa Telecom (Taiwan) announced they are using Vidyo’s SVC-based video communication and collaboration platform to launch a new set of visual communication services that address mass deployments at the desktop.

Seeking case studies in educational technology and development – WR Senior Analyst Stacy Austin-Li is currently co-editing, along with Rebecca Clothey and John Weidman, a book entitled “Post-secondary education and technology: a global perspective on opportunities and obstacles to development” to be published by Palgrave Macmillan as part of their International and Development Education Series. Anyone with relevant experience or research is invited to submit a chapter. See the call for papers (pdf), or contact stacy@wainhouse.com with any questions.

RHUB Communications has shipped version 4.3 of their web conferencing software which, among other enhancements, adds VoIP-based HD audio conferencing to their family of web conferencing appliances.

Masergy and ViDOFON AG announced a partnership to extend ViDOFON’s service offerings to its enterprise customers by using Masergy’s global MPLS network.
CSP Summit Europe - Brussels

When: Monday - Tuesday, May 23 & 24 2011
Where: Crowne Plaza Le Palace, Brussels

Our 7th European CSP Summit is a unique opportunity to get the latest market updates from industry experts and network with peers. This year’s agenda will focus on ‘Driving Growth of Collaboration Services’ and explore the opportunities that Wainhouse Research foresee in 2011 for European Collaboration Services Providers and their technology partners. Key presentations from WR analysts include:

Marc Beattie’s keynote presentation discusses the state of the current CSP market in Europe with a focus on local country dynamics; the intersection of consumer, UC, and traditional conferencing services; and the opportunities for service providers.

Dr. E. Brent Kelly’s presentation, entitled “Traversing the Complexities of Hosted Unified Communications” will explore new services and accelerators for growth in the Unified Communications industry.

Richard Norris will address the state of the market as it relates to video services in "Video Managed Services are Finally Coming of Age". He will present his perspective on what drivers are motivating enterprises to adopt the next generation of video services.

For detailed information and to register, please visit www.wainhouse.com/cspbrussels11.
For inquiries please contact the Events Director, Richard Norris, richard@wainhouse.com.

Mergers & Acquisitions

- Polycom has acquired streaming company Accordent Technologies and its video content management / delivery software solutions along with Accordent’s 50 people. WR subscribers: see our analysis of this deal (VCP or EDU).

- Interoute Communications has acquired Sweden’s Visual Conference Group (VCG), a specialist in managed telepresence services

- UK-based Audio Visual Machines (AVM), continuing Chairman Sandy MacPherson’s rollup of the UK channel partner community, has acquired VC-NET, AVM’s 7th acquisition in six years. This acquisition is focused on building critical mass in video managed services.

- Chorus Call Italia s.r.l., a subsidiary of Chorus Call Inc., a teleconference provider located in the United States with satellite offices throughout the world, has acquired controlling interest in Ae.net s.r.l. (Aethra.net), an Italian company that operates successfully in the
remote collaboration and value-added services markets. If you didn’t think that was complicated enough, Ae.net is also the exclusive distributor in Italy for videoconferencing products from CeeLab, a Norwegian VC vendor with an OEM and distributor agreement with Sony Japan. Get out your world map.

- As we went to press this morning comes word that Level 3 is to acquire Global Crossing.

**Collaboration Summit - Philadelphia**

When: Tuesday - Wednesday, July 19 & 20 2011
Where: Doubletree Hotel, Philadelphia, PA

Our eleventh North American Summit will focus on emerging technologies and solutions in both the product and services space and the business and technology trends that are shaping the industry. This year’s conference will feature multiple presentations from both end user customers as well as WR analysts and of course our famed interactive panel discussions. Unfolding details are now appearing at [www.wainhouse.com/philly2011](http://www.wainhouse.com/philly2011). For general queries contact Richard Norris, richard@wainhouse.com, for sponsorship opportunities contact Mark Gotta, mgotta@wainhouse.com.

We are closing in on some exciting presentations from customers using unified communications and videoconferencing in both routine and very unusual applications. Here’s a small sample of some of the presentations that will enlighten and entertain.

Register for the July 19 event by May 4 and get not only the early bird discount, but also a free copy of our recently published report on videoconferencing and telepresence usage statistics. See how your company stacks up.

Ismayeel Syed
Aviva Insurance
Integrating videoconferencing and streaming with Microsoft Lync for 50,000 desktops.

Ken Davison
Magor Communications
Telecollaboration in the 21st century.

Brian Buck
Cardinal Health
Lights, Camera, Action: How Social Video is Positioned to Change the Face of IT and Corporate America

Andrew W. Davis
Wainhouse Research
Enterprise IP Communications: The state of the state

Andy Nilssen
Wainhouse Research
It’s no longer just Web conferencing

Alan Greenberg
Wainhouse Research
The Changing Face of Campus Technologies in Higher Education

Our will be streamed LIVE and for FREE this year by the media services arm of our gold sponsor York Telecom. Stay tuned for information on how to register for the webcast.
Comparison Matrices – Are You a Videoconferencing MSP?

One of the more strenuous exercises Wainhouse Research does each year is produce a series of comparison matrices across a wide range of collaboration products and services. In the next few weeks, WR will be updating our Comparison Matrix for Videoconferencing Managed Service Providers (VC MSPs). To be included in this project, your video managed service offering must include the following elements:

1) A videoconferencing-knowledgeable help desk, AND
2) Real-time, centralized videoconferencing device monitoring and management

If your company’s VC managed service offering meets both of these criteria and you would like to be included in this definitive collection of VC MSPs, please send a quick email to Ira Weinstein at iweinstein@wainhouse.com.

