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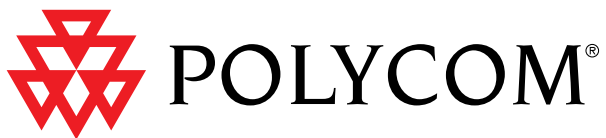


# VISUAL COMMUNICATIONS

**ROUNDTABLE DISCUSSIONS**

**Day 1 - Video, Web & Audio Conferencing**

**Day 2 - Telepresence**



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**The Question:** Where can you go to ask the really hard questions; where can you expect to get the really straight answers?

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ECE roundtables focus on real business, with key IT decision makers from throughout Europe, discussing the relevant and practical issues. Industry leaders attend ECE roundtables to debate problems and cutting edge solutions, examining areas where real, tangible benefits can be made.

Join us for our next roundtable examining Collaboration & Messaging, held in London, on Wednesday 23rd February 2011.

For further information, or for advertising opportunities please visit [www.enterprisecommunications.eu](http://www.enterprisecommunications.eu) or email us at [info@enterprisecommunications.eu](mailto:info@enterprisecommunications.eu)

## Topics include:

- Measurable ROI; scrutinizing the benefits of collaboration and messaging.
- Security and reliability of messaging and collaboration solutions.
- What place does Skype have in the enterprise?
- The best instant messaging solutions.
- Increasing productivity and profitability through new solutions.
- Collaboration and messaging of the future - where are solutions and technologies heading?

## Agenda:

**8.30am**  
Registration

**9.00am**  
Panel Discussion

**10.00am**  
Q&A

**10.30am**  
Coffee and  
Networking



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# Welcome



Enterprise Communications Europe's (ECE) executive roundtable events gather together captains of industry and leading experts in the ultimate showdown to debate the salient and immediate issues of the moment. Focusing on real business concerns and practical issues, we create the best environment to debate problems and offer cutting-edge solutions, examining areas where real, tangible benefits can be made.

ECE's latest London-based events brought together business competitors to discuss the issues affecting the media conferencing and telepresence industries. The diverse group of professionals, each of whom is an expert in his field, brought to the discussion insightful and engaging rhetoric that tackled the core questions surrounding the industries' reputation and technology.

There is no doubt that the latest developments in video, web and audio conferencing are taking the communications industry into a bright and fascinating future that would have been thought pure science fiction just a few years ago and our invited experts provided us, throughout the event, with scintillating discussions revolving around the incredible state of communications technology today.



The following day we held our conference on telepresence at Polycom's newly-launched Executive Briefing Centre at Dashwood House in the city of London. Polycom themselves were Platinum Sponsors of the major event and our roundtable discussion proved lively and absorbing.

Telepresence technology is dramatically transforming the traditional business environment and modes of collaboration by creating a virtual office through multi-mode conferencing. It's definitely the future and our distinguished roundtable participants all showed their willingness to welcome it with enthusiasm.

At ECE we are very proud and pleased to have been able to present these two stimulating and rewarding roundtable conferences and look forward to many more discussions, conducted in a similar vein and with equally enthused participants, in the near future.

## Lisa-Marie Carter

Senior Project Director  
LRGA Media International Ltd.

# VIDEO, WEB AND AUDIO CONFERENCING

27th October, 2010  
London





## George Malim

Moderator,  
LRGA Media International

George Malim is event moderator for LRGA Media International's Enterprise Communications Europe (ECE) roundtable events. George is an accomplished speaker and commentator on the communications and technology industry, having covered the sector as a journalist since 1999. His experience extends from editing publications to reporting for various media outlets on developments in the industry. He has chaired many events, conferences, podcasts, webinars and debates over the years. At LRGA Media International, his role centres on facilitating thought provoking and entertaining discussions between industry expert panellists.



Established in 2005, LRGA Media International specialises in executive roundtable events and business-to-business publications.

LRGA's leading communications brand, ECE, hosts and moderates monthly roundtable events, addressing the communications industry's most important subjects from Unified Communications, Enterprise Mobility, Conferencing, The Cloud and more.

Communication is paramount to any organisation running and operating efficiently. ECE events provide the opportunity for executives to discuss cutting edge subjects with leading lights and peers from within the industry. Critically they present a very different opportunity to traditional printed magazines, offering up-to-date information with the industry's leaders addressing the most pertinent topics.

The ECE brand also supports a business-to-business publication and website - both report content generated from the roundtable discussions; ensuring that executives are engaged through a number of channels and on a number of levels.

LRGA has developed an outstanding reputation, producing cutting edge content which demands the attention of those involved in the communications industry.

[www.lrgamedia.com](http://www.lrgamedia.com)



**Vincent Uppelschoten,**

Senior UC Product Marketing Manager, EMEA, Avaya

Vincent Uppelschoten is a Senior Manager with more than 14 years of experience in the (IP) Telephony and Unified Communications industry.

He has been with Avaya and Lucent Technologies since January 1996, when he started his internship and progressed through various product management and marketing roles to his current position.

Vincent has a degree in Information and Telecommunications Technology from the “Hogeschool van Utrecht” in The Netherlands; a marketing degree from the NIMA marketing institute in The Netherlands; and a Masters of Business Administration from Henley Management college in the UK.



Avaya is a global leader in enterprise communications systems. The company provides UC, contact centers, data solutions, and related services directly and through its channel partners to leading businesses and organisations around the world.

Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

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**Patrick Hannah,**

Director of Marketing, Collaboration Software, European and Emerging Markets, Cisco Systems

Patrick Hannah is responsible for marketing for the Collaboration Software Group in European and Emerging Markets. Collaboration Software includes products such as WebEx Web Conferencing and Enterprise Instant Messaging.

He first joined Cisco in 2000 and took on a number of roles within the EMEA Marketing team to focus on demand generation and CRM. Patrick re-joined Cisco in 2009 to focus on accelerating the growth of Cisco's SaaS collaboration solutions.

He has almost twenty years' marketing experience with a particular focus on developing new markets, product innovation, and customer relationship management.



From award-winning IP communications to mobility, customer care, web conferencing, messaging, enterprise social software, and interoperable telepresence experiences, Cisco brings together network-based, integrated collaboration solutions based on open standards. These solutions, as well as services from Cisco and our partners, are designed to help promote business growth, innovation and productivity. They are also designed to help accelerate team performance, protect investments, and simplify the process of finding the right people and information.

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**Andrew Millard,**

Director, Marketing, eCommerce, Citrix Online Europe, Middle East and Africa

Andrew Millard has worked for Citrix Online for three years. Before joining the company he was Acquisition Manager for T-Mobile Direct, where he was responsible for Post-pay, Pre-pay, Business (SOHO and small business) and Data Proposition across all channels, including web and telesales. His success in developing channel-specific marketing strategies reflects his belief in the critical value of creating highly targeted and compelling propositions, promotions and communications for Citrix Online's simple and easy-to-use web-based screen sharing solutions.

