



WR's Dozen: 12 Predictions for 2012



We asked our team to make some predictions for the unified communications & collaboration industry in 2012, with a few rules: nothing too obvious, make it reasonably possible (it's not April Fools, yet), and it's ok to disagree! Note the new names and read on in the bulletin to hear about some welcome additions to WR. Meanwhile, we'll revisit these prognostications in December 2012 to see how well we did.

Web Conferencing

- The **Freemium** model for introducing people to web conferencing gains traction in a big way for SMB's, with virtually every major vendor offering some useful free offering by end of year. —*Andy Nilssen*



Distance Education and e-Learning

- The year will see more textbook publishers and/or Learning Management System vendors decide to tackle **Blackboard** head-on in the education market by purchasing smaller web conferencing or lecture capture vendors—or OEMing the technology. —*Alan D. Greenberg*



- The demand that web conferencing and lecture capture systems be integrated with LMS platforms will accelerate; by end of 2012 our surveys will tell us that another 5% of the installed base will have **integrations** deployed. —*Alan D. Greenberg*

Hosted & Managed Collaboration Services

- After a rocky start, **on premises & hosted Unified Communication (UC)** deliver real benefits and gain strong client uptake, except for Lync-based audio & web conferencing, where independent brand and service preference drive greater use for services both standalone and integrated into UC. —*Marc Beattie*
- The CSP collaboration services channel will gain momentum in 2012, especially in non-traditional, non-enterprise segments, where channel partners, especially resellers, will be in a strong position to service these segments. Similarly, 2012 will see the emergence of one or two new power players in the CSP services channel sales arena. In a market currently dominated by the partner programs of InterCall and PGI, rapid channel-serviced market growth and channel partner demand for increased levels of service and vendor options will result in the emergence of **alternative partner sales programs** within the CSP space. Possible contenders include BT and/or Arkadin. —*Scott Walters*



Video

- Major **UC integrators** like Dimension Data, Logicalis, and Carousel will give the legacy players a run for their money in the videoconferencing managed services space. —*Ira M. Weinstein*
- Huawei** will become the #3 worldwide enterprise



videoconferencing vendor in 2012, measured by both revenues and units. —Andrew W. Davis

- **Blue Jeans Networks** will be acquired by a major carrier looking to beef up its videoconferencing as a service portfolio. —Andrew W. Davis
- **Cisco** will divest itself of all its consumer products by Halloween 2012. —Andrew W. Davis



Mobility

- Continuing their rapid (and stealthy) invasion of the corporate workspace, the use of mobile devices (smartphones and tablets) for **video** communications will more than double. —Mark R. Mayfield
- **Cellular** network performance and capacity will increase enough to host high quality videoconferences on tablets and smartphones, but metered data plans will hinder usage while on the go. —Ira M. Weinstein




Audio

- We'll see increased demand for better **sound** in the conferencing experience, as end users finally realize that the image—whether it's 3D, "immersive", "telepresence", or holographic—is worthless if you can't hear what they're saying. —Mark R. Mayfield

News in Brief

- **Arkadin**, a global provider of collaboration solutions, has entered into a definitive agreement to acquire ConferencePlus, Inc., a conferencing services provider and subsidiary of Westell Technologies. The acquisition gives Arkadin an increase in market share in North America and will improve its position in Europe and Asia, and including ConferencePlus customers, Arkadin will have more than 26,000 clients globally. The transaction was expected to close on December 31, 2011.
- Smaller but not to be outdone, **SKC**, based in Shawnee Mission, Kansas, announced two acquisitions: the client base of Boston-headquartered Ahern Communications, which is closing its business ops after 26 years, and Mpact Systems of Rock Hill, SC. SKC is headquartered in Shawnee Mission, Kan., and designs, builds and maintains Unified Communications solutions incorporating headsets, voice, videoconferencing, telepresence and audio/visual integration. As

part of the transaction with Mpact Systems, its Rock Hill office becomes SKC's southeast regional headquarters, and all employees became a part of SKC's 230 nationwide employee base.

- **PGi** has integrated **Evernote**, provider of the multi-platform note taking application for mobile devices, into its next generation, web-based video conferencing offering, iMeet. With the iMeet integration, Evernote users can now access and share their notes, documents, websites and pictures while meeting online – and leave meetings with Evernote-captured event data. 
- Launched in Q4 2011, **Dimension Data** introduced its Managed Service for Visual Communications, a global video managed services offering designed to let IT organizations focus on core technologies, reduce operational costs, eliminate barriers to entry, and improve the user experience. Founded in 1983, Dimension Data plc is a member of the NTT Group. (See Ira's 2012 prediction above. And note that Dimension Data will be speaking on this topic at the [WR Collaboration Summit](#) Monday, 30 January.) 
- **RADVISION** announced an improved forecast for its 2011 fourth quarter, in the range of \$21.5 million to \$22.0 million. The improved fourth quarter outlook mainly reflects record sales of its video endpoints as well as stronger than expected infrastructure sales. The Company, whose stock has been on an acquisition rumor-fueled roller coaster recently, will report final results for the fourth quarter on Wednesday, February 8, 2012. 
- RIM has released Mobile Conferencing 3.0 in Beta Zone, available for users in North America and the UK. **BlackBerry Mobile Conferencing** automatically finds conference call numbers and codes in your calendar appointments and turns them into a simple "Join Now" button. When you set up meetings, it lets you add your conference call information to your calendar invitation with one click. BlackBerry Mobile Conferencing understands how to find conference call numbers and codes from many audio conference systems, including InterCall, AT&T, Verizon, Premier, BT Conferencing, Cisco Meeting Place, WebEx (voice only) and Microsoft LiveMeeting (voice only).
- ClearOne announced it has broadened its line of Unified Communications products with the introduction of its first UC headsets. Five new models