Conferencing & Collaboration Events

<table>
<thead>
<tr>
<th>When &amp; Where</th>
<th>Who &amp; What</th>
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<tbody>
<tr>
<td>16-20 May, Kona Hawaii</td>
<td>IMTC SuperOP!: SIP, H.323, VoLTE, IMS, and TIP</td>
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<tr>
<td>23-24 May, Brussels</td>
<td>WR CSP Summit Europe</td>
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<td>13-15 June, Orlando, FL</td>
<td>EduComm</td>
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<tr>
<td>15-17 June, Orlando, FL</td>
<td>InfoComm</td>
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<td>19-20 July, Philadelphia</td>
<td>WR Collaboration Summit</td>
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<tr>
<td>10-12 October, New Orleans</td>
<td>VCI-Group Annual Conference</td>
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People & Places

Hewlett Packard, Brian Humphries, Sr.VP Growth Markets Organization; Rob Claus, WW Distribution Sales, Nigel Musson, UK Sales; Karl Dahlin, US Channel Sales, Tom Henkel, Americas Sales

Vaddio, Michael Baker, Strategic Vertical Market Development

VBrick, Mary Maguire, Marketing

York Telecom, David Phillips, President and COO, Ron Gaboury, CEO, York Wang, CoB

One on One with Nexus’ Rob Wolfe, Business Transformation Specialist

We ran into Rob Wolfe recently, when investigating the subject of business transformation. Rob told us that his job at Nexus includes driving revenues while sipping his own champagne.

WRB: How about a quick background on Nexus. In 50 words or less.

RW: Nexus is best described as a “systems innovator.” With more
than 27 years experience in problem solving, our teams of industry experts at Nexus seek first to understand our clients’ unique business challenges. We then design, build and support communications networks and collaboration platforms to meet these challenges.

**WRB:** Nexus has an incredible track record for growth. How was this done: organically or via some other means.

**RW:** Nexus can attribute its successful growth to both internal and external factors. We learned to “do more with less” by creating better ways to collaborate. Nexus was an early adopter of business video applications that enabled “virtual” face to face style meetings. Within a few years, we built a collaboration network that meets the daily demands of clients, key contributors and subject matter experts in our business (internal and external), and offers people the option to meet without travel delay and expense. Employing this strategy enables Nexus to keep personnel growth to a minimum, while simultaneously increasing our revenues and margins.

**WRB:** You started out in the PBX world. You are a major Cisco partner. How does your revenues break down today between IP Telephony, Unified communications, and video / telepresence. Is video important to Nexus.

**RW:** We thrive on change at Nexus. With the advent of IP based communications in the late 90’s, most of our $215 million business is now focused on the productivity benefits of unified communications and virtualization. Like IP Telephony was ten years ago, so video is today… a major paradigm shift in how we communicate. Video is very important to our success, both as a strategic asset to our business, and a key element of our product offering. Our own experience using video applications for many years evolved into a great business success story that our clients wish to emulate. After all, any partner can sell these products, but few can share their personal experience and success using them internally.

**WRB:** Tell us a little bit about how Nexus is different from your run-of-the mill channel partner. You say, “Our People Make the Difference,” but the truth is, everyone says that. Where’s the beef?

**RW:** Simply put, we use everything we sell. There are more than 15,000 Cisco partners in North America, many specializing in unified communications, but very few have made the investments in the people and the technology that create the level expertise that we have. Nexus partnered with Cisco in 2004 with a belief in the future of IP communications. We were Cisco “clients” before we evolved into Cisco “experts”. Our leadership team invested in a solid Cisco network foundation, then added the phones, contact center, conferencing and collaboration tools and the experienced team of people to support it. Our “use it, know it, sell it” methodology has delivered us into many high profile design and deployment projects for Cisco and our mutual clients. To date, Nexus has been invited to participate in
many alpha, beta and early field trial projects with Cisco to develop the next generation of business-impacting applications. This experience, combined with a close relationship at the manufacturer, is a unique differentiator for Nexus.

WRB: A company mantra seems to revolve around business transformation. Perhaps you’ve been drinking too much Cisco Kool-Aid.

RW: Many technology based products and services tend to clear away the smoke, but often fail to put out the fire. At Nexus, business transformation incorporates a deep study of a client’s core business, the key contributors to success, and the human aspect of communication and productivity. A thorough understanding of the business process enables our experts to apply their experience to identified problem areas. The goal of a Nexus engagement is to provide technical expertise combined with tangible and measurable results for the business, such as increasing revenue or customer satisfaction. We often share the story of our own business transformation, as well as providing the metrics of our internal business process improvements as a baseline.

WRB: We’re seeing lots of interest around video managed services. What are you doing in this space?

RW: Nexus employs a team of experienced engineers to ensure that our clients realize the full benefit of video without the drag of troubleshooting, maintenance and scheduling. Our brand, “Nexus Care,” represents a wide variety of managed services for all the products we sell. NexusCare Video Network Operations Center (VNOC) managed services offer multiple support levels that all help clients realize the full benefit of video without the drag of troubleshooting, maintenance and scheduling.

WRB: What do you think are the major challenges facing Nexus today?

RW: We face the same major challenges in business that our customers experience. The economy has budgets locked. Travel is stressful, costly and time consuming. Good help is hard to find… and retain! The challenges are the same in every market segment, but the difference is how organizations survive and adapt to the ever changing world. Nexus has decades of experience in adapting to global, economic and technological changes and we made it our business to guide others through these challenges by subscribing to our methodology. The first step we took was to recognize the signs of change. The next step was to find a way to adapt. Finally, after experiencing many complications and turning points, we learned to THRIVE on change.