



**Business  
Services**

# Telepresence, A new killer application for MPLS?

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FutureNet, Boston MA

April 17, 2008

# agenda

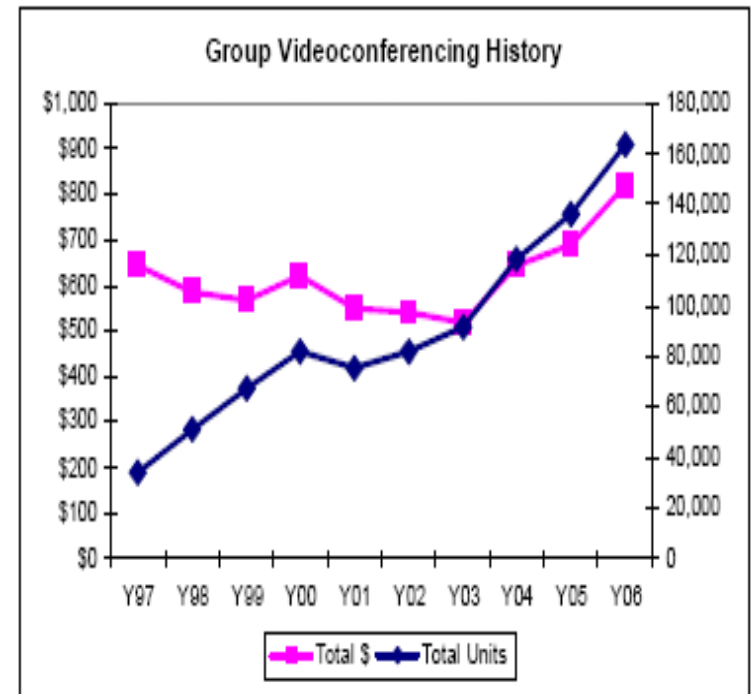
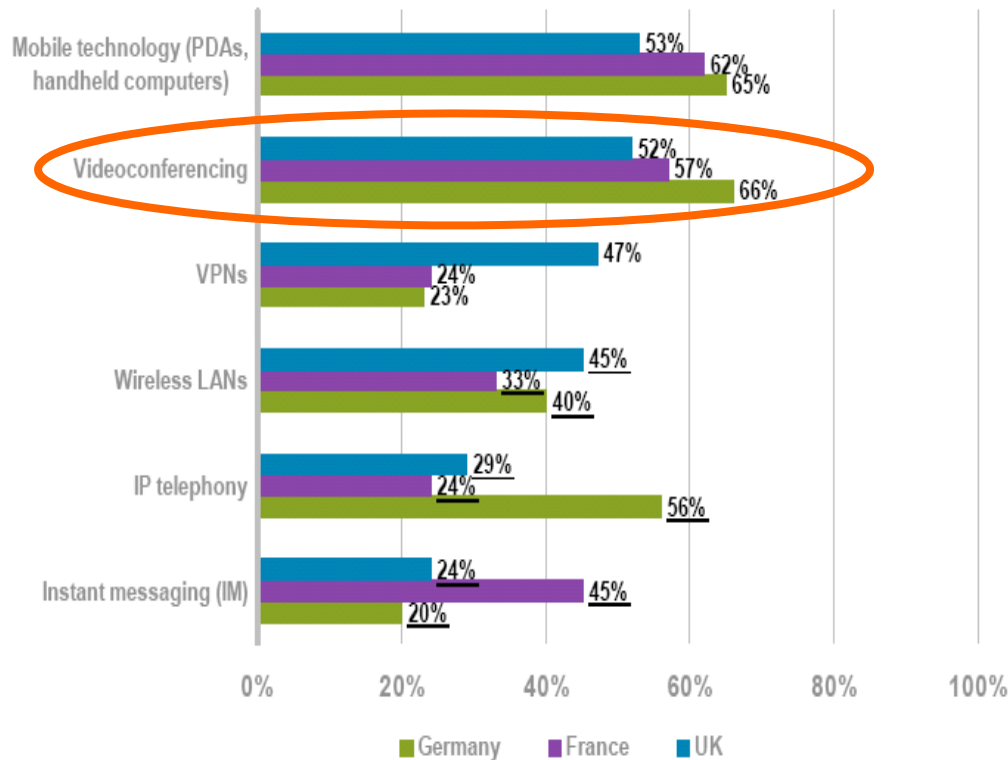
- overview
- market evolution
- features
- case study
- summary

# orange business services overview

- parent company – France Telecom \$60B
- on June 1<sup>st</sup> of 2006, Orange Business Services was formed with:
  - France Telecom’s enterprise network offerings 
  - Equant’s international IP communications and IT services 
  - Orange’s existing mobile business for corporations 
- Orange Business Services today
  - revenue in excess of \$12.5B
  - 29,000 people in 220 countries/territories
  - 4200 researchers in 17 centers

