

Delivering Anytime, Anywhere, Any Device Videoconferencing

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TECH 2



Our Reading List

- ◆ Once upon a time
- ◆ The Frog and the Scorpion
- ◆ Snow White
- ◆ The Boy Who Cried Wolf
- ◆ Cinderella
- ◆ The Three Billy Goats Gruff
- ◆ The Three Little Pigs



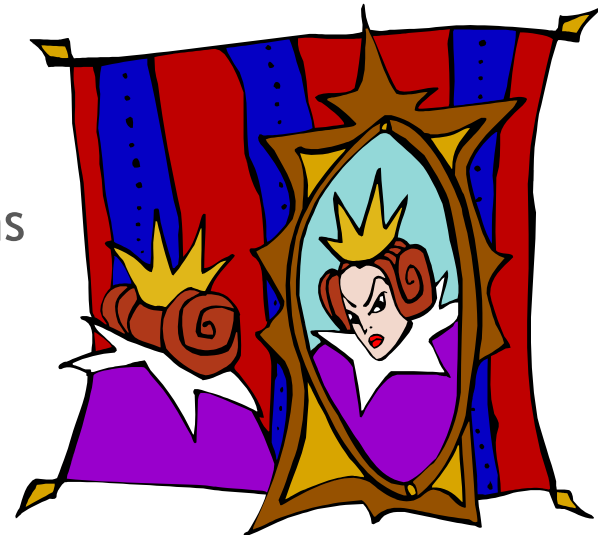
The Frog and the Scorpion

- ◆ *“The moral of the story is: You just can't help being what you are.”*
- ◆ The essential nature of video
- ◆ Tolerance for poor quality
- ◆ Practicalities
 - ◆ Anywhere, anytime adds complexity
 - ◆ Audio is just as important as video
 - ◆ Video isn't always considered
 - ◆ Video isn't always a good option



Snow White

- ◆ *“Mirror, Mirror on the wall*”
- ◆ Good equipment can’t compensate for poor environmental conditions
- ◆ Anytime, anywhere broadens the horizons of what can go wrong
- ◆ Practicalities
 - ◆ Witness Protection Program
 - ◆ Bottom of the Well
 - ◆ Speaker in the Dark



The Boy Who Cried Wolf

- ◆ *“There really was a wolf here! The flock has scattered! I cried out, ‘Wolf!’ Why didn't you come?”*
- ◆ You probably have more good quality video technology at your fingertips than you realize
- ◆ Home and mobile devices can often connect readily to enterprise video calls
- ◆ Practicalities
 - ◆ Web conferencing alternatives
 - ◆ Skype, Facetime, etc.
 - ◆ Google Hangouts +
 - ◆ Mobile clients for enterprise systems.



Cinderella

- ◆ *“The spell only lasts until midnight, so promise you will leave the ball before then,’ warned the Godmother.”*
- ◆ Knowing what doesn’t fit is as important as making it fit
- ◆ Just because you can doesn’t mean you should
- ◆ Practicalities
 - ◆ When anytime, anywhere can be disruptive
 - ◆ ISDN for highly interactive
 - ◆ Skype for witness prep
 - ◆ Video for large, interactive meetings
 - ◆ Content sharing



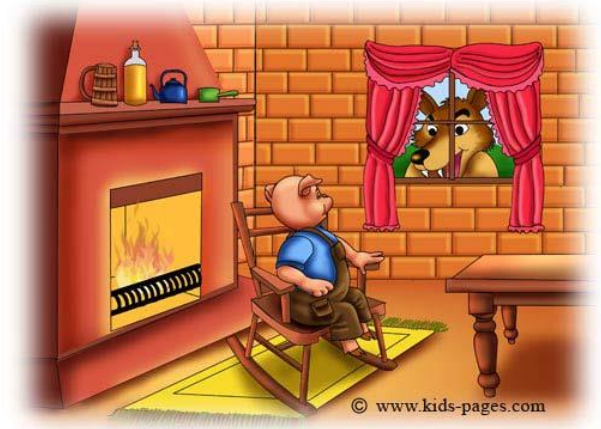
The Three Billy Goats Gruff

- ◆ *“The third billy goat gruff butted the troll with his horns and sent him flying off the bridge.”*
- ◆ It’s not just about the end points
- ◆ Understand limits of interoperability
- ◆ Practicalities
 - ◆ Carrier services
 - ◆ Blue Jeans and other cloud-based services
 - ◆ Call control and IP addressability
 - ◆ Internal bridges



The Three Little Pigs

- ◆ *“Then I’ll huff and I’ll puff and I’ll blow your house down.”*
- ◆ Security vs. convenience
 - ◆ Who is watching
 - ◆ How are they watching
 - ◆ Implications for connectivity
 - ◆ Implications for anytime, anywhere
- ◆ Practicalities
 - ◆ Bet the company litigation
 - ◆ Highly confidential deals



The Cliff's Notes

- ◆ Understand the essential nature of the technology/event
- ◆ The importance of environmental factors cannot be overstated
- ◆ You likely have readily-available, low-cost solutions today; leveraging them builds your credibility for the big stuff
- ◆ Knowing when to quit or opt out is key
- ◆ Bridging is as important as endpoint and room quality
- ◆ Security trumps everything (or should)

Questions????

Most fairy tales are based on fact somewhere