



Thought Leadership Discussion on

## Multivendor HD Videoconferencing: Tomorrow's Capabilities Today



Presented by Webtorials on behalf of  
The Pulse Network: Sync Up  
with Bob Romano,  
Vice President of Marketing for Avaya Scopia



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*This transcript is from a live recording, which may be accessed by clicking <http://tpn.thepulsenetwork.com/technology/sync-up/desktop-video-communications/>. The transcript is intended for ease of access, but we recommend that you also access the video to see the capabilities.*

**Tyler Pyburn:** We take complex technology, simplify it, and show you how you can apply it to your business.

Welcome to Sync Up, everyone, here on The Pulse Network. I'm your host, Tyler Pyburn, alongside the president of The Pulse, Nick Saber. We've got an interesting topic today. You know, we could actually even use vacations and holidays as a pretty good way to kind of segue into this. So say people travel, people are out on vacation or they're out doing sales calls on the other side of the world, really. Well, you want to be able to be in touch with them and you

don't necessarily want to say, "Oh, I'm just going to give a phone call today." You want to be able to talk to them face-to-face. You want something and some way to basically talk back and forth with them, whether it be by way of a room system or on their laptop just going through a computer, but you want video. You want to be able to communicate with that person, place or thing.

**Nick Saber:** Yes, really with the proliferation of all of these communication tools we're all seeing customers as well as colleagues and coworkers really want to be able to engage with yourself, with your colleagues, with your suppliers, really everywhere with video. It really helps break through the communication barriers that make you feel like you're one on one. And as always we say, when you put a face to the name the conversation changes, and really the dynamics of your relationship have changed. And so I think it's really, really important.

And there are more and more solutions coming online for people to really have access to. And it's getting exciting. It's getting real. You know, back to the before when HD video wasn't real, we talked about it but it wasn't really something that you could implement. And really I think what companies are looking for now, and certainly people like us, is more permanent solution. Skype is a great sort of fun thing to play with and, you know, FaceTime...

**Tyler Pyburn:** You're talking to your grandmother who's in Ireland for their vacation.

**Nick Saber:** Exactly. And FaceTime is sort of okay. You never know if it's going to be reliable. You don't know how the quality is going to be. One minute you're going to have a great call; the next minute it's all spotty and you're not getting a good picture. And you really need that consistency; especially when dealing with customers.

But to your point, you don't always want to have to get on a plane and fly for a one-hour meeting. So the ability to deploy more permanent solutions with your customers that you're talking to all the time, with colleagues, and a quick solution for customers to be able to do a sales call or training becoming more and more important. And people are coming to expect it. It's becoming expected and I think you're going to see more and more of that over the next year.

**Tyler Pyburn:** And so one of the things that we want to talk about right now is the last several years we've actually seen a lot of things like room systems kind of came into play. Those kind of fizzled out, but a lot of people kept them because they basically cost so much in order to implement them into their own system. So they kept them. They hung onto those cameras. But they're saying, "Okay, there's got to be a more cost-effective way for us to utilize that." And basically one company, one product set of solutions that we happened to kind of stumble upon mixes it all together. So we're pretty anxious to find out a little bit more about Radvision's Scopia product. Brand new. It's interesting to see exactly how this works, because it takes not only your room system but it takes whether you're on mobile, whether you're on

PC, whether you're on Mac. We've actually tested it a couple times here as well. So we're having fun with the products.

So, joining us right now by way of Scopia we welcome in Bob Romano, the Corporate Vice President of Global Marketing of Radvision, an Avaya Company. Welcome, Bob. How you doing today?

**Bob Romano:** I'm great, thank you. Thank you for having me.

**Tyler Pyburn:** Excellent. So for the folks out there, kind of give us the Reader's Digest nuts and bolts of Radvision. Now and also tell me a little bit about the partnership between Radvision-Avaya. Give me a little background.

**Bob Romano:** Right. Well you guys set the stage exactly correctly. The interest in video is at an all-time high. And reality is when you take a look at the video conferencing market, it's actually a market that's been around for almost 30 years or so. And about five or six years ago with the advent of HD video conferencing you really started to see a significant proliferation of video conferencing; still predominantly in the conference room environment. And so right now the marketplace has about over two million conference rooms that are video enabled; the vast majority of these with HD quality video conferencing systems. And today we're shipping about 70,000 room or conference room video conferencing systems a quarter.