Andrew's responsibilities at Citrix Online include demand generation for both EMEA and Asia-Pacific and leading the overall marketing strategy for the expansion of the Citrix Online portfolio across these regions. He is a strong advocate of workshifting and is passionately committed to the Citrix Online approach, which he believes makes a real difference, directly meeting the needs of today's business by enabling people to work more flexibly and collaboratively.

Andrew is a career-long marketer, having gained a BA (Hons) Marketing from Huddersfield and a CIM Professional Diploma.

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**Rob Bamforth,**

Principal Analyst, Communication, Collaboration & Convergence, Quocirca

Rob Bamforth is a Principal Analyst working with Quocirca Ltd, focussing on the areas of communication, collaboration and convergence. His experience combines his years spent in sales and marketing, with an in-depth understanding of technology development and deployment, which together give him an approach that focuses first on the business need, with technology as the supporting service.

The areas of communication, collaboration and convergence are broad, and include aspects of employee or business process mobility, environmental impact of communications, and supplier or industry convergence. Rob's perspective is on the business impact from large enterprise to SME; he also identifies with the needs of service providers in dealing with all their customers, including consumers.

quocirca

Quocirca is a primary research and analysis company specialising in the business impact of information technology and communications (ITC). With world-wide, native language reach, Quocirca provides in-depth insights into the views of buyers and influencers in large, mid-sized and small organisations. Its analyst team is made up of real-world practitioners with firsthand experience of ITC delivery who continuously research and track the industry and its real usage in the market.

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**Moshe Machline,**

VP Corporate Marketing, RADVISION

Moshe Machline is VP of Corporate Marketing at RADVISION, Moshe brings over 15 years of technology management and go-to-market experience at the IT and telecommunications industry leading the company's market initiatives globally. With vast experience in various sectors of the video communications market, Moshe holds a B.Sc. in Electrical Engineering from the Technion Institute of Technology, a M.Sc. in Mathematics from the Weizmann Institute of Science and an M.B.A from INSEAD.



Since 1992, RADVISION has been the industry's leading provider of products and technologies for unified visual communications. RADVISION offers the broadest and most complete set of personal telepresence, room system video endpoints and standards-based video networking infrastructure. These, with developer toolkit products, enable enterprises and partners to deploy UC networks and services. The RADVISION video solutions allow high quality and reliable setup of video network equipment and conferencing solutions.

The company's SCOPIA product line with its video conferencing endpoints, comprehensive infrastructure equipment and video conference management tools enable the delivery of unified visual communications for enterprises, education, medical institutes, financial and federal organisations worldwide.

With a large global customer base, RADVISION is the undisputed industry leader in interactive voice and video over IP technologies, developer protocol stacks and toolkits. The technology behind these award-winning developer tools is the foundation of the company's strong portfolio of UC products that deliver high-quality video solutions and across-the-board connectivity.

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# STATE OF PLAY: VIDEO, WEB & AUDIO CONFERENCING

ECE brought together industry leaders to discuss the current climate and future of video, web and audio conference solutions, and the importance of these technologies to enterprises in today's business landscape.

## The panel:

**Vincent Uppelschoten,**  
Senior Unified Communications Product  
Marketing Manager (EMEA), Avaya

**Patrick Hannah,**  
Director of Marketing, Collaboration  
Software, European and Emerging  
Markets, Cisco Systems

**Andrew Millard,**  
Director, Marketing, eCommerce,  
Citrix Online EMEA

**Rob Bamforth,**  
Principal Analyst, Communication,  
Collaboration & Convergence,  
Quocirca

**Moshe Machline,**  
VP Corporate Marketing, RADVISION

With video conferencing having moved on from being a niche activity that has been talked about for almost 30 years there has been a marked shift towards its widespread use in business, fuelled by consumer demand and the likes of Skype which have brought low quality video conferencing into broadband connected homes the world over.

Yet the real challenge lies in delivering high quality applications to businesses using technology as an enabler for real-time collaborative communication across both counties and continents.

However, with barriers to entry having shrunk and attrition costs of video also becoming much more palatable for most enterprises the future market looks to be bright.

As Rob Bamforth, Principal Analyst, Communication, Collaboration & Convergence, Quocirca, explains, there has been a change in perception which has seen video conferencing in particular moving from being seen as something that massages the egos of a few senior executives to an application that anybody can now use.

"Instead of being a special event, it's now becoming something that you can just dip in and out of, not scheduling it, not planning it in advance, not having to call on engineers to help," he says, "that's part of the user experience shift."

As a result he says that it has evolved into more of a productivity tool as opposed to one that is viewed as simply saving on travel, money and the environment.

Patrick Hannah, Director of Marketing, Collaboration Software, European and Emerging Markets, Cisco Systems, agrees.

"I think in making a case for conferencing whether it's video or audio web, there's a good ROI to be had in cutting costs," he adds. "So it's a cost avoidance tactic but it is also about improving productivity and eventually leads to a transformation of the business."

While he says that this sounds like a very elaborate claim, he believes it holds true, particularly for larger businesses with distributed workforces. Here, he says, conferencing allows enterprises to manage a collaborative environment across geographies and time zones.

“It makes the process of collaboration very easy,” he says. “It puts the person back at the centre of what we’re doing from an IT perspective.”

There are other drivers too.

Today it’s likely that the consumer experience is pushing employees to use conferencing, says Hannah.

“When I’m joining Webex calls, the increased number of people who are joining on iPad and iPhone because it’s a better, or just as good an experience and it’s more mobile so they can choose what they do, is increasing every day,” he adds.

Yet, if it was up to traditional enterprises to adopt video conferencing, it would have never happened, says Moshe Machline, VP Corporate Marketing, RADVISION.

He believes that the current generation who expect instant messaging, collaboration, video and voice as part of their daily lives has pushed the change upon organisations.

## 66 The ultimate goal is that by having a very integrated way of doing ad hoc communication and collaboration can only improve the productivity, reducing project times, reducing time to resolve issues.99

Vincent Uppelschoten, Senior Unified Communications Product Marketing Manager (EMEA), Avaya

“If you could ask an IT organisation three years ago, not even five, three years ago, you need to open this and that port on your firewall for video, they would have kicked you out of the room,” he explains. “Today they understand it is not a real risk or they have mechanisms in place to support this. Hence this is also driving the adoption.”

And with conferencing becoming more integrated with collaborative working tools and social media Vincent Uppelschoten, Senior Unified Communications Product Marketing Manager (EMEA), Avaya, sees real benefits.

“The ultimate goal is that by having a very integrated way of doing ad hoc communication and collaboration can only improve the productivity, reducing project times, reducing time to resolve issues,” he says.