# visual communication technology trends

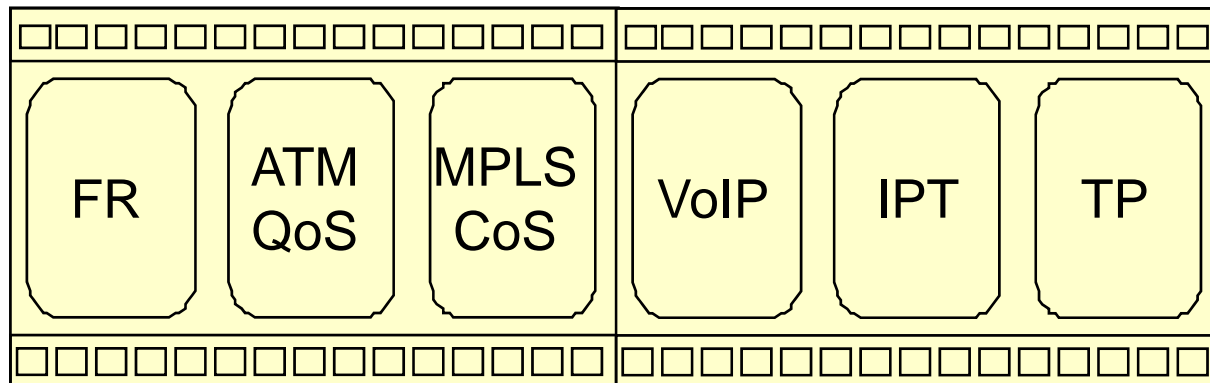
- technologies with significant impact on staff productivity in your organization?



# from traditional video-conference...



- user experience limited by complex technology
- need technical support
  - asset and bridge reservation
- random video quality
- average use: 15 hours/m



## ... to Telepresence quality meetings, quality relationships

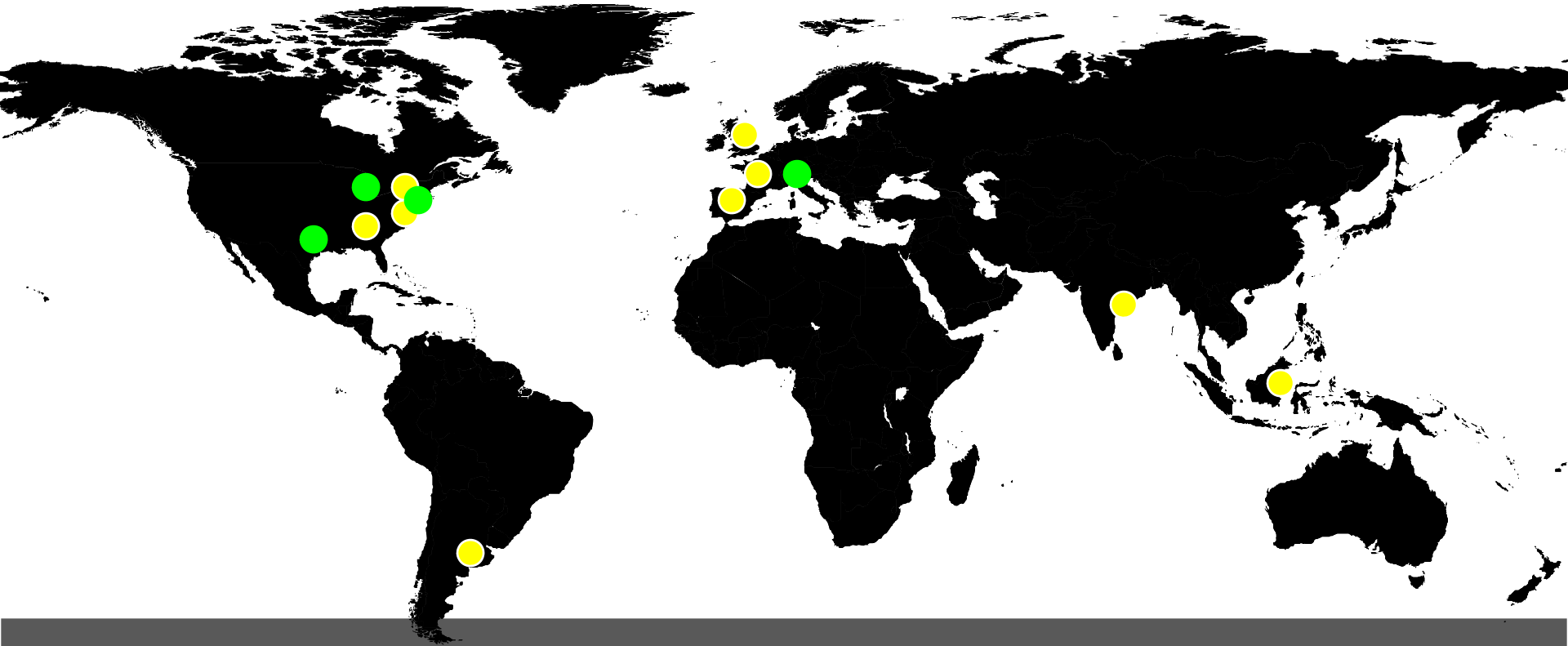
- “in person” meeting: 60% of communication is non-verbal
- TelePresence delivers a **far superior user experience** compared to conventional videoconferencing, “immersive” meeting environment much closer to “real life”:
  - “across the table,” life size participants
    - eye contact, interactions, reactions and facial expression
  - “crystal clear,” directional sound and high definition image
    - low latency (sub .25 sec) and jitter
    - speak normally at a natural voice level
    - 1080p is 10 times better than traditional videoconf resolution
  - simple scheduling and ease of use
    - technology transparent to the users (finally!)

