And Now for Something Completely Different

July 15 2014

What We Will Cover

• Beattie -- 100 Million people can’t be wrong
• Nilssen – It’s about the (data) web conferencing
• Weinstein – Video conferencing and flux
• Davis - Wainhouse Research magic video conferencing decision tree
What We Will Cover - 2

- Vonder Haar - Investment and integration and the state of streaming
- Haskins - Haskins' hierarchy of collaboration needs
- Greenberg - Greenberg’s hierarchy of EDU collaboration needs
- Michels - What Seinfeld taught me about UC

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100 Million People Can’t Be Wrong

Better user experience drives dramatic growth of audio conferencing

The Data

- Audio minute volume doubles in next 4 years

Why Do UC & PWC Drive New Growth?

- Ease of entry
- Automated credentials
- No pivoting from one app to the next
- Active speaker
- Dynamic roster
- Smart mobile apps (OTT)
- Wideband
- PSTN toll/VoIP
- Integration with PWC

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Source: WR Audio Conferencing Products & Services, Personal Web-based Collaboration, UC Products & Services subscriptions

100 Million People Can’t Be Wrong

State of the Market, Challenges, Opportunities

- Users have suffered long enough with 19+ digit call entry
- Creating, starting, and leading a meeting via mobile should be easier
- Any user should be able to seamlessly pivot between mobile and fixed line services
- More meetings turn on personal video (8-9 minutes) - only able via IP (not PSTN)
- User choice & preference trumps poor products now more than ever

Thoughts

- Economic value of audio increasingly harder to quantify for vendors (integration into UC & PWC)
- Economic value increasingly easier to quantify for end users (usage based > fixed seat pricing)
- Where can value added services be layered on?
  - Security, federation, universal credentials, etc.

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Source: WR Audio Conferencing Products & Services, Personal Web-based Collaboration, UC Products & Services subscriptions
It’s about the (data) web conferencing

Hosted services revenue grew just shy of 10%
Collaboration Suites grew faster
Major transitions “done”
HD video / IP audio (WebRTC / HTML5 underway)
Mobile devices
Purchasing and deployment options expanded
Smaller players / house brands appear to be flourishing

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Challenges for Web Conferencing

- How to best leverage Unified Communications
- How to assess user needs to provide new value
  - Don’t surrender to being “a feature” or try to “be everything”
  - Team process, async collaboration, workflow integration, etc.
- How to attract NEW users to grow the market

The video conferencing industry is in a wild state of flux…
State of Video Conferencing - 2014

Video conferencing is changing in almost every way ...

- From hardware to software
- From dedicated software to browser-based
- From premise-based solutions to cloud / hybrid (more on this tomorrow)
- From full service to self-service
- From expensive to inexpensive
- From generic to personalized and customized
- From best quality to acceptable quality expectations

Challenges for Video Conferencing

The Scale of the Video Conferencing Discussion has Changed

**YESTERDAY:**
1 Group VC system per 200 – 400 employees

**TODAY / TOMORROW:**
2 or 3 video devices per employee, client, partner, etc.
Challenges for Video Conferencing

Workers have GONE DIGITAL - and we are struggling to support them!

- A way of thinking
- A way of working
- A way of living

Digital is a mindset ... not a type of signal.

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Challenges Facing VC Purchase Decision Makers

- Strategic Uncertainties
  - UC vs. other video deployments
  - Impact of mobile/desktop on need for conf room video systems (survey data)
  - Impact of mobile/desktop on need for infrastructure
  - CPE vs. VCaaS
  - DIY vs. managed services

If your organization were to deploy large numbers of personal and web-based videoconferencing systems (video-enabled laptops, desktops, tablets, smartphones), what impact do you think that would have on your organization's interest in room-based videoconferencing systems?

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Magic Decision Tree

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Investment and Integration and the State of Streaming

Streaming & Webcasting: State of Market

Segment Themes: Investment & Integration

• Investment
  • Kaltura Raises $47 Million; Qumu $20 Million
  • Polycom Re-Commits to Video Content Management

• Integration
  • Hybrid Platforms Open Partnering Possibilities
  • More Ties into Video Conferencing, Web Collaboration, UC
Streaming & Webcasting: State of Market

Segment Challenges

• Forging New Vendor Business Models
• Making Reseller Channel Work in New Streaming Age
• Fostering Corporate Outlook that Recognizes & Invests in the Democratization of Video

Haskins' Hierarchy of [Collaboration] Needs
Haskins’ Hierarchy of [Collaboration] Needs

- Culture + Process + Technology
- Solutions Selling
- Monitoring for Outcome

Transformative
- BETTER Collaborators
- IRL Quality: HD audio/video/web
- Enhanced Workflow: Scheduling, Starting, Joining, Moderating

Enabling
- Basic Collaboration Needs: audio, video, web conferencing
- Infrastructure Needs: Network, identity, platform, MCUs, devices

Foundation
- "Good Enough" Silos
- Purpose-Built Hardware
- Network Virtualization
- SDN
- Monitoring
- Familiar / Unified Solutions
- Spatial Audio
- Mobile Platforms
- Intuitive Hardware
- Intelligent Collaboration

Greenberg’s Hierarchy of [Edu Collaboration] Needs

Alan D. Greenberg
Sr. Analyst & Partner
July 15 2014
Greenberg’s Hierarchy of [EDU Collaboration] Needs

Future
- ISV’s
- Hosted Svces
- Manufacturers

Enabling
- Devices, Assessment
- Software, Content, Teaching
- and Learning Software

Foundational
- ISV’s
- Service providers
- Manufacturers
- Legislators
- State Agencies
- Provincial
- Departments
- ESC’s

Infrastructure Needs: Devices, identity, secure
- SSO, platform, MCUs, LMS’s / CMS’s / SIS’s,
- Bandwidth

Professional Development + Process + Technology Integrations =
Personalized Learning, Improved Outcomes

1:1 and BYOD
- Standards

Collaborative Technologies

Installed base
- Legacy Equipment
- Rate of Change
- Funding?

Funding?
- Lack bandwidth / Wi-Fi
- Lack of home bandwidth

What Seinfeld Taught Me About UC

Dave Michels
Senior Analyst

July 15 2014
What Seinfeld Taught Me About UC

• UC is about Nothing
• Spongeworthy
• Doing the Opposite

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UC is About Nothing

• There’s Plenty of Story in Daily UC
• Communications
• Collaboration
• Engagement
• Innovation
• ROI

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Spongeworthy

- The Paralysis of Limited Resources
  - Video Conference Rooms
  - Long Distance
  - Office Hours
  - Bandwidth

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Do the Opposite

If Everything Done was Wrong,
Then the Opposite Must be Right

- Premises-based equipment
- Capitalized Equipment
- TDM, separate voice networks
- Telephone on Every Desk
- Conference Rooms

My name is George. I’m unemployed and I live with my parents.

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Unified Communications = Enterprise Communications

Not that there is anything wrong with that.