“If you have an integrated communication system, one click and you’re on the phone, and from there you can escalate desktop sharing, video call, or a more formal web conferencing. So it allows a great deal of flexibility to manage



the communication vehicle of your choice depending on the task,” adds Hannah.

Of course, the demands and requirements for enterprise-grade conferencing are more complex and need more in the way of network capacity than those in the home. Businesses require quality and reliability way above that of consumers and need this integrated into their own company directory with the right security policies and the right permissions for each and every level.

But it’s not all plain sailing.

As Bamforth suggests, if we all unify the underlying IP streams of audio, video, web conferencing in order to get the best use out of the wires and the wireless connections we may be missing a trick.

“The thing that needs unifying and perhaps you’d even go beyond integration and say it needs virtualising is the communications layer by which we all decide who to contact and what mechanism to contact them,” he says. “And we are starting today I think with Presence and mashed up directories, but I can see us very quickly moving way beyond that into something much more sophisticated.”

This could mean that users on a call might have all the information from the last ten calls, the last ten emails, the last five Facebook entries and the last ten Twitter comments to hand.

“So you already know almost beforehand what they’re going to call about, or maybe not necessarily beforehand but as you are talking the right information is at your fingertips,” says Uppelschoten.

To get there businesses will need careful guidance in building architecture allowing them to adapt to the business needs and the cultural changes that will affect them both externally and internally, says Hannah.



This means addressing economic challenges and working out growth strategies post-recession without incurring costs.

“How do you manage your investment? Can you manage some of this as a SAS solution? That’s on one side,” he says. “How do you build a model of good practice of adopting or developing a collaborative culture within a company, so it’s not just a technology issue?”

“I was just thinking that the three strands that this is all based on are people, process, and technology. I wouldn’t say the technology is necessarily easier, but we are a little bit further on with many aspects of it,” adds Bamforth.

Indeed, up till now there have been real problems surrounding inter-company communication with individual organisations using different flavours for this.

“It’s impossible but you start seeing solutions out in the market today, so, unified communication gateways between those styles are the building block that is missing in production by vendors of unified communication,” says Machline.

“I think there’s still a bit of work to do between companies; and between companies and cloud based servers as well, it would seem much more need for federation and application integration to take place over the coming years,” says Uppelschoten.

“I think it’s a good point Vince made about cloud based services and naturally built from the ground up to allow communication irrespective of firewalls,” adds Andrew Millard, Director, Marketing, eCommerce, Citrix Online EMEA. “So, whether that’s IM federation being built in as a standard or whether it’s web conferencing that’s in the cloud, there’s a natural assumption from the beginning that it’s designed for any company both inter and intra-company communications.”

Getting businesses to invest in solutions that will give them high definition, enterprise class systems to talk to prospects when other parts of the firm already use Skype to chat to those internally also presents problems for vendors.

For companies like Boeing and Rolls Royce – who may have many employees working on long-term projects with firms such as Emirates to deliver a fleet of planes – the nature of conferencing seems to make good business sense.

“Now the sales person can in real time IM the customer support,” says Machline. “So ‘are you free for a voice call or video? Great, let’s do that’ and then they start video or voice.”

When they need more information, they then escalate the call to a web conference or to data sharing, he says. “So the unified communication tool will support these processes rather than block them or go against them.”

“Yeah, I was just thinking, picking up on what Moshe was saying earlier, that’s definitely the route we need to be heading down, but interoperability is key for that to happen and it’s interoperability at the right level,” adds Bamforth. “As although we’ve got IP interoperability and a few layers perhaps a little bit above that with SIP and other technologies, we’re not really quite there yet at the full open interoperability at the expression level, at the individual level, at the personal level. There are islands and silos of unified communications, of advance communication tools and visual communication tools, but they are still looking like islands.”

This year companies were provided with real life proof of just how useful enterprise grade conferencing equipment can be on a larger scale though. The volcanic ash that grounded flights across Europe for days proved to be one of the most disruptive forces businesses had seen in years.

“I think those kind of events and you know this may be a surprise, but we’re going to have snow this year in the UK, and stuff will stop,” laments Millard. “So how do you prepare for that? If you start thinking of return on investment, of course those bits are covered. And I’m sure we’ve got many examples in case of customers who say they’ve halved their travel budget, overnight. But it’s those pieces of this business continuity you can’t afford to stop just because the plane stopped. You can’t afford to stop because of the snow. We need to be effective and we need to be efficient. What’s the opportunity cost of you being somewhere else?”

“Absolutely,” adds Hannah. “They’re often missed, because that’s all about risk mitigation and everybody, and I’ll include everybody around the table, we’ve all been bitten by this. We all discovered we needed to do backups after we lost something that was really important. The point





that Andrew made earlier about the disruption because of the snow, suddenly people realise that they can carry on working."

Hannah says that Cisco has Webex sessions running during meetings because inevitably there's always someone who is not there in person.

"So when we were disrupted because of the snow last year, I honestly didn't notice, we just carried on working," he adds. "And if we can persuade our customers and prospects that it's not just an emergency measure, but it's something you can use on an everyday basis, to start thinking very differently about how you run your business. Then it will become a reality."

However, with Machline pointing out that a telepresence call still requires 12MB of very high quality call service network, not every organisation has the technology or inclination to escalate to HD just yet.

"I've been in on the telepresence experience and it's interesting and it's fun," says Bamforth. "I've done the trick of trying to pass the pen across the screen to somebody and for a while it does suspend the disbelief that you're not in the same location, and also it's not tiring on the eyes and all of that. For a very long or a frequent experience I

**“...you can immediately see the benefits of what this means to your work life but also your work life balance.”**

**Andrew Millard, Director, Marketing, eCommerce, Citrix Online Europe, Middle East and Africa**

can see it as something I'd probably want to do, but if I'm just dipping in and out, I don't need High Definition."

"You can't force people," adds Millard. "It's that usability piece that encourages people to want to adopt and use it. Once you've got that usability piece that's how people will get it and you can immediately see the benefits of what this means to your work life but also your work life balance."

"The challenge in a lot of cases is to expose those types of capabilities to people in a user friendly way," says Uppelschoten. "In a fit for purpose way, not having the device dictating the capabilities but rather the user being in the centre of communications and bringing it all together."

Hannah believes we're at the tip of the iceberg when it comes to the size of the opportunity for joined-up conferencing.

**“We are on the verge of making the statement that video is the new voice, and as everybody uses voice, in the future people will use video.”**

Moshe Machline, VP Corporate Marketing, RADVISION

“I think it’s important to reiterate this is joined-up, it’s audio-web-video combined and it needs to be,” he says. The challenge is making it user friendly, and making it at the behest of the user rather than something they have to use as an onerous group of tools. And that leads to the cultural challenge. It really is a cultural challenge that needs a very considered approach to work out what these technologies are doing for your business.”