designed to meet needs in enterprises, call centers and SOHO, deliver hands-free audio for personal conferencing with privacy. The new USB headsets are marketed under **ClearOne's CHAT** brand.

- **8x8, Inc.**, provider of cloud-based VoIP, video, mobile, call center and unified communications solutions, announced the addition of two new wireless telephony devices and an adjunct cordless service geared specifically for companies seeking to address on-site mobility needs. The new wireless offering, built on the international DECT (Digital Enhanced Cordless Telecommunications) standard, consists of the Polycom KIRK KWS 300 Wireless Base Unit and KIRK 5020 Cordless IP Phone and includes a new 8x8 DECT Adjunct service. This service allows users to dynamically transfer a live call from their desk phone to their cordless handset and vice versa. 8x8 also separately announced that it has achieved Cisco Select Certification status.

- Release 3.0 of the GNU Gatekeeper (GnuGk) has gone public, offering full IPv6 support (including IPv4-IPv6 proxying), full traversal zone support, RTP



multiplexing, and more. This version extends the reach of whole networks of existing H.323 endpoints by IPv6-enabling existing IPv4-based networks. The GNUGk is a full featured H.323 gatekeeper, available freely under GPL license. See www.gnugk.org.

- UK-based **Clockaudio** has introduced the CW-200 dual channel wireless audio conferencing system. The CW-200 provides a solution for elementary, occasional or portable conferencing applications, says the company. The system comprises two boundary microphone transmitter units and a dual channel UHF receiver; receiver and transmitter are operable over 32 selectable frequencies for each channel, and feature auto scan and lock to provide transmission on an available interference-free frequency.

- Avaya Government Solutions, a wholly owned subsidiary of Avaya, announced that the United States Coast Guard (USCG) has deployed Avaya's unified communications and contact center solutions in its new Centralized Service Desk in St. Louis, Missouri. This is the first project under the USCG's Enterprise Architecture Strategy, which makes use of the Avaya Aura platform. The USCG plans to evolve their existing voice infrastructure to a SIP-based unified communications architecture.



Cisco Punts on umi

— Andrew Davis, andrewwd@wainhouse.com

Cisco has finally pulled the plug on umi, the home videoconferencing device introduced in October 2010 (see [WRB vol. 11 issue #20](#)). The first sign of trouble appeared in February of 2011 when Best Buy introduced a BOGO (buy one get one) deal on the \$599, 1080p videoconferencing system with a motorized PT camera and digital zoom. Later the unit price was dropped to \$499 and the service price dropped from \$25 to \$10/month, surely not signs of high market demand.

While much of the blogosphere has reported on the demise of umi, they have largely pointed to 1) Cisco's refocusing on its enterprise roots and sticking to its knitting, Linksys notwithstanding, and 2) the competition from Skype and other free services that made umi non-



competitive. At the risk of appearing to want to kick a company when it's down, we'd like to offer the following insights based on our hands-on and general experience with umi.

What's ūmi all about, how do you get started, and why are people calling it the new way to be together?



1. While it defies logic, umi was apparently developed inside Cisco with little or no collaboration occurring with either the video/telepresence or the Linksys router groups. The telepresence team knew nothing about umi while the umi marketing team couldn't distinguish a codec from a doorknob and apparently had never heard of firewalls. When two WR analysts took these units home (from Best Buy) and deployed them behind WiFi routers, nothing worked, and umi tech support was clueless. We wondered how many customers would experience the same frustration and then return the units to their retailers. Apparently many did.
2. If the customer had enough bandwidth, and avoided double firewall situations, and didn't have any of the routers on the "not-supported" list that was eventually published, umi performed flawlessly and provided a

living-room videoconferencing experience that we have yet to see surpassed. But that is a lot of "ifs."

3. If you were looking at umi but had an enterprise videoconferencing background, you would have found the video performance acceptable, the audio performance marginally acceptable, and the user interface highly flawed. We don't know how many people would have looked at umi as an enterprise or education-market low cost solution, but hardly any lookers would have been impressed with umi for one reason or another.
4. Yes, it's true that Skype is free and umi was not. And yes, umi was probably priced out of the "grandma" market since you originally needed to spend \$1200 and \$50/month to connect family in two locations (multipoint was not supported). But if we've learned anything from Apple, people will pay for clever design and elegant performance. Unfortunately, umi failed in both regards (we'll see if [Biscotti](#) will be the next living-room conqueror or *failure*). And yes, it is true, as others have reported, Cisco is probably re-focused on the enterprise customer base. To be or not to be, that will be the future Linksys dilemma. But umi in fact had serious product flaws in addition to market competition.

