



AVAYA TREND ADVISOR

## VIDEO SOLUTIONS IN THE ENTERPRISE

**AVAYA**  
The Power of We™

### 7 REASONS WHY CORPORATE VIDEO CONFERENCING IS BOOMING; AND WHY YOU SHOULDN'T MISS OUT

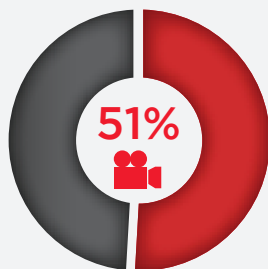
Thirty years after it first arrived on the scene, video conferencing is now quickly becoming an everyday part of doing business. Thanks to recent innovations, most companies now see it as a viable means of increasing collaboration and reducing travel costs. And they're eager to extend its value to desktop and mobile users throughout their networks.

Video conferencing technology has been advancing rapidly on two separate fronts in recent years. On one side, large corporations have been investing heavily in state-of-the-art, high-definition 'telepresence' installations to enable lifelike, face-to-face discussions between executives. On the other side, we've seen the incredible rise of families and friends connecting via free, less sophisticated consumer video offerings like Skype™ and Facetime™.

As millions of people have gotten a taste of face-to-face communications, business interest has grown quickly. In fact, most companies now see video conferencing as an ideal way to bring new vitality and speed into their decision-making and business processes. The market is hungry for more affordable, versatile video conferencing solutions that offer the ability to connect with employees, suppliers and customers — without compromising security or valuable integrated applications.

New technologies with innovative applications are fueling the growth of corporate video conferencing. They're being driven by a desire to provide a higher degree of communication — one that allows businesspeople to do less multitasking in meetings and pick up on highly important non-verbal communication. That desire is coming from all sides of businesses, from management to IT to line of business.

Studies show that corporate interest and participation in video conferencing continues to grow.



**51% of organizations** now use video conferencing.<sup>1</sup>



**90% of users say** video conferencing meets or exceeds expectations.<sup>1</sup>



**50% of users** plan to expand usage in the next 12 months.<sup>1</sup>

<sup>1</sup>Frost & Sullivan, *Overcoming the Challenges of Mobile Video Conferencing*, 2012

In this paper, we've identified seven trends that are fueling corporate interest in adopting video conferencing.

## #1 LIFELIKE QUALITY

The advent of high-definition video in 2007 changed the game in video conferencing. Having a higher resolution has made the experience far more lifelike. It's also made it possible to use a widescreen monitor to interact with an entire room of people at once — with the same HD quality people have become accustomed to on their TVs at home.

The ability to deliver lifelike, face-to-face experiences is a derivative of significant advances in video cameras, image stitching algorithms, audio-video restoration and video display technologies. But it doesn't stop there. Other improvements that have made the experience more lifelike include high-fidelity audio, multi-directional stereo capturing, lip synchronization and spatial positioning.

Some of the improvements currently being developed to enhance the video conferencing experience focus on the ability to identify others through behavior, face, character and voice recognition. 3D video capturing is another exciting innovation currently in the works. Although still in its infancy, the idea behind this technology is to use clusters of video cameras and advanced depth reconstruction algorithms to provide a truly immersive experience in which depth can be perceived. Each year, developments like these are helping to improve the video conferencing experience and create the sense that participants really are "right there" in the same room.