“I guess just leading on from that point I would say that the culture and the changing of working practices, I think that the culture of the small business owner is to empower his work force, that they haven’t got to be in the office from 9-5,” adds Millard.

For larger organisations he says it’s more about ensuring the workforce is measured and has KPIs in place so that they can actually get on with their tasks versus being quite structured.

“For these tools, again it comes down to this usability and the ability to use them on the devices that you want to use,” he says. “Look at the impact of the iPad. You need to embrace those consumer technologies, to allow people to adopt and to accept it. To me it’s about that simplicity of use.”

“We are on the verge of making the statement that video is the new voice,” says Machline. “And as everybody uses voice, in the future people will use video.”

“The challenge that I see, and we talked about this today quite a bit, is the connectivity between the different IT systems and the different communications systems. As an industry, we need to support this, rationalise it and mark a target towards getting there. ♦



# Interview: Patrick Hannah, Director of Marketing and Collaboration Software in European and Emerging Markets at Cisco Systems

At Enterprise Communications Europe's Video, Audio and Web Conferencing roundtable, George Malim, discussed with Cisco System's Patrick Hannah, how organisations can establish effective strategies for unified communications and collaboration.



**ECE: What approaches should organisations take to ensure that conferencing fits into their strategies for unified communications and collaboration?**

I think the most important part is to understand where conferencing fits.

So it's a combination of culture within a company, it's about people and it's also a real question of the infrastructure that you have already and what business process you want to improve or adapt to as part of the collaboration needs. The crucial questions on the culture are how do we currently operate? How do people communicate? How do they communicate within the company and with external partners and suppliers? And, what kind of infrastructure do we have? They also need to ensure from an architectural perspective that they are putting in place an infrastructure based on a network and an application layer that really makes the best return on the investments.

**What are the challenges on integrating a range of consumer devices for web, video and audio conferencing?**

We are seeing a process of consumerisation within the business IT environment. There are a huge number of people who want to bring in their own devices. They have a very specific experience and they get used to their devices and they want to bring that into the workspace. And that can be a good thing although there are obviously issues around security and interoperability. By designing the collaboration architecture in a way that allows for different devices you then enable people to have a consistently good, high quality collaboration experience irrespective of where they are and irrespective of which devices they prefer to use.

It's about enabling people to make those productivity gains, so there is a very obvious return on investment around cutting the costs of flights, which is great for businesses' bottom lines and also good for the environment.

**Conferencing has always been known to be an expensive solution to roll out across an organisation. What new models could come to market to make that more accessible to enterprises?**

It's true some examples of collaboration or video conferencing are very expensive, so with telepresence, for example, there is no denying it is an expensive solution. It gives you a fully immersive experience, but it's not cheap. By linking technologies like telepresence to simpler communication tools like WebEx web conferencing and doing that very easily with the touch of a button, you can then extend what is a very immersive experience for a relatively small number of people out to a very wide range of other end users who can be on various levels of bandwidth.

**“It's about enabling people to make those productivity gains, so there is a very obvious return on investment around cutting the costs of flights.”**

But, because of that link between telepresence and WebEx they are actually able to fully participate. Looking at purely financial concerns, of course, as we are moving from an economic downturn, questions will be asked about how do we grow as a business without significant investment? WebEx is an example of a collaboration tool that as a web and video conferencing solution can be provided using the SaaS model so there is no Capex requirement. That means a company can start small, grow as they need to, develop it by business unit if needed or go for a fully-fledged solution. Both economically and from a process and cultural change they can manage this collaboration solution at a pace of their choice. ♦

# Interview: Moshe Machline, Vice President of Corporate Marketing, RADVISION

At Enterprise Communications Europe's Video, Audio and Web Conferencing roundtable, George Malim, caught up with RADVISION's Moshe Machline to gauge his perception of the prospects for the conferencing market.



**ECE: Moshe, how important is it that conferencing systems from different vendors interoperate effectively? What can be done to make this happen?**

The biggest challenge that the industry is facing today is interoperability. Not between different

vendors, as this has been solved already by most, but with the introduction of new and more complex conferencing systems, such as elaborate telepresence systems that are very much siloed. If you have a telepresence system from one vendor and want to call a telepresence system from another vendor, you cannot do that. A new product from RADVISION, the SCOPIA Elite MCU, actually enables – for the first time - real interconnectivity between all leading telepresence systems in the market.

**How has the usability of conferencing improved and what needs to be done to improve the situation?**

Until recently all video conferencing vendors were entrenched in the arms race of pixels and quality. So today practically every vendor has high definition systems with great quality. On the other hand the usability and user experience were neglected. In the future, we will see systems coming out with much easier user interfaces and a better user experience that will enable real easy-to-use, one-button-to-push video calling from practically anywhere. We will see the adoption of handheld devices, like Apple's iPad or iPhone or the Blackberry, as a means to easily manage a video conference. And they will replace the complex remote controls or control units that are present today in some conference rooms. We will also see the user experience being enhanced by better quality even over unmanaged networks. So no matter where, whether your system is connected to the public internet or to a leased line, you will enjoy a much better experience. Packet loss or poor quality of service network should not prevent you from enjoying a very good communications experience.

**So, is it the case that technology has got ahead of usability?**

In the past years technology was getting ahead of usability, but usability is now catching up. The race for HD, which was significant because HD is a very strong experience, was in the focus. Now that everyone has HD, and all users demand HD, practically every system sold today is HD capable. And so usability is becoming more important, and the new differentiator.

**“A new product from RADVISION, the SCOPIA Elite MCU, actually enables – for the first time - real interconnectivity between all leading telepresence systems in the market.”**

**To what extent does the cost of telepresence need to commoditise to reach a wider audience?**

Today telepresence systems are a CXO level toy. Most organisations can't afford a \$200K-\$500K system but still want the telepresence experience. What we offer today, with the release of our new Elite MCU and iView management suite, is a way to combine any three room system endpoints and define them as a telepresence system using our solution. So you can implement a telepresence solution that doesn't fall far from a fully-fledged telepresence system at a tenth of the cost.

**So is that solution a costly proposition?**

No. The management suite is bundled as part of our MCU. So is our desktop software to run video communications on the desktop. You buy one box that serves video communications to the whole organisation, and practically every employee can be using it. ♦

# TELEPRESENCE

28th October, 2010  
London





## George Malim

Moderator,  
LRGA Media International

George Malim is event moderator for LRGA Media International's Enterprise Communications Europe (ECE) roundtable events. George is an accomplished speaker and commentator on the communications and technology industry, having covered the sector as a journalist since 1999. His experience extends from editing publications to reporting for various media outlets on developments in the industry. He has chaired many events, conferences, podcasts, webinars and debates over the years. At LRGA Media International, his role centres on facilitating thought provoking and entertaining discussions between industry expert panellists.