But what really people are really interested in is allowing the connectivity between those room systems and desktop and mobile workers. That's really where the opportunity is today. And that's where the demand is. Because people are - with the concept of BYOD and the mobile capability of the workforce today, plus trying to reach out to suppliers and customers that are anywhere globally in the world - wanting to be able to do that using a desktop or mobile solution that allows participation with voice, video and data in HD capability into a system that also supports all of those room systems. And there you really have a true enterprise-wide video collaboration solution.

**Tyler Pyburn:** Okay, Bob, tell me how it works, though. I mean are you going out and you're purchasing the software? Are you purchasing cameras? I mean if you already have, you know, cameras in place you don't need them anymore. So tell me exactly how that works from that perspective.

**Bob Romano:** Yes, so as we start looking at more and more software solutions and Radvision, which was recently just purchased by Avaya to complement their overall telephony and UC solutions, provides more and more software-capable solutions. So desktop and mobile solutions... we provide a free client that allows anyone to be able to connect. And what that does is it connects to a server in the network. And so the intelligence of the network is what's becoming much more important. Just like a telephone; when you pick up a telephone you don't think about how the call connects. It just connects. And that's what we're doing.

Radvision is a company that has been around for 20 years, and our core technology is really in the network servers that allow the connection and interconnectivity of all these different devices; whether they be room video conferencing systems, some of the immersive telepresence systems that you may have heard of, plus mobile and desktop solutions. And so just to give you a simple example, we're using Scopia now. We simply send an invitation. You click on the invitation. It automatically downloads the client whether you're on a mobile or a desktop or a Mac device and you join the conference. And you come into the conference call and have the capability to use voice, video, and data.

**Nick Saber:** So, Bob, it sounds like you guys have really taken the approach of scalability. A lot of people that we talk to always want to understand, "How do I not get myself into that situation where I'm very capillary intense into one technology and then can't scale it up or down depending upon how I need to do it?" Talk a little bit about, the scalability of your product and how you can really scale it up or down depending upon deployment. And it does sound like just from the very different devices that you guys work from you've really taken the approach of sort of this openness and being able to connect to people wherever they are, however they want to connect.

**Bob Romano:** Yes, that's it exactly right. At the core of it... I'll present something here to you and show you how the data presentation works... at the core of the solution is the server. And for scalability... there are really three things that customers want that are critically important to them. One is, as you mentioned, scalability. I want to be able to reach out to mobile and desktop users and be able to do that at the scale that the mobile and desktop user population represents. And that's really unified communication kind of scale, because essentially instead of what traditionally had been in video conferencing, enabling conference rooms where you go into a conference room to have a conference, you now want to be able to do that from all of the knowledge workers; whatever device they're on. So that's the first thing.

And we're building servers that have the ability to network together to be able to provide very, very high scale. As an example, when Avaya bought Radvision, and the transaction closed on June 5th of this year, they immediately enabled 4,000 of their sales organization to be able to use the Scopia platform for desktop and mobile communications and turned that up very quickly. So it has the ability to scale to enterprise-wide, and that's intended to expand out to 10,000 and then 15,000 users here in a short period of time.

The second thing that they require is connectivity. Enterprises want to ensure that the various types of environments that they're putting in all work together. And as you can see in the diagram, one of the things with the Radvision server at the middle of it is the capability to connect into unified communications environments, whether they be from Avaya or Microsoft, from IBM, from Alcatel-Lucent or Cisco, or into the telepresence or room system environment, mobile and desktop. And they want to be ensured that

the system will be able to support all these different environments and the video capabilities within them now.

And then the third thing that they want is ease of use. And that's critically important. And our meet-me-here type of capability where you simply invite anyone into a conference, allow them to click on a link and join the conference, makes it drop-dead simple for users to be able to get invited to and to be able to join a video conference.

**Nick Saber:** When you talk about ease of use, I know one of the concerns that we always run into, especially in looking at these types of solutions, is really the security and how you deal with firewalls, and are there certain ports that have to be opened. And if I deploy this to a customer, are they going to have to configure something special? How do you guys deal with that and what's your approach on that problem?

**Bob Romano:** Yes, our approach is very unique on that. When a customer clicks on the link to join a conference, the client server architecture automatically detects whether the user has the client or not or whether it's the latest version of it, downloads the client and then establishes, through firewalls, automatic connection. And so we have built-in firewall traversal, which has always been a problem with real-time communications, and particularly with video. This will allow you to traverse firewalls and corporate boundaries, regardless of where you are - if you're on a home network, if you're in a corporate network - into the system and allow you to join.