75% of U.S. households have an HDTV set<sup>2</sup>

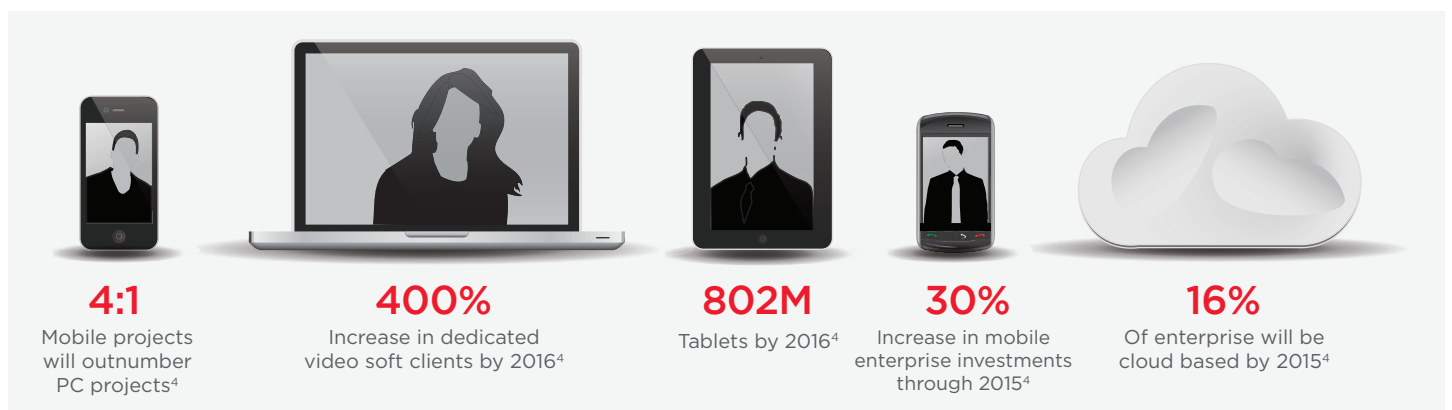
“Two of the biggest trends in business are converging to make mobile video conferencing a key component of any employee's technology toolset: BYOD...and collaboration.”<sup>3</sup>

## #2 MOBILE CAPABILITIES

The Bring Your Own Device (BYOD) trend continues to transform workplaces around the world. The challenge for businesses large and small is how to safely and effectively integrate employee-owned smart phones and tablets into their processes. Clearly, consumer video conferencing tools like Skype or Facetime don't provide the levels of scalability, reliability and device support businesses need. This is why so many vendors have been working to find an effective answer.

be able to connect to high-quality mobile video applications on whatever consumer devices they use — whether the platform happens to be Windows, Apple or Android. Fortunately, the combination of higher bandwidth capacities, higher powered devices and the ongoing refinement of video conferencing apps have made it possible for companies like Avaya to deliver the goods. And this is one of the most exciting video conferencing trends happening in the market today.

As the BYOD trend continues to grow, the business market is clamoring to



<sup>2</sup>Nielsen, *High Definition is the New Normal*, October 2012    <sup>3</sup>Frost & Sullivan, *Overcoming the Challenges of Mobile Video Conferencing*, 2012    <sup>4</sup>Gartner 201X

### #3 COST REDUCTION

Saving money has always been a business motivator. It's no wonder then that as the costs of video conferencing come down, interest continues to pick up. Technologies that make it easier to transmit higher quality video along with cheaper, high-speed bandwidth have brought down the cost of connecting. Also, as video conferencing technologies mature and scale for broader use, costs per user have come down dramatically. This is especially true with standards-based video systems that enable companies to leverage prior investments in their unified communications systems.

As system costs come down, the money companies are able to save by reducing their travel is coming to the forefront. By replacing travel with face-to-face video conferencing, companies not only save money on flights, hotels, local transportation and meals, but can also accelerate their decision-making process and feel good about doing their part to reduce energy consumption and carbon emissions. Video has also proven to be a money-saver in contact centers and other types of service applications in which detailed direction is needed.

“The primary driver [of video conferencing] is cost reduction.”<sup>5</sup>

### #4 SIMPLICITY

Fortunately, the days when IT had to be summoned to painstakingly set up each video conference are long gone. Today, a single touch or swipe is often all it takes to connect to coworkers and customers around the world. It's also easy to provide centralized access to video conferences now by just sending a link to all attendees in an email invite. There's simply no need to worry about downloading special licensed clients or firewall traversal. All of these things are handled automatically.

