



**Visual Communications  
Practice**

2010 Program

## About Wainhouse Research

Wainhouse Research, [www.wainhouse.com](http://www.wainhouse.com), provides strategic guidance and insight on products & services for collaboration & conferencing applications within Unified Communications. Our global client base includes established and new technology suppliers and service providers, as well as enterprise users of voice, video, streaming, and web collaboration solutions. WR provides market research and consulting, produces conferences on technology trends and customer experiences, publishes a free weekly newsletter, and speaks at client and industry events.

## About the Visual Communications Practice (VCP)

The Visual Communications Practice engages in three separate types of activities that provide a wide range of benefits to clients.

### Market Intelligence

- The market intelligence program is encapsulated in our VCP subscription service described in greater detail below. The fundamental value proposition is that for one annual subscription fee, subscribers get all of the coverage provided by Wainhouse Research analysts in the field of videoconferencing, streaming, and AV technologies, products, services, and applications. The VCP subscription provides value to vendors, channel partners, and end users alike.

### Strategic and Tactical Consulting

- Wainhouse Research analysts can help with product and service evaluations, product planning, business development, or strategic implementation issues of interest to a wide range of clients. Resources include in-house studies as well as past and dedicated surveys of videoconferencing customers and channels.
- On-site executive briefings and strategy overview sessions are opportunities for vendors and end users to review long term plans with Wainhouse Research analysts and to solicit specific input on products, channels, technology roadmaps, and other marketing or implementation issues.
- Consulting resources can be retained on an hourly or daily basis, or on a fixed fee per project, depending on the nature of the challenge and the customer's budget needs.

### Promotions and Market Awareness Initiatives

- White Papers and customer case studies can be created to promote a client's position on a technical or marketing issue. These may be posted on the WR web site (WR white papers have been downloaded up to over 100,000 times) as well as the client's web site.
- Featured speaker at client events – either onsite or online via web seminar in which a WR analyst will participate as a speaker, moderator, or panelist at a customer event or internal sales meeting.
- The Wainhouse Research Collaboration Summit, held once each year in Europe and North America is an opportunity for client sponsorships, speaking opportunities, and product demonstrations to the conferencing buyer community.
- The Wainhouse Research Bulletin is the industry's leading newsletter, with over 10,000 subscribers. While distribution of the newsletter is free and unlimited, the WRB is also an opportunity for vendors to establish a market leader reputation via WRB sponsorship.

## Market Intelligence: The VCP Subscription Service

The VCP Subscription provides comprehensive, cost-effective 24x7 coverage of the following markets:

- Videoconferencing / telepresence products and services
- Streaming / webcasting products and services
- Audiovisual trends, technologies, suppliers

<b>Videoconferencing Coverage</b>	Included in VCP Subscription?
Research Notes	Yes
Company Profiles	Yes
Product and service comparison matrices	Yes
Quarterly market statistics	Yes
Annual five-year industry forecast	Yes
End user survey reports	Yes
Channel partner survey reports	Yes
Telepresence coverage	Yes
Market segment reports	Yes
White papers	Yes
<b>Streaming / Webcasting Coverage</b>	
Research Notes	Yes
Company Profiles	Yes
Product and service comparison matrices	Yes
Annual market size statistics	Yes
Annual five-year industry forecast	Yes
Annual survey reports	Yes
<b>Audiovisual Coverage</b>	
Research Notes	Yes
Company Profiles	Yes
Product and service comparison matrices	Yes

### Who Should Subscribe

- Manufacturers
- Channel Partners: resellers, dealers, system integrators, service providers
- Service Providers
- Large and small enterprise customers, government agencies
- Educational institutions
- Financial analysts, investment firms, consultants

### Additional Benefits

VCP subscribers gain access to >100 previously-released content items including market forecast documents, research notes, comparison matrices, and market segment reports.

## Why Subscribe to the VCP?

- **Stay Ahead of the Market** – The information in the VCP subscription service will help you make smarter decisions. Whether you're an end-user trying to determine which products or services to purchase, a reseller trying to improve your product / service portfolio, a service provider seeking to expand your service offering, or a manufacturer trying to stay "in the know" about conferencing, the VCP has the information and insight you need.
- **Separate Marketing Hype from Market Reality** – The conferencing and collaboration industry is full of buzz words, techie acronyms, and general hype. And your success depends upon your ability to filter out the fluff and understand the meaning behind press releases and announcements. VCP research notes help you sort fact from fiction, and VCP company profiles help you understand the companies making noise within our space.
- **Follow Market Trends and Growth** – VCP subscribers enjoy access to in-depth market performance data including market size, growth trends, forecasts, and market share leaders. This is the exact information needed by ...
  - a. Venture capitalists and investment bankers analyzing potential investments
  - b. Marketing professionals and business development managers charged with outlining their company's future growth and profitability.
- **Gain Immediate Access to Detailed Product and Service Information** – WR's product and service comparison matrices provide the most detailed and comprehensive coverage of products and services available today. For example, WR's recently released [Comparison Matrix of Videoconferencing Managed Service Providers](#) compares and contrasts ~ 200 features and functions of more than 50 managed service providers. VCP subscribers enjoy access to more than a dozen different matrices – each of which is updated regularly. There is no better way for an end-user to select the most appropriate solutions or vendors, or for a vendor to identify possible partners and learn about competitors.
- **Stay in Tune with Your Partners and Peers** – WR conducts periodic surveys of vendors, channel partners, and end-users. Topics range from customer demand to industry trends and likely challenges ahead. This information helps all industry participants benchmark their performance against peers.

