Building Video Collaboration into Your Unified Communications Network

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May 7, 2008

Agenda

- Introductions
- Unified Communications & Video Collaboration
- Impact on Existing IP Networks
- Planning
- Case Study: Bear Stearns & Companies
- Questions

Polycom, Inc. Overview

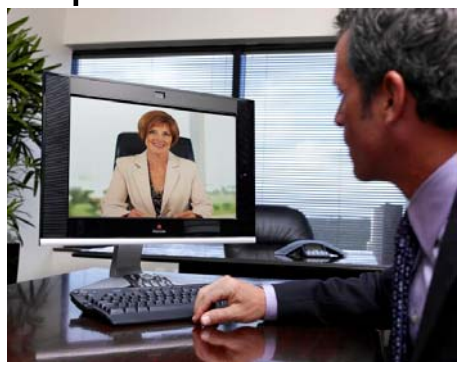
	**Financial**	NASDAQ listed - $2.2 Billion Mkt Cap
	**Market Leadership**	Market leader in unified collaboration solutions
	**Innovation**	Driver of industry standards and developer of 600 patents
	**Unified Communication Ecosystem**	AVAYA IBM CISCO Microsoft Alcatel·Lucent
	**Global Presence**	40 offices in 22 countries, 2700 Employees

Unified Communications

- Bringing together various forms of communication
  - Voice & Video Calls
  - Conferencing: Video, Web, Audio, Data
  - Messaging (Instant Messaging, E-mail, Unified Messaging)
  - Presence
  - Others
- Delivery of UC is over an IP network.
  - Real time communications (VoIP, Video) unique characteristics
  - According to IDC 40%-45% of enterprises in NA have deployed VoIP.
- Provide individuals with communication options that improve their effectiveness.
  - Immediate, Simple, Interoperability

Video Collaboration

- Dynamic Business Environment Driving Collaboration
  - Competing for Global Talent Pool; Remote Expert Workers
  - Coordinating Outsourced Business Functions
  - Market Places Success Requiring a Cross Functional Teams
  - Etc.
- Video Collaboration Provides the Best Collaboration
  - High Quality Visual Capabilities: SD => HD => Telepresence
  - Multiple Participants Inside and Outside the Enterprise
  - Integrated data sharing
  - Ability to initiate collaboration real time



Video Collaboration Benefits

Workflow

- Improve productivity
- Increase efficiency
- Encourage innovation
- Competitive advantage

Employees

- Better / faster decision making
- Improve work / life balance
- Increase employee satisfaction
- Reduce turnover

Partners

- Develop closer integration
- Build trust/rapport remotely
- Increase partner satisfaction
- Reduce partner attrition

Financial

- Achieve business metrics
- Reduce costs and CO2 footprint
- Increase shareholder value
- Maximize revenue/profitability

Impact on Existing IP Networks

- Bandwidth Quality
  - Need for No/Low Packet Loss, Latency, & Jitter across WAN
- Traffic Management Capability
  - Need to Mark Traffic & Manage Priorities: QoS
- Infrastructure Capabilities
  - High Performance (Buffering, Throughput, Queuing)
  - Resiliency

Planning

- Organize
  - Establish cross skill teams: Networking, Video Collaboration, and Security Skills
- Define Business Requirements
  - Determine business expectations: Users and Services
- Evaluate Existing Network Infrastructure
  - Review internal hardware and WAN capabilities
  - Understand existing data and VoIP traffic
- Develop Plan & Pilot
  - Tune network configurations
  - Tune user training and deployment steps
- Plan Support Approach
  - Roles for Video, Network, and Security skills

Case Study: Bear Stearns & Companies

- **Challenge:** Deploy video technologies globally

- **Situation:** Deliver solutions that are successful business tools

Video conferencing, the early years

- 1994 Colgate Palmolive deployed first system
- Hyundai using SW56
- 100 room systems were built globally
- Executive Management team announced video conferencing will be used

Bear Stearns

- Joined BSC in early 2000
- Challenge was to deploy latest technology into new world headquarters
- Make video conferencing a successful business tool

Process

- Needed to understand the BSC culture
- Create a lab environment to evaluate latest technology
- Create evaluation matrix
- Recommend to CIO

Process

- Create RFP
- Work with Architect’s
- Select Integrators

Create Video network

- Built a video overlay network
- Why
  - Bandwidth existed
  - Inexpensive to do
  - Easy to deploy
  - No concerns with IP precedence
  - No QOS issues

- **Evolution of HD will require change**

Build out

- **Build** the rooms
- **Train** the users
- **Manage** the systems and rooms
- **Maintain** the systems and rooms

Standards

- Get buy in
- Create corporate standards
- Create templates
- Mass produce

Video Collaboration today

- Average 200 conferences per month
- Typically 3-5 locations
- Calls typically last 90 minutes

Usages

- Internal meetings
- Client meetings
- Interviews
- Close deals…JPMC/BSC merger

Technology Refresh

- Video collaboration systems, 3-5 years of active development
- 5-8 years of useful life
- Enhancements galore
- Stay current, consider lease vs. purchase

Next Challenge

- Start the process over again
- Understand the JPMC culture
- Marry the technologies

The Story continues…

- Stay tuned

Questions?