The impact this simplicity is having on companies can be seen everywhere. And one of the biggest beneficiaries is the recurring conference. Instead of dull, faceless exercises, these regular check-ins can now include a rich visual component with a personal touch. There's so much more room now for achieving spontaneity, camaraderie and – the holy grail of the video conference – collaboration.

### #5 INTEGRATION WITH OTHER MEDIA

There's more to a meeting than just conversation. That's why audio and web conferencing systems are adding video conferencing to the mix. And it's why leading vendors are busy adding elements of web conferencing into enterprise video conferencing offerings. Today's new video conferencing features allow participants to check presence, share files, share screens, instant message and even brainstorm on interactive white boards together.

The industry is heading toward a unified solution that will blend all of our audio, video and data into a single communications solution that works across any and all end user devices. By integrating video conferencing with UC systems, companies can support all kinds of flexible access scenarios, including both fixed and mobile networks. The possibilities are truly endless for the integration of our communications and the interoperability of our devices.



**Overall cost savings** of using video kiosks connected to contact centers. (Savings attributed to far faster issue resolution and up to a 50% drop in returned merchandise.)<sup>6</sup>

“Video conferencing is starting to add certain elements of web conferencing, data presentation and sharing. Ultimately the goal is a completely unified solution that allows users to be able to have a conference with any of those capabilities.”<sup>7</sup>

<sup>5</sup> Frost & Sullivan, *Overcoming the Challenges of Mobile Video Conferencing*, 2012

<sup>6</sup> Avaya, *Avaya Video Communication*, 2012

<sup>7</sup> Bob Romano, *Avaya Podcast*, 2012

## #6 SCALABLE VIDEO CODING

The arrival of Scalable Video Coding (SVC) had made it possible to run high-quality desktop and mobile video over the Internet for an affordable price. SVC divides video frames into separate encapsulated layers containing portions of the entire stream. This helps eliminate interruptions — even on busy networks.

It also facilitates multipoint video conferencing sessions in which users log on using a wide range of different hardware or devices — all with different bandwidths, processors and speeds.

Since SVC doesn't require transcoding the server during streaming to change frame frequency and resolution, the

process uses far less computing power and does not require specialized servers. This has helped to bring down video conferencing costs considerably and made it easier for less powerful mobile devices to enjoy full video capability.

## #7 ENTERPRISE-GRADE APPLICATIONS



40%

40% of adults now use video conferencing<sup>8</sup>



20%

20% of business video calls are for client meetings<sup>8</sup>

In the past year or two, video conferencing has come a long way toward meeting the unique demands of businesses. One of the main improvements has come in the IT management of company-wide systems. It's now easier than ever for companies to add and manage video users on their network, as well as control bandwidth capabilities and resource utilization. The very best solutions available have also managed to tightly integrate desktop and mobile video conferencing within their existing install base of video conferencing systems.

These developments are now allowing companies to maintain their investment in room-based systems while extending the scale of their capabilities throughout the company. As a result, the function of video conferencing is extending beyond simply meeting conference requirements to being able to integrate important business processes as well. This has helped to open up a whole host of new possibilities for business in everything from education and healthcare to court hearings and emergency command.

## WHAT TO LOOK FOR IN A VIDEO CONFERENCING SYSTEM

Here are some of the key benefits you should look for when shopping for a video conferencing system for your company.

### Easy Interoperability — Anytime, Anywhere

Busy executives want to be able to connect with other video systems with ease. What's more, most enterprises want a solution that will support and protect their current investment in standards-based conferencing solutions while giving them the flexibility to adopt emerging conferencing solutions as they arise. This is why interoperability is so critical when selecting your video conferencing system.

Avaya video conferencing solutions respond to the need for interoperability

by allowing you to create high-quality, easy-to-use voice, video and data collaboration environments, regardless of your communication network — IP, SIP, 3G, 4G, H.323, ISDN or next generation IMS. As a result, you're able to connect instantly with ALL of your coworkers, customers and partners without a hiccup!

