

















Video for All

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What Are the Differences?

	Traditional video	HD video	Telepresence	OCS with video
Target audience	Everyone	Everyone	Executives	Everyone
Cost	\$\$	\$\$\$	\$\$\$\$\$	\$
Ease of use				
Need special rooms?				
Need special endpoints?				
Network requirements				

“Remote meetings in conference rooms”

“Very high fidelity remote meetings for executives”

“Remote collaboration built around the way teams naturally work”



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How Do You Choose?

Five things to keep in mind

1. All of these videoconferencing technologies have their place – aim for a deployment mix that enables most of your workers
 - Desktop video for ad hoc and scheduled meetings
 - Room systems for scheduled meetings
 - Telepresence for small percentage of executive meetings
2. Company culture
3. Ease of use = higher adoption
4. Videoconference silos don't work
 - Collaboration in isolation = frustrated workers
5. Require systems that integrate (not just interop) with your information worker tools and communications systems



How do you sell it and manage it?

- Selling it
 - Travel Expense
 - The easiest real money cost but is often hard to track the long term ROI
 - Use business Owners frustration with travel
 - ROI is not enough, if the initial experience is not good they will drop it
 - Remember that cost needs to include user education
- Managing it
 - Single directory for identity helps with policy, security and overall management
 - Simple network configuration
 - DIFFServ and port based policy
 - Central Client based policy
 - If it's a silo then it will be yet another disconnected IT and user experience