Established in 2005, LRGA Media International specialises in executive roundtable events and business-to-business publications.

LRGA's leading communications brand, ECE, hosts and moderates monthly roundtable events, addressing the communications industry's most important subjects from Unified Communications, Enterprise Mobility, Conferencing, The Cloud and more.

Communication is paramount to any organisation running and operating efficiently. ECE events provide the opportunity for executives to discuss cutting edge subjects with leading lights and peers from within the industry. Critically they present a very different opportunity to traditional printed magazines, offering up-to-date information with the industry's leaders addressing the most pertinent topics.

The ECE brand also supports a business-to-business publication and website - both report content generated from the roundtable discussions; ensuring that executives are engaged through a number of channels and on a number of levels.

LRGA has developed an outstanding reputation, producing cutting edge content which demands the attention of those involved in the communications industry.

[www.lrgamedia.com](http://www.lrgamedia.com)



**Dave Thomson,**

European Marketing Manager, Unified Communications & Collaboration, Cisco Systems

For the last 26 years, Dave Thomson has been involved in the high-tech industry, where he has gained a broad range of experience as a Development Engineer, Product Manager and Marketing Manager in companies such as GEC-Plessey Telecommunications, Aspect Communications, Primus Knowledge Solutions, Saba Software and Performix Technologies.

Dave joined Cisco in 2005, initially to focus on marketing contact centre solutions in Europe, but he now covers the full UC&C portfolio, which includes telephony, mobility, customer care, video (he was responsible for the launch of Cisco TelePresence in Europe), conferencing, messaging and enterprise social software. Dave also has a business transformation role, helping organisations, particularly in the public sector, to build the business case for UC&C solutions.

Dave's technical background, first-hand experience of customer sites and his ability to communicate with humour and without acronyms, has led Dave to be invited to speak at hundreds of events around the world.



Cisco Systems, Inc. is the worldwide leader in networking for the Internet. Today, networks are an essential part of business, education, government and home communications, and Cisco Internet Protocol-based (IP) networking solutions are the foundation of these networks. Cisco hardware, software, and service offerings are used to create Internet solutions that allow individuals, companies, and countries to increase productivity, improve customer satisfaction and strengthen competitive advantage. The Cisco name has become synonymous with the Internet, as well as with the productivity improvements that Internet business solutions provide. At Cisco, our vision is to change the way people work, live, play and learn.

[www.cisco.com/go/collaboration](http://www.cisco.com/go/collaboration)



**Howard S. Lichtman,**

President & Publisher, Telepresence Options, The Human Productivity Lab

Howard S. Lichtman is a productivity-focused technology technologist, author, publisher and consultant with specialties in telepresence and visual collaboration to improve organizational and personal productivity. He is the Founder and President of the Human Productivity Lab, an independent consultancy and research firm that helps organizations design telepresence strategies and deploy telepresence solutions. He is the publisher of Telepresence Options, the #1 website on the Internet covering the telepresence revolution and editor of the Telepresence Options Telegraph, the world's most widely read publication covering telepresence technologies.

Howard is also the author and/or co-author of *The Inter-Company Telepresence and Videoconferencing Handbook* (2009), *The Telepresence and Videoconferencing Exchange Review* (2010), *Telepresence, Effective Visual Collaboration and the Future of Global Business at the Speed of Light* (2006), and *Emerging Technologies for Teleconferencing and Telepresence* (2005). He is currently working on *Telepresence Options 2011 Yearbook*.



The Human Productivity Lab is the leading telepresence consulting firm for global financial institutions, multinational telecommunications and pharmaceutical companies, and other Fortune 5000 corporations across a broad range of industry sectors. The Lab was founded by Howard S. Lichtman, a productivity focused technologist who advises firms how to successfully deploy telepresence to enhance internal and external communications, cut costs and improve organizational productivity, and increase bottom line revenue. On the vendor side, the Lab works with both established technology brands and emerging companies to provide independent, third-party product evaluation, business strategy, sales force training, and creative marketing including corporate video production. On the publishing side, the Lab publishes Telepresence Options, the #1 website on the Internet covering the telepresence technologies and the telepresence industry, the Telepresence and Videoconferencing Catalog, and the Telepresence Options Telegraph newsletter.

[www.humanproductivitylab.com](http://www.humanproductivitylab.com)

**Simon Dudley,**

Global Sales and Strategy, LifeSize

Simon Dudley is an industry veteran having been in the Video Communication business since the early 90's, and with LifeSize since its inception in early 2003. Simon has had a range of influential roles within LifeSize including Product Design, Product Marketing, EMEA Sales Director, UK Country Manager, and Emerging Markets Manager.

Presently Simon manages LifeSize's largest global opportunities, working closely with clients and the LifeSize engineering team to produce the next generation of Video Communication solutions.

Simon resides in Southern California, having recently been promoted to Global Sales and Strategy after growing the Emerging Markets division by over 50%.



LifeSize Communications is a world leader in high definition video communications and telepresence. Founded by industry veterans in 2003, LifeSize pioneered high definition video communications to make communicating at a distance as natural and effective as being in the same room, for anyone, anywhere. LifeSize became a division of Logitech in December 2009, sharing a vision of everywhere there is voice there should be video. More information about LifeSize can be found on our website.

[www.lifesize.com](http://www.lifesize.com)



### **Ian O'Connell,**

Founding Director, Musion Systems

Musion Systems Limited is the world leader in producing 3D holographic effects, pioneering the evolution of the Pepper's Ghost illusion. This simple Victorian parlour trick has been transformed for the 21st century using the latest HD technology. Utilising our unique patented Foil system, Musion has created bespoke 3D solutions for clients all over the globe since 2002. Ian was Project Manager on the Cisco Bangalore Telepresence event which was the world first ever holographic projection Telepresence.

Founding Director and shareholder of the ITP Publishing Group.

With over 600 employees publishing over 80 titles, ITP are the largest magazine publisher in the Middle East and one of the largest licensed franchise publishers anywhere in the world. Key titles include Time Out, Car Magazine, Esquire, Windows User, Gitex Catalogue and Gitex Times. Ian's exposure to licensing underpinned his understanding of protecting a company's brand values. The concept of homogenisation of standards through the franchising model was an appealing career path. As Group Publishing Director, Ian O'Connell, along with fellow ITP directors was responsible for conceiving and the execution of licence agreements for the publications listed overleaf.

Founding Director and key investor in Dormina UK Limited.

Dormina UK Limited is primarily an intellectual property consultancy concerned with the licensing of patents, trademarks, copyrights and know-how for new and innovative products.