Avaya's Scopia product line offers a single, scalable solution that truly interoperates and handles legacy systems with ease. By applying Scalable Video Coding (SVC) in a Multi Control Unit (MCU), rather than a gateway approach, Avaya's solution enables you to reap the benefits

of scalable video in a mixed video coding world. In other words, you can interoperate with any standards-based endpoint — without the need to scrap existing infrastructure investments or set up dedicated transcoding gateways.

Avaya technologies are based on years of experience designing IP-based conferencing solutions from the ground up and include hardware-based servers to support media processing for telepresence, room video conference system devices and software video communication servers. Avaya also supports the need for high scalability and distributed processing across both desktops and mobile devices.

<sup>8</sup> Survey conducted by Harris Interactive® on July 26-30, 2012

### HD Video Conferencing

The lifelike experience you will enjoy with high-definition video makes the decision to choose HD a no-brainer. Standard video conferencing pales by comparison and makes users think twice before connecting by video.

Avaya lets you bring your room system HD experience to almost any device you use. With us, you can participate in standards-based video conferences in which you can clearly see up to 28 participants simultaneously. Based on our video infrastructure, your desktop or mobile device can now connect to HD telepresence systems, standards-based HD video conferencing systems and a whole range of unified communications applications for unmatched interoperability.

### Data Collaboration with Review

The ability to share different media as you video conference is a huge benefit. Having this feature means you're not only able to meet face-to-face, but also hand over and review files while you chat. It saves time, speeds decision-making, and eliminates email overload and the stress of multitasking.

Avaya makes it simple and affordable to share presentations, spreadsheets, documents and images in an engaging video environment. By using Avaya's advanced data collaboration function, it's easy for those who join a conference late to review previously shared materials without interrupting the presenter.

### Control, Moderate and Administer Functions

It's important to select a system that gives you the ability to run video conferences in an orderly fashion. Not having the ability to control, moderate and control each conference can keep you from achieving your specific meeting goals, or worse, create confusion or chaos during the video conference.

Avaya makes everything about video conferencing simple, including starting the meeting, recording, locking the conference, sharing data or ending the meeting. Avaya even lets you view your participants list and mute noisy users, stop cameras or simply disconnect unwanted participants. Our interface also lets you change video layouts, rearrange participants, or view statistics such as codecs in use, resolution, network speed and network loss.

### Embedded Firewall and NAT Traversal

Firewalls have long been a frustration in video conferencing. But disabling firewalls is not an option since this poses security issues with your system. What you need is a solution that addresses this challenge without creating a new one.

Avaya has solved the firewall issue, helping you enjoy easy connectivity through enterprise boundaries while still maintaining corporate security with an automatic, embedded firewall and network address translation (NAT) traversal. This keeps your connections simple and your system secure.

### No Complicated Licensing

Requiring users to complete complicated licensing forms prior to joining their first video conference can keep your best players on the sidelines. This is why it's important to find a system that makes it easy to jump right in.

Avaya's simplified licensing model makes deployment easy for employees, partners, suppliers, customers and even casual users. You simply click on a link, install the browser plug-in and connect — all without complex licensing fees or installation issues.

## ABOUT AVAYA



Avaya video conferencing solutions help you improve productivity, take swifter action and provide more responsive service to your customers. By helping you leverage your unified communications and legacy video system investments, we keep your costs down as you extend the benefits of video conferencing throughout your company.

As a global leader in video conferencing systems, Avaya enables faster, more effective collaboration both inside and outside your company. We offer scalable video conferencing solutions that provide high-quality audio and video, content sharing, and easy functionality across all your meeting rooms, desktops and mobile devices.

For more information about Avaya video conference solutions, please visit [avaya.com/video-made-easy](http://avaya.com/video-made-easy) or call **1.888.559.2255**.