From a security perspective we also do a number of different things. At Avaya, as an example, we've elected to turn on encryption for all of the calls. And because many of the calls are done over open Internet, which allows you to reach a wide population of users regardless of where they are, you do need to be concerned with security. And one of the options you have is to be able to encrypt not only the signaling, but the media itself to provide a very secure environment. And we do that also. So you're absolutely right; that firewall traversal or automatic capability so you don't require the user to have to make any changes or ask IT to make any changes, and the security components of it are critically important.

**Tyler Pyburn:** Now going back to the ease of use, joining a conference. Now for the small companies out there, they might want to just join one conference. But for some of the larger scale companies out there, say 1 PM Eastern hits and, well, the biz-dev team wants to have a conference with someone on the West Coast, and the production team wants to talk with a client that happens to be in Beijing. And you want to basically have multiple conferences at the same time. Is that possible?

**Bob Romano:** Oh, absolutely. What you do is you deploy our servers, and you can deploy them in a distributed architecture. And so, as an example, that's what we do within our company. We have multiple locations around the world; development sites. We have one in Beijing, China, one in Tel Aviv, one in

Italy, one in New Hampshire. We have servers in all of those. And we actually intelligently allow the clients that connect into that to do that through the most local server. And then we build conferences dynamically across all of them.

The point is that the system is really scalable to a very, very large degree by being able to add more resources at the server level; and being able to do that in a distributed architecture. And you'll not only be able to maximize your resources in terms of conferences, but also manage your bandwidth very intelligently by utilizing what I just described to you; having the clients attach to a local server and then build the conferences dynamically across them. So we use a lot of techniques to ensure that the system is scalable, but that it also uses the network resources very efficiently.

**Tyler Pyburn:** Okay, I was going to say that was going to be my next question, because obviously here we are at The Pulse Network having a live show. And one of the things that we see is that when you happen to be talking to someone, say someone starts downloading a major file, they start eating up your resources as well and then, next thing you know, well, the connection isn't necessarily there. Talk to that a little bit specifically with Scopia.

**Bob Romano:** Sure. Often inside a corporation when you're working on your LAN there's a fair amount of network capacity and it's not as much of an issue. Where it becomes an issue is across WAN links or when users are connecting through open Internet, which of course is a non-QOS type of a network. And so it's going to be subject to packet loss and some of the issues that you just described. We employ a number of different techniques. One of them is we use a technology called NetSense that dynamically checks the connection between the client and the server, and it's adjusting appropriately so that if the network conditions start to experience packet loss or if there's bandwidth reduction, we'll dynamically scale down and scale back up the connection to be able to meet what the requirements are of the capability in the network.

We also use a unique technology called scalable video coding, which actually breaks the video stream into layers. And it creates a very small base layer, which we protect very effectively so we virtually assure that it gets through. And then we add on additional layers of capability, resolution and quality. And so what ends up happening is, even in network environments like the open Internet where you might have packet loss, you'll still get that base layer through and get a very good image. And if you lose some of the packets in the upper layers, they're just the layers that get added on to it. So you still ensure a very good quality even in networks that have packet loss. So there are a number of techniques like that that we've employed between the client and server architecture that allows you to be able to maintain very good quality even in environments where there's network variability.

**Nick Saber:** Where do you see the future of HD video conferencing going? I know that you talk about mobile deployment and extending the life of the video conference room. But where do you see the future of HD video and mobility going?

**Bob Romano:** I think when you take a look at video today, there are a number of consumer options that are available that do a very good job. And if nothing else they are creating a whole generation of workers that are coming into the workforce that, not only are not inhibited by video, but actually demand it.

**Nick Saber:** Absolutely.

**Bob Romano:** And so as they come into the workforce, they're looking for these types of collaboration tools to be able to work the way that they do in their private lives. And video, without a doubt, really is something that, one, they expect and, two, definitely enhances collaboration. I think what we'll see now is if you look at video conferencing and the enterprise, as I mentioned to you, it was for a long time confined to the conference room. Then there was the creation of telepresence systems, which are really conference rooms but purpose-built with triple screens and a very immersive experience. And now we're starting to see desktop and mobile video. And I think you'll continue to see a continuum of all three of those because there really is a need for all of them.