Ian was responsible for the drafting and structure of Dormina's IPR licensing and Musion Systems' initial licence agreement with Uwe Maass.



Musion Eyeliner is a high definition 3D holographic video projection system allowing a spectacular 3-dimensional moving life sized hologram to appear within a live stage.

The system has been used for major product launches, media events, such as consumer entertainment and TV spectaculars and VIP celebrity keynote addresses.

It brings dramatic, previously unseen 21st century video film effects to live events, including audio-visual artistic performances, conferences or trade show presentations, live TV, retail displays and large-scale digital signage.

The 3D projection system is unique worldwide, infinitely configurable and has amazed both clients and audiences alike.

The TelePresence offering allows for life-size holographic figures with full motion and no latency between sound and image, making it commercially viable for large public access areas.

TelePresence has received worldwide acclaim – groundbreaking press coverage at events such as InfoComm and recently won 'Advanced Video Services Innovation Award' at the GTB Innovation Awards 2009.

[www.musion.co.uk](http://www.musion.co.uk)





### John Antanaitis

Vice President, Product Marketing, Polycom, Inc.

John Antanaitis is the Vice President of Product Marketing at Polycom. With nearly 20 years in high-tech communications, he leads a global marketing team responsible for worldwide product positioning, messaging, new product launches and events for Polycom products, solutions and services.

John joined Polycom in 2002 after spending five years in Marketing and General Management functions for Stanley Tool Works and Fortune Brands. Prior to that, John spent ten years with Motorola, working in various functional disciplines including Engineering, Operations and Marketing in the rapid-growth mobile phone industry.

John has a Masters of Management (MBA) with majors in Marketing and Operations Management from the J.L. Kellogg Graduate School of Management in Evanston, Illinois and a Bachelors of Science degree in Mechanical Engineering from the University of Illinois in Champaign, Illinois.



POLYCOM®

Polycom, Inc. (Nasdaq: PLCM) is the global leader in Unified Communications solutions and the only provider of telepresence, video, voice and infrastructure solutions built on open standards.

With Polycom people can meet face-to-face without being in the same place so they can more effectively communicate, solve, and create. From their desktops, meeting rooms, class rooms, and a variety of mobile settings, people connect and collaborate all over the world using Polycom solutions. Through highly visual immersive experiences, teams make better decisions faster and increase their productivity. Today Polycom is at the center of a powerful ecosystem of technology leaders who are working together to protect customer investments, ensure flexibility, and develop future-ready solutions. Polycom's open-standards integration with the leading Unified Communications (UC) and networking platform vendors makes it possible for our customers to use Polycom solutions along with their existing business applications to communicate in real time over any device and across any network. Quite simply, it makes good business sense for companies to rely on the broadest offering of Unified Communications solutions from Polycom because they can improve productivity, reduce their costs, rapidly gain a return on their technology investment-and thrive.

Polycom is powering smarter conversations and transforming lives and businesses worldwide.

[www.polycom.com](http://www.polycom.com)



**David Stirling**

Telepresence Business Development Director EMEA.  
Polycom

David Stirling is Telepresence Business Development Director for Polycom in Europe, Middle East & Africa (EMEA) where he is responsible for Polycom's telepresence development, go-to-market and sales strategy in the region. He had an integral part in enabling Polycom's global telepresence revenues to grow 45 percent year-over-year (Q1 results).

David has been in the conferencing industry for just under 20 years and prior to joining Polycom he was the Regional Vice President for Global Crossing's conferencing business in Europe and Asia. Before this, he served as the Vice President for Worldwide Sales for the video business at Genesys.

David has a maritime communications degree from Plymouth University and is based in Polycom's EMEA headquarters in Slough, near London in the UK.



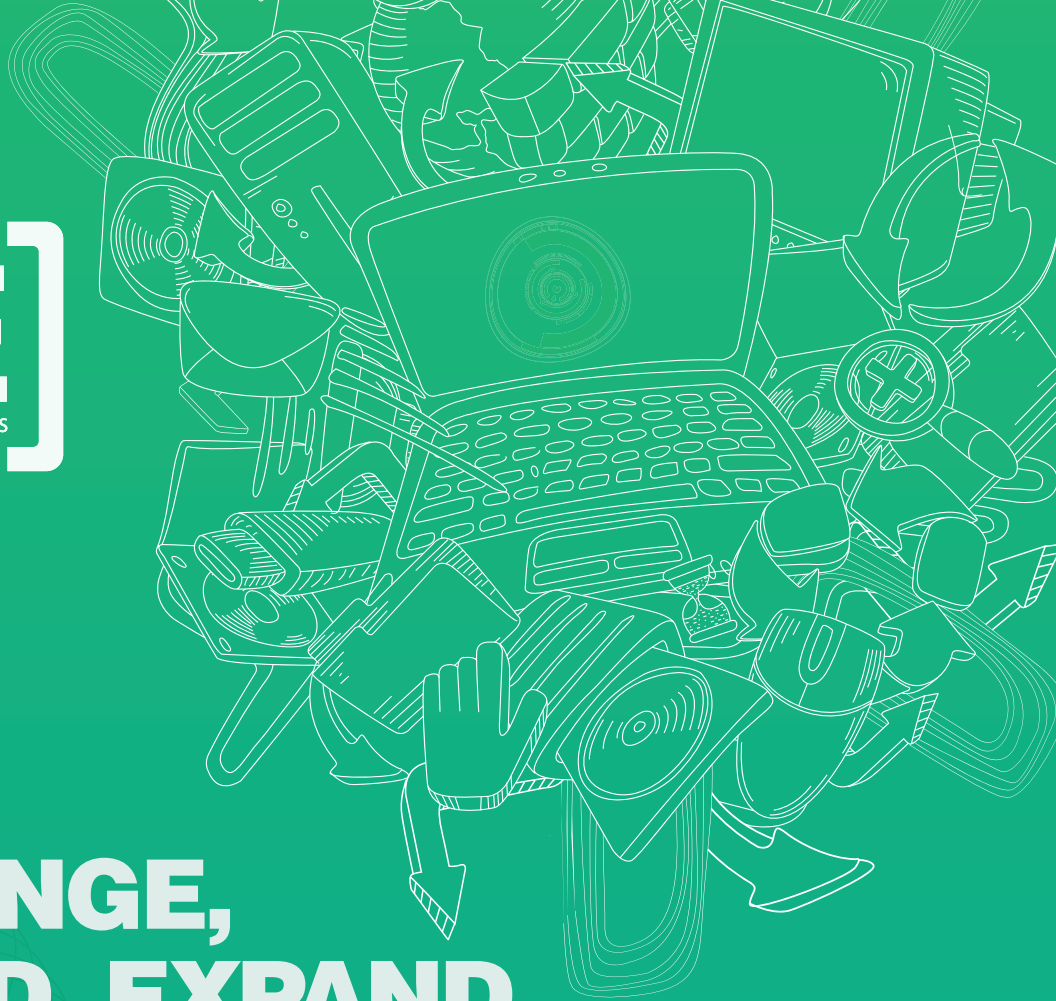
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Join us for our next roundtable examining Contact Centre Solutions, held in London, on Thursday 24th February 2011.