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Blue Jeans Network is a cloud-based video conferencing service that makes video meetings as easy, interoperable, and affordable as audio. It's the first video conferencing service to bridge together business solutions from Cisco/Tandberg, Polycom, Lifesize, etc. with consumer solutions such as Skype and Google.

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With less than three weeks to go until our annual European Collaboration in Amsterdam, there's still time to book your flights. For the best in peer networking on the topic of conferencing and collaboration with WR analysts and other industry thought leaders, this event is a must! Take advantage of the fact that the Collaboration Summit starts the day before ISE and is located very nearby.

We have lined up a number of thought provoking presentations from leading collaboration strategists in major European enterprises. See the up-to-date [agenda](#). The latest to be included is Keith Woolley, CIO, Montal. He will be talking on **Tin Cans and Bits of String: The fortunate reality of Unified Communications:** "Unified



Montal, **Keith Woolley**, CIO

communications services are now commonplace yet many enterprises still see it as an additional cost of doing business. This presentation looks at how, by taking a pragmatic view, you can deliver an enterprise solution that exceeds the expectations of the stakeholders whilst freeing the IT department to add real value to the business. We will discuss how a deployment of Citrix HDFaces has helped one organization add value that not only drives bottom line efficiencies but has improved lives."

Hurry! Register NOW as spaces are strictly limited and going fast!

More speakers have recently been added, and we still have openings for just a few silver sponsorships. For further details contact richard@wainhouse.com.

People & Places

8x8:

- **Kim Niederman**, President

Polycom:

- **A.E. Natarajan**, Group VP, RealPresence Platform & Solutions;
- **Rick Levenson**, Group VP, UC Devices;
- **Stuart Monks**, Group VP, Systems Architecture & Technology;
- **Pamela Adams**, VP, Global Program Management;
- **Cullen Childress**, VP Global Product Management;
- **Sten Dyrmoose**, VP, Enterprise Wireless Solutions.

Vidtel:

- **Brian Coulter**, VP of Sales

Video Managed Services Comparisons

WR's group video team has begun the process of updating our comparison matrix covering video managed service providers (VC MSPs). The prior matrix included data on 50 service providers / offerings, and this year's update promises to be even more comprehensive. In order to qualify as a videoconferencing managed service, an offering must meet ALL of the following criteria: 1) be productized and available as a standard offering from the service provider; 2) include a videoconferencing-savvy help desk; and 3) include remote monitoring and management of videoconferencing devices. Contact Ira Weinstein (iweinstein@wainhouse.com) if you are in this business and have not heard from us and would like to be included.

Two or Three New WR Stories to Tell

Doing our own little bit to turn around the worldwide jobs picture, Wainhouse Research has added one analyst and one consultant who will add new perspectives and deep breadth of knowledge to our UC&C team. Two does not add up to three, so stay tuned to hear about even more new staff.



Mark Mayfield, Senior Analyst, joins us with an extensive background as a recording/live sound engineer and AV products marketing executive with firms such as Bose Corporation, Harman International (JBL Professional), Loud Technologies (EAW), and Extron Electronics.

No stranger to the industry, he most recently held editorial positions for several major trade industry publications, and has authored numerous public and private articles and reports on cinema sound and AV technologies and applications. Mark has presented seminars in Europe, Asia, and North America, and is an adjunct faculty member for **InfoComm Academy**. He holds a BS in Psychology from St. Lawrence University and an MBA from Boston College. Based in the Boston area, Mark will be contributing to our group videoconferencing and personal and web-based subscription services. And watch for his *Acoustics in the Videoconferencing Room* research note, coming soon to a subscription service near you. He can be reached at mmayfield@wainhouse.com.



Scott Walters, Senior Consultant, is an expert in managed service delivery models for audio, web, video and unified conferencing and collaboration services. He also has a focus on strategic partnerships, business development, and channel sales, and has held business development and sales leadership

roles at InterCall, Global Crossing and PGI. Among past accomplishments: Scott led the development and launch of new service delivery models designed to penetrate new growth markets via the first pre-paid audio and web applications. In his 15 years in the conferencing and collaboration industry, Scott is not just experienced working directly with and for tier one conferencing providers. He also is experienced in [consulting](#) for industry-leading conferencing providers, emerging companies and multi-national enterprise clients. He holds a BA in History and Political Science from Michigan State University, and can be reached at swalters@wainhouse.com.

Conferencing & Collaboration Upcoming Events

30-31 Jan 2012 Amsterdam	WR Collaboration Summit REGISTER NOW >
17-18 April 2012 Brussels	WR CSP Spring Summit 2012
17-18 July 2012 Philadelphia	WR Collaboration Summit
9 October, 2012 Boston	WR CSP Summit

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