Sometimes you have a very high value meeting; board meetings or that sort of thing. And having a telepresence experience is very important, where the lighting and the sound are perfect. It looks like you physically are sitting across the table from the other person. They tend to have very high resolution screens and the quality of the experience is very good. They're expensive rooms to put in, but there is a need for those. Then you'll have conference rooms where people still meet in conference rooms. Just like you have speaker phones in conference rooms, we'll see more and more video-enabled conference rooms going forward. And as I mentioned to you, it's upwards of a quarter of a million of them a year now are being outfitted with video conferencing.

But the biggest growth, without a doubt, is to video-enable the knowledge workers. A knowledge worker would be defined as people that use email. Those that are in regular day-to-day interaction and meetings within their business and customers and suppliers, video-enabling them is a huge opportunity to make them more productive. And that's the population that, to-date, has not been video-enabled, and I think that's where we'll see most of the growth.

But none of those sectors will go away. I think all three of them will interact together and necessarily will need to interact together, but they'll just be in the proper proportion to the user base. So, a small number of telepresence, a medium number of conference room and a huge number of desktop and mobile users.

**Nick Saber:** Let's talk a little bit about interoperability. I've seen, you know, within your product that you guys work and collaborate with Microsoft Lync. Talk a little bit about the importance of interoperability and how your product and what your approach is there.

**Bob Romano:** Sure. So if you look at the unified communication solutions that are coming to market, that includes Microsoft Lync. It also includes Avaya's Aura product set and its Conferencing 7 collaboration platform. It includes IBM's Sametime. And there are a number of others. A lot of those are employing desktop video capabilities within them. And the architecture of those is slightly different than what's been used in traditional enterprise video conferencing. And it really is designed for a much more scalable deployment because the obviously the UC base is much, much higher.

And so what customers are asking for is the interoperability of those two environments. They want to ensure that their UC platform that has video capability in it fully interoperates with the investment that they've made in their traditional video conferencing systems that they put in the enterprise. And that's really the reason why Avaya purchased Radvision - to bring that capability into the Avaya UC portfolio, to bring a very rich and enhanced video conferencing capability, but also to allow it to be able to be fully interoperable and integrated into a much more scalable UC platform, which is typically built upon the SIP architecture and very, very highly scalable. And so that's what we're seeing going forward is the need for that level of interconnectivity. And a number of different companies are doing that in a different way. But the Avaya-Radvision combination brings that under the Avaya portfolio.

**Tyler Pyburn:** Now one of the things I thought was great earlier was that you gave us a demo with the data integration. Talk to that a little bit more because I think that's incredibly important to kind of point out that it's not just the conferencing aspect of it all, but you want to see the sales sheets from your salesman that happens to be up in Vancouver. We want to make sure we see that. Talk to that a little bit more.

**Bob Romano:** Exactly. So, you know, as you can probably see on the screen, I can flip through a slide deck and be able to show people all the different solutions I have. I have the capability on any of them to be able to highlight and show that we use an iPad for control of our telepresence systems. And what's really nice about this system is it actually also allows you as I go through this presentation any of the users that are watching this have the capability to be able to go back and review any of the previously presented slides. And that's a unique capability. So you don't disrupt the whole conference by saying, "Hey Bob, can you go back three slides? I wanted to see the one on telepresence." Each user can go back and do that. And that's a capability that we have with any of the systems that you're connected with, including coming in on our mobile systems. And I have my iPad here and I'll show you that I can connect into this conference on my iPad and I have also on this full voice, video and data capability on my iPad.

And I'll just connect in here.



There we go, okay. And you can see me on my iPad now. I can change the orientation of that. You can see that it actually shows the data and the video capability.

**Bob Romano:** It's amazing. We have our sales meetings and we have salesmen who by definition are mobile users that can connect wherever they are. The beauty of the whole BYOD capability is the fact that as users have smartphones and pads, the ability to be able to connect from anywhere using that device and whatever network that device is connected to at the time, whether it be over the 3G/4G network or if it's connected to wireless, this gives users a tremendous ability to be able to join a conference. For a long time we have had the capability to join by phone, and you could listen in to a conference, but the experience to be able to see everybody and watch the data that's being presented provides such a richer experience for mobile users. This is really one of the driving differentiators and use cases for our product.