The VCP subscription provides all of the above benefits via a single, pay-one-price, annual subscription model. VCP subscriptions are sold on a company-wide basis only, and all content is available to all subscribers via our content delivery website. To activate your VCP subscription, please complete the order form below and fax back to Wainhouse Research.

## VCP Content Description

### **Market Segment Reports.**

These are market overview studies that identify the current trends and technologies within a visual communications market segment. Intended to be a brief introduction to the particular segment, these reports complement the comparison matrices and company profiles to give subscribers a more detailed understanding of the market and its drivers and competitive aspects. Special focus planned for 2010 includes Video Managed Services and Business-to-Business video exchanges.

### **Company Profiles**

Wainhouse Research profiles provide the company background, an overview of the products and services offered, and an analysis of the vendor's strengths and weaknesses in short 4-6 page write-ups. We attempt to identify the top vendors in each market segment. Our general focus follows the videoconferencing, telepresence, streaming, and audio visual markets. Special focus planned for 2010 includes Video Managed Services and Business-to-Business video exchanges.

### **Comparison Matrices**

Comparison matrices provide extremely detailed data on a variety of product and service categories and are intended to help buyers decide which vendor's offering best meets their needs. As of Q1-2010 the VCP content library contained 2009 and 2010 matrices for video bridges, videoconferencing managed service providers, room system codecs, webcasting services, CPE and ASP desktop videoconferencing solutions, "telepresence systems," and CPE streaming solutions.

### **Research Notes**

Research notes are 3-8 page pieces written on a topic of current interest or controversy. Wainhouse Research analysts provide a terse discussion of the issue at hand and provide insight and opinion on how the issue will affect vendors, channel partners, and/or end users of conferencing and collaboration products or services. Research notes are an easy way for subscribers to stay up to date on what's happening in the industry.

### **Videoconferencing Market Statistics**

SpotCheck is a set of four quarterly reports that have tracked the videoconferencing industry for over a decade. Up through 2009 the SpotCheck reports have provided regional data, including endpoint revenues and units shipped as well as similar statistics for a dozen countries. Where allowed, the reports also include market share statistics. Since 2007, the SpotCheck reports also include revenue data for videoconferencing infrastructure products. With the acquisition of Tandberg by Cisco, we expect the amount of shipment data released to Wainhouse Research to diminish.

### **Market Forecast Reports**

Wainhouse Research forecast reports include a current market sizing and a five-year look forward. The videoconferencing forecast covers single and multi-codec systems as well as executive systems for business applications and provides data on both a regional and worldwide basis. Personal videoconferencing is also covered, but in less detail. The streaming forecasts provide worldwide estimates for CPE and ASP market segments.

### **Rich Media Metrics Surveys**

These survey include our annual survey of videoconferencing end users and our bi-annual survey of videoconferencing and unified communications channel partners as well as special surveys that may be conducted for special events. Survey respondents come from several sources, including the Wainhouse Research's proprietary contact list and are generally very savvy about collaboration and conferencing products and services use within their enterprise.

## VCP Subscription Order Form

Please activate our one-year subscription to WR's Visual Communications Practice (VCP) service at the company size and category level we have indicated in the table below.

- Companies that fall into multiple categories will be charged the highest applicable price.
- Wainhouse Research reserves the right to verify all category and size claims.
- Cancellations are possible only before the first piece of subscription content has been downloaded

Company Size (includes all employees)	Conferencing Manufacturer	Channel Partners, Integrators, Network / Conferencing Service Providers, Consultants	End-User of Conferencing Solutions (incl. EDU)	Government Agencies, Consortiums	Financial analyst / investment banking firms, hedge funds, venture capital firms
1 – 9	[ ] US \$2,000	[ ] US \$1,500			
10 – 24	[ ] US \$2,000	[ ] US \$2,000			
25 – 49	[ ] US \$4,000	[ ] US \$3,000			
50 – 99	[ ] US \$7,000	[ ] US \$4,000	[ ] US \$2,000	[ ] US \$4,000	[ ] US \$6,000
100 – 249	[ ] US \$12,000	[ ] US \$7,000			
250 – 999	[ ] US \$22,000	[ ] US \$10,000			
1000+	[ ] US \$26,000	[ ] US \$15,000			

### Payment Options

Company Purchase Order: PO# \_\_\_\_\_

Credit Card Order: ( ) Visa ( ) Master Card ( ) American Express

Credit Card # \_\_\_\_\_ Expiration Date: \_\_\_\_/\_\_\_\_

Name on Card: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

**Special Code** \_\_\_\_\_

**Wire Transfers:**  
Please contact Wainhouse Research at +1 (508) 746-6405 for wire account details and further instructions.

### Primary Contact/Authorized Representative

\_\_\_\_\_  
CONTACT NAME

\_\_\_\_\_  
TITLE

\_\_\_\_\_  
COMPANY

\_\_\_\_\_  
CONTACT PHONE NUMBER

\_\_\_\_\_  
EMAIL (REQUIRED)

### Billing Address (vital for credit)

\_\_\_\_\_  
CONTACT NAME

\_\_\_\_\_  
TITLE

\_\_\_\_\_  
COMPANY

\_\_\_\_\_  
ADDRESS LINE 1

\_\_\_\_\_  
ADDRESS LINE 2

\_\_\_\_\_  
CITY, STATE, ZIP OR POSTAL CODE, COUNTRY

\_\_\_\_\_  
CONTACT PHONE NUMBER

\_\_\_\_\_  
EMAIL (REQUIRED)

### Questions?

Email [vcp@wainhouse.com](mailto:vcp@wainhouse.com)

**FAX back to +1-770-783-8350**