

An Executive Guide to Video Communications

Video connecting people and places

Business Benefits That May Surprise You

Back in August 2008 YouTube surpassed Yahoo as the #2 search engine in the United States, with 2.6 billion searches for the month¹. In February 2009 Facebook averaged 7 million video uploads and 28 million pieces of content shared². Consumers leverage YouTube, Hulu, Facebook and other social networking with video-related outlets to share and enjoy user-generated video content. Breaking news often becomes video footage sent to a local media outlet by an average citizen who witnessed the event. Video has become mainstream.



The implications of video for your business are clear: customers, employees, and business partners accept video as a tool, and they even expect video as a form of communication. Real-time video collaboration in your business can tap into this growing trend, increase team effectiveness, reduce decision cycles, enhance relationship building, and of course, diminish travel costs while limiting your organization's carbon footprint.

One-way video communication can influence your state of mind but cannot gauge your reaction in real time. Two-way video communication encompasses individual and group video conferencing, as well as telepresence (a lifelike video meeting

experience that creates the feeling of being across the table from remote participants). Two-way video provides interaction among individuals and groups, the give-and-take of normal human conversations, and the relationship building certainly needed in any business context.

If "seeing really is believing", by expanding the typical audio and web conferences with video, participants feel much more engaged in the communication activities. Read on to learn how it can enhance your business communications today.

¹ComScore's search engine data

²Facebook statistics <http://www.facebook.com/press>

The Business Case for Video Communications

Video communication solutions offer direct benefit to help deal with top business challenges. Video communication solutions also help accelerate progress toward important business goals. Many organizations struggle with some or all of these issues today as they consider how to:

- **Reduce Travel Expenses**

Dollars saved by reducing travel costs drop straight to the bottom line. What percentage of your travel expenses could be eliminated by a video solution? Ten percent? Fifteen percent? What could those out-of-pocket dollars mean to company profitability? And then there is also the lost productivity & time associated with travel as well.

- **Enable First-Class Customer Service**

The remarkable 'face-to-face' quality of contemporary video solutions today enables you to enjoy closer and more frequent interaction with geographically dispersed customers. If you could substantially increase the number of per-employee high-touch customer interactions using video conferencing, video over the web directly to their PC, or even a walk-up self-service video kiosk, what could that mean to your business?

- **Facilitate Lean Business Models**

Today many organizations rely on geographically dispersed talent — advisers, employees, partners, and suppliers. Studies show that visual communications are twice as effective as verbal communications for learning and understanding. What if your team had a weekly video conference call where they could see each other, present their updates using multiple-media, actually zoom in to see the soldering handiwork on a prototype board, work on documents cooperatively, all using video?

- **Sustain and Improve Workforce Quality**

Travel-related wear-and-tear is a quality-of-life burden on your top people. New employees, especially up-and-coming Millennials, expect the kind of speed and flexibility that video collaboration affords. Not only do training efforts benefit from video solutions but interviewing job candidates in remote locations becomes easy and efficient.

- **Green Imperative**

All organizations are looking for a double-play today: reducing cost through more efficient utilization of resources and building good will among employees, customers and the marketplace. But you also want this coupled with the knowledge that the company is focused on environmentally responsible practices. Embracing video communications represents visible and tangible evidence that your organization is taking steps towards measurably reducing its carbon footprint.

- **Appeal to the “Next Gen” Enterprise Worker**

They are already using video communications by sending each other short video clips, when they feel words aren't enough — even with the lower quality of video on mobile phones. Visual stimuli from various media are becoming the norm. This generation of workers needs and wants video in many formats as part of their every day work environment.

The most effective communications not only satisfy customers but also drive growth. Flexible easy-to-use visual communications can easily be part of your communications strategy. For example:

- **Business-to-Customer Communications**

Whether a customer is at a self-service video kiosk or part of a video conference, imagine being able to easily pull in a Subject Matter Expert with special product or language skills and immediately address this customer's questions. This may also have the added benefit of surfacing new customer needs, boosting your sales and ultimately increasing customer satisfaction

- **Manager-to-Team Communications**

Organizations today are increasingly diffuse with employees spread across the map. Growing your business often means expanding geographic reach and on boarding new resources in disparate locations. Getting the team synchronized on corporate goals, and priorities is a process that begs for high quality communication and periodic reinforcement. Visual communications help these newly developed teams or participants see the team's reactions and interact, avoiding a flurry of emails confirming your team has “read the memo”.

- **Business-to-Partner Communications**

With the new hybrid business models organizations are shifting non-core functions, including mid-office and back-office processes, to near-shore or off-shore resources to retain quality and yet save money. Being able to create the distance relationships and collaborate effectively with those resources is often a key.

- **Mobile Workforce Communications**

Your workforce is becoming increasingly mobile — whether your mobile workforce performs from multiple locations to support face-to-face customer interactions — works as home agents or just occasionally from home. IDC¹ assessed that over 68% of the US workforce and 47% of Western Europe workforce is mobile and these percentages are expected to grow. Yankee² Group forecasts that 59% of total agents (1.860 million of 3.168 million) will be remote by the 2010. While specific projects may require certain workers to spend extended periods of time at customer locations or at alternative workplace locations, employees in the typical organization are becoming increasingly mobile year-to-year. Making them well-connected to the organization becomes an even bigger challenge.

Leveraging video communications as part of your business.

Some considerations:

You May Already Have Integrated Video & Voice Capability (and Not Even Know It)

For leading vendors in the enterprise communications space like Avaya, the traditional PBX has evolved into a sophisticated communications management platform that supports a wide range of devices — desk phones, wireless handsets, PC-based softphones (software program for making telephone calls over the Internet), video phones, and link easily to group video systems. Whether you seek a softphone used primarily in enterprises or video agent software used in contact centers, it helps provide a consistent experience across a wide range of end user tools. Assess built-in intelligent bandwidth management capabilities so that you aren't



forced to buy more network bandwidth or LAN/WAN hardware than you really need. If you have an older PBX, enabling integration with video capability may involve a relatively simple upgrade, avoiding a more painful rip-and-replace of your existing PBX with all the associated desk phones plus telephony features that employees are accustomed to.

Use a Broader Definition of 'Unified Communications'

You hear the term "unified communications" (UC) a lot today. A thoughtful UC strategy liberates you from the confines of your desktop, so it isn't just desktop-instant-messaging-on-steroids. If key platform and product selections are made in isolation for different devices such as cell phones/smartphones, telephony, video, and voicemail, these devices and applications may work in isolation and fragment your communications technology investments. This may cause some organizations to recoil at the complexity of it all, throw up their hands, and gamble that one vendor can provide a single communications platform that can 'do it all' from a communications perspective. That natural desire for simplicity can lead to disappointment in terms of key missing features, providing limited choices for the end-user.

¹ IDC, MARKET ANALYSIS, Worldwide Mobile Population 2007 - 2011 Forecast

² Yankee Group 12/08

The best communications environment involves picking standards-based platforms capable of integration and interoperability in key areas important to your business so that you can integrate video with other corporate tools such as Microsoft Outlook or Lotus Sametime and facilitate easy adoption by your workforce. Speech-to-text solutions can significantly improve customer responsiveness for a smartphone-centric executive who receives an urgent voicemail from a customer while in