### Topics Include:

- Examining the benefits of the traditional call centre. Is this still a realistic model for the 21st century or is a more dynamic approach required?
- Building good client relationships through the call centre – providing client-based solutions that meet the ongoing needs and requirements of individual customers.
- Increasing productivity and profitability through innovative new uses of, and developments in, the contact centre.
- Optimising the contact centre's performance through connectivity and integration with existing business applications.
- As the old traditional call centre becomes increasingly obsolete — how do we meet the challenges of a consumer-driven, Internet-enabled world?
- The hidden benefits of virtual contact centres which can include a more contented team, greater brand affinity and increased sales.

### Agenda:

- 8.30am** Registration
- 9.00am** Panel Discussion
- 10.00am** Q&A
- 10.30am** Coffee and Networking

For further information, or for advertising opportunities please visit [www.enterprisecommunications.eu](http://www.enterprisecommunications.eu) or email us at [info@enterprisecommunications.eu](mailto:info@enterprisecommunications.eu)

# WARMTH, REALISM AND EASE OF USE DRIVE TELEPRESENCE UPTAKE

In October, Enterprise Communications Europe brought together a panel to discuss the progress telepresence is making as it becomes more widely deployed. George Malim, the event moderator, reports on the discussion.

## The panel:

**Dave Thomson,**  
European Marketing Manager, Unified  
Communications & Collaboration, Cisco  
Systems

**Howard Lichtman,**  
President - Human Productivity Lab,  
and Publisher of *Telepresence Options*

**Simon Dudley,**  
Global Sales and Strategy, LifeSize

**John Antanaitis,**  
Vice President, Product Marketing,  
Polycom

**David Stirling,**  
Telepresence Business Development  
Director EMEA, Polycom

**Ian O'Connell,**  
Founding Director, Musion Systems

Practicing what it preaches, Enterprise Communications Europe used telepresence to bring the panel together with the event hosted in Polycom's City of London facility and participants joining from Washington DC, New York and Austin, Texas. The participants were keen to emphasise how telepresence provides a far warmer, realistic and easy to use environment than traditional conferencing such as audio and video.

Howard Lichtman, President – Human Productivity Lab and Publisher of *Telepresence Options*, agreed: "Human beings have innate expectations with respect to interpersonal communication. When I'm talking to you, I expect you to be life size, I expect your motion to be fluid, I expect your flesh tones to be accurate, I expect when you talk that the sound is going to come from you," he said. "And I think that's what traditional video conferencing didn't deliver, it delivered very small participants on what I'd like to call the plastic camera on the TV set on the dessert cart. It didn't meet those innate expectations with respect to interpersonal communication and what the early adopters of telepresence have found is, when you do meet those expectations, when you do have life size participants, when you have fluid emotion, accurate flesh tones and everything else that we're experiencing now in this setting, people will use it."

For Dave Thomson, European Marketing Manager, Unified Communications & Collaboration, Cisco Systems, the ease of use is as important as the quality of the experience. "I think telepresence has got to the point now where you know you can roll the stuff out with zero training," he said. "End-users can just walk in, they can set up the room very easily in their calendar and they can just press a button, it starts the meeting and they're not thinking about the technology. They're thinking about the business decision, what's the thing we have come here to discuss and the technology doesn't get in the way of that happening because of the ease of use. I think that's why we're seeing telepresence starting to roll out across organisations now."

However, that doesn't mean the technology is ready to feed down to the consumer market just yet. "I think the industry is potentially going to be more driven by the consumer," said David Stirling, telepresence Business Development Director EMEA, Polycom. "If you look at what video has done in the past to the

music industry, what video has done to the internet, video will now become an integral part of our home life. I don't believe it's going to be that far down the road that when I want to speak to my grandmother or my auntie or even my son, rather than doing it on a shaky Skype type product that you may use now, I will sit in the comfort of my house maybe with a forty-two inch screen or something like that and just have that conversation. So absolutely I believe that is exactly where it's going to go. Whether that's driven by vendors or whether that's driven from the consumer electronics, white goods or black goods manufacturing is yet to be seen."

In some respects parallels between the roll-out of telepresence to that of videoconferencing can be drawn, as Ian O'Connell, Founding Director, Musion Systems, explained: "I joined the IT publishing World in 1983, I was just a minnow out of college and of course the PC was a new technology. Nevertheless, I used to go out into the field and the PC would be in the President's Office or it would be in the Head of Accounts' Office and its functionality was limited. It required a technical person to do anything more than word processing or spread sheets on it and in the space of fifteen years, it became a ubiquitous must-have tool for every member of the public. I think that telepresence will go the same way."

O'Connell also sees telepresence developing within the consumer market. "In the entertainment market people want to do more interesting things and we've only got to look at YouTube to understand that by creating a TV broadcast yourself channel people will start doing things to broadcast themselves that not even the TV networks previously had ever thought of," he added. "That's the nature of human creativity and I think what you'll find with telepresence is that people will start creating one-to-one experiences that go beyond what we are enjoying here today, which is essentially a business discussion."

John Antanaitis, Vice President, Product Marketing, Polycom, agreed but felt that it was important to understand what



represents a suitable case for telepresence usage today. "There are going to be appropriate environments," he said. "Desktop and mobile are coming but clearly you won't get a life size image on a mobile product but the user experience must be a pretty familiar and consistent paradigm across [the platforms]. It might be different at home, truth be told but from a business perspective, if I work for organisation A, the behaviour that I have in my personal telepresence, my team telepresence, shouldn't need to be altered drastically, it should be comfortable and a natural extension from one room to the next."

Simon Dudley, Global Sales and Strategy, LifeSize, commented that while the panel was in broad agreement regarding quality of experience, telepresence is becoming a multi-platform experience, not just one geared to high specification telepresence suites. "It needs to be like looking through a window to another place," he said. "You need to have it everywhere because if you don't, then, frankly there's no one to ring. If you can't, if they haven't got the same thing you can't ring them and the whole industry is horribly hobbled by this idea that all the major manufacturers seem to have non-interoperable solutions."