**Nick Saber:** So that was a great segue because that was going to be my last question for you. For those people looking at these types of solutions and really thinking about either starting from scratch or trying to extend their existing platform, what are the key differentiators that they should be looking for when evaluating these types of solutions?

**Bob Romano:** Sure, well it's a good question because there're so many solutions in the market today. And it turns out that most companies when they look at this aren't really starting from scratch. They have a telephony system. They may have some video conferencing capability that they put in. Or they may be using some of the consumer-based video devices. And so the real question is what are you looking to do? And if you're looking to connect remote and desktop users, if you look at the Scopia desktop and mobile solution I think you'll find that it's the easiest-to-use and simplest-to-deploy in the market. But if you already have video conferencing equipment in your organization, clearly this is a great way of being able to extend that out to remote users and be able to incorporate all of that in the environment also.

If you have a telephony solution, and certainly one from Avaya, the capability to be able to upgrade and enhance that with video capability with the Aura platforms is very unique and can provide you a very cost-effective way of being able to protect your telephony investment and really turn on unified communications and grow it that way. So I would encourage you to look at [Avaya.com](http://Avaya.com); look at the Scopia solution and ask for a demo of Scopia desktop and mobile. We can do that right online and in a matter of minutes and get a real flavor for how it works.

**Tyler Pyburn:** Very cool. Bob, I want to say thank you so much for jumping on the show and basically giving us a live demo itself right now. Really appreciate it.

**Bob Romano:** You're very welcome guys. I appreciate it and nice talking to you today.

**Nick Saber:** Great, have a great day.

**Tyler Pyburn:** So that was Bob Romano, Corporate Vice President of Global Marketing at Radvision. Pretty cool stuff. From our perspective it's interesting because we utilize this technology essentially every single day with what we're doing here for production. But obviously not every single company out there is – well, I guess we're creating our own TV studio. No, hopefully they actually hire us for that.

**Tyler Pyburn:** But that's neither here, nor there. One of the things I want to ask you about, though, is from your perspective, from just take away our side; take away the video. You know, we're creating an entire network. What does that actually mean to you with all the things he just said, from the business standpoint?

**Nick Saber:** I think it's the expectation that people are growing into of the need to be able to create that connection. Social media has really pushed that and the connected device has pushed that. And people really come to expect now a richer experience. And that richer experience does extend to the corporate boardroom. It does extend to your one-on-one meetings with your client. And if we think about it and it becomes... right now it's pick up the phone; pick up the phone. But I think as these integrated solutions come online and it really does ease use and the fact that I can connect from my iPad and just do a video conference with my client, and know it has enterprise scalability in it so I know I'm going to get a good connection, and I know it's going to be reliable. I think it really helps really break that barrier down.

And I think that, you know, one of Bob's points, which I agree with wholeheartedly, is the next generation really coming onboard is coming to expect this in the way that they communicate; in the way they work. And it's going to be important for us all to really engage in that way in order to be competitive and in order to really stay ahead.

**Tyler Pyburn:** I was going to say I think that's got to be incredibly important for some of the even the smaller companies that are actually competing on a global level. I mean before it used to be just your massive conglomerates, Fortune 500, that are going to be the only ones that are able to do this. But now you're going to be able to see this place down the street. They're going to be able to pop up and talk with someone.

**Nick Saber:** And work shifting is becoming more and more important. And certainly being flexible in the workplace and allowing people to work from home or work, not have to pay for a whole office setup when you have one or two employees in that state; it becomes more and more important. And really, again, a couple years ago it was cool to have video, and it was cool to just be online, and none of us really cared about the quality. It was just that we had it. And now the expectation and the growth is, "Hey, I want HD video; I want 720p; I want 1080p." I know what that means, and I know what it means to me and I want to be able to, again, collaborate - as Bob talked about - with people and actually look at them and see their facial expressions. What better of a tool than when you're having a conference call with your client and you're

presenting something to them? You've sat there and heard dead air on the phone or wondered what their reaction was to something. And this way you can see it and you can touch it and you can feel it and you've got a better gauge. And you don't hang up the phone with that empty feeling of I don't know if that went over well or not.

Tyler Pyburn: Yes.

Nick Saber: You know, it breaks that barrier. So, you know, these solutions are going to become more and more important. And I think the ability to integrate this into some of the existing architecture and really grow is important and it's something that everybody's going to take a deep look at.