## market forecast

- customers using Telepresence:
  - 225 companies today
  - to 600 companies by 2010
- number of TP sites:
  - 1500 today
  - to 6000 by 2010
  
- Cisco expects 20k end-points at 4k companies by 2011
  - in its first year, TelePresence made history by becoming Cisco's fastest growing new product category ever

# TelePresence case study

global management consulting and technology services



## active sites:

US 3

WE 1

## sites under deployment:

US 3

WE 3

LAM 1

APA 2

## next phase:

20 new sites

worldwide



# life cycle approach

## manage

- ongoing technical assessments
- conference management
- proactive monitoring
- support and maintenance
- change management updates and upgrades
- performance management and reporting
- service management
- security management

## implement

- equipment provision
- deployment
- installation
- training

## assess

- consultancy
- room and network suitability audit
- technical assessments

## design

- end-to-end planning and design including
  - room modification
  - network QoS and capacity
  - security



# network requirements

- a MPLS circuit must be provisioned to the site
- DS3/E3 minimum site circuit size to enable Telepresence
- recommended router: Cisco 3845 or Cisco 7200
- maximum bandwidth required for high-end system is 15Mbps, 5 Mbps for mid-range
- priority bandwidth must be provisioned
- typical bandwidth consumption is usually about 65-70% of maximum bandwidth

# pricing components & business case

## estimated cost/room

estimated Telepresence hardware \$X

estimated planning, design, and implementation \$Y

estimated maintenance \$Z

day 2 support options tbd

room remediation/prep estimates tbd

network remediation/prep estimates tbd

Site under consideration	Top Travel Destinations	# trips per month	Avg trip spend	Reduce travel by	# of trips eliminated	Travel savings per month	Telepresence cost per month	Net savings per month
City A	City B	256	\$ 3,970	10%	25.6	\$ 101,632	\$ 21,000	\$ 80,632
	City C	103	\$ 4,741	10%	10.3	\$ 48,832	\$ 21,000	\$ 27,832
	City D	70	\$ 4,479	10%	7	\$ 31,353	\$ 21,000	\$ 10,353
	City E	77	\$ 3,063	10%	7.7	\$ 23,585	\$ 21,000	\$ 2,585
	City F	54	\$ 4,961	10%	5.4	\$ 26,789	\$ 21,000	\$ 5,789

# Telepresence benefits

- hard benefits
  - travel and expense costs reduction: especially international
  - improved productivity, time saved: no waiting, driving, flying
  - room utilization (120 to 275 h/m), greater satisfaction
  - leverage converged Data-Voice-Video MPLS network
- soft benefits
  - life-work balance restored: stress down, motivation up
  - subject matter experts efficiently leveraged in different geographies
  - team collaboration improved to speed time to market up
  - reduction in CO2 emissions and carbon footprint

# Telepresence – lessons learned

- business transformation experience:
  - show their clients knowledge, understanding and promotion of Business Transformation by deploying the technology for itself
- critical role of executive sponsor to champion project

## summary - hidden benefits

- TP discussion often starting with travel cost reduction (bottom line)
- enabling value-creation (top line)
  - restore life-work balance, improve motivation
  - increased productivity
  - optimize use of scarce resources
  - accelerate time to market
  - competitive advantage
  - corporate responsibility, green IT



true collaborative experience



enabled by transparent technology





"The eyes see only what the mind  
is prepared to comprehend"

*Henri Bergson, philosopher*