Interoperability remains a key sticking point for the industry's development but all the participants are aware of the issue and working to address it, as Stirling pointed out: "I think it could hold the industry back especially in that business-to-business application which is actually where this industry will explode," he said. "Obviously there are industry standards right now. All of the manufacturers that have been in the videoconferencing – and I'll use that word deliberately – space, all complied to the industry standards, so if you look at the two to three million video endpoints that are in the marketplace right now, regardless of vendor, they've all complied with an industry-standard. What the industry needs

**66 So now we're moving to high definition, moving to better quality of service on IP networks, we're moving to larger screen sizes and higher resolutions on codecs. So what I see is quality going through the roof and I see more ubiquity.99**

Howard Lichtman, President - Human Productivity Lab, and Publisher of Telepresence Options





to do now, is to just maybe grow up a little bit and say that the business-to-business piece is critical.”

The participants were then asked how they saw telepresence developing over the coming 24 months. “I would love to see it continue to deliver the ability to communicate face-to-face without having to travel and I’d like to see it do that at a price point that allowed it to be deployed across every corporation,” said Stirling.

O’Connell anticipated the rise of mobile telepresence. “I’d like to see the threshold of 20%, over 20%, of telepresence experiences being delivered through 4G because I think that would wake up the networking companies,” he said.

For Dudley there were two key points. “The answer is twofold,” he said. “Ubiquity is our goal, telepresence has got to be everywhere and there also needs to be a seachange in the way that most people do business. Most people walk past their telepresence or videoconferencing room, to get on a plane because they haven’t re-engineered the way they go to work. What we need to do is change the way people think about communicating and doing business and this will stop them getting on airplanes.”

Antanaitis thought that the next two years would see new endpoints and much of the interoperability issues resolved. “My honest opinion is that in two years you’ll have tablets that have this quality of experience,” he said. “I really do believe that, based on what I know, is in the works for a number of organisations across the globe. My expectations in two years are that there will be interoperability across manufacturers, not all manufacturers and I expect that will always be the case. In addition, we haven’t even talked about how these solutions get mapped into the business applications that everyone uses on a day-to-day basis and I expect that’s going to happen in the next two years. It is

already starting to happen and it’s going to get even more ingrained in users’ habits.”

For Lichtman, the functionality offered by telepresence is the key and, as quality increases and cost decreases, he expects the market to accelerate: “One of the interesting dynamics about what’s going on in the industry is that the cost of every major component of telepresence environments and telepresence systems is going down. So, when we take a look at the cost of codecs and take a look at the cost of cameras and the cost of bandwidth and you look at the cost we are moving to, with much higher unit runs, we’re getting the cost of the environment down,” he said. “At the exact same time, the quality is going up. So now we’re moving to high definition, moving to better quality of service on IP networks, we’re moving to larger screen sizes and higher resolutions on codecs. So what I see is quality going through the roof and I see more ubiquity. I see this coming together because of this virtuous cycle of every component getting better at the same time that the cost point is being driven down.”

Thomson felt those are key dynamics and also pointed out that the industry could be stimulated by currently unknown drivers. “I think it will be interesting. In two year’s time, who knows, the third Icelandic volcano may have blown up, so actually it may force people to change their behaviour,” he said. “I was slightly saddened this morning to read that air travel at Heathrow airport last month was at its highest level ever with business travellers and I think something has to change in the way corporations behave. At the moment telepresence systems are like phone boxes, fifty years ago we had to go to a local phone box to make a call. Once we get it at our home desk, once we get it everywhere, we’ll start to reduce our travel because we just have to work differently and telepresence has a big part of play in that.” ♦



# Interview: David Stirling, Telepresence Business Development Director EMEA at Polycom

At Enterprise Communications Europe's Telepresence roundtable, George Malim, spoke to Polycom's David Stirling about how the technology has developed and is now being used by more and more people as it moves from boardroom exclusivity to the mass market.



**Telepresence is becoming much more widely deployed with suites in hotels, offices, airports and so forth. But how is it an improvement over traditional video conferencing?**

It is quite a considerable improvement over what people in the industry and our customers may refer to as traditional videoconferencing

because it actually now delivers a real alternative to those face to face meetings that we have to have in business. It creates an environment where you can communicate both verbally and non-verbally across the table and across the room and actually have a productive business meeting. Traditionally in video there were restrictions around how that was actually perceived by our customers. The perception now with telepresence is that it does deliver that solution.

**How can a return on investment case be constructed around telepresence?**

When you actually look at the return on investment and the total cost of ownership over a period of time, telepresence actually creates a far faster return on investment than traditional video. Polycom encourages all of our customers to use one of the tools that we have on our website, a return on investment tool, so that they can actually start to analyse not only the hard cost savings, such as traditionally the travel saving, but also to look at the soft cost savings and the productivity gains and the lifestyle gains that companies can then deliver to their employees. Telepresence creates a far faster return on investment than traditional video.

**Obviously, there are a lot of proprietary systems out in the market at the moment. How do you see that needing to change to accelerate uptake of telepresence?**

I personally believe that it is absolutely critical that the companies that are producing systems, whether or not they

are standards based such as Polycom, interoperate with all of the video conferencing systems out there in the world. What we shouldn't be doing is pigeon holing customers into a communications standard. We need to look at a unified communications standard, whether that's from Polycom or some of the other manufacturers. That will help grow not only the video within the organisation but business-to-business video communication, which is really where this industry will explode.

**“It creates an environment where you can communicate both verbally and non-verbally across the table and across the room and actually have a productive business meeting.”**

**How do you see the telepresence market developing over the next 24 months?**

I think it has a long way to go in the next 24 months as far the technology that we have today really does deliver face-to-face communications. It is then about integrating that into the unified communications structure within an organisation and bringing more applications into the telepresence environment. That will give the functionality to the people who are using these solutions to deliver those productivity gains within those organisations. ♦

## ▶ Polycom® Immersive Telepresence Solutions

The Most True-to-Life Collaboration Experiences, providing the fastest return on investment, all in a completely standards-based environment

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  - ▶ Polycom immersive telepresence provides the most realistic and productive meeting experience in the industry.
  - ▶ Polycom solutions are built on open standards and natively interoperate with other standards-based solutions, so you enjoy investment protection for your existing high definition and legacy endpoints.
- First solution to optimize experiences with bandwidth saving technology (H.264 High Profile) and Lost Packet Recovery
  - Broadest portfolio with seating for up to 28 participants per room
  - Only multipurpose flexibility allowing you to use the suite for non-telepresence meetings
  - Clearest audio using Polycom StereoSurround™ technology for natural conversations
  - Only immersive telepresence to offer truly hidden technology
  - First and only solution to offer fully immersive telepresence where everyone is seen in true-to-life dimensions sitting, standing, or walking around (Polycom RealPresence™ Experience (RPX™) solution)



### **Learn More**

To find out more about Polycom immersive telepresence solutions and what they can do for your organisation. Visit us at [Polycom.com/telepresence](http://Polycom.com/telepresence) or contact us directly at 0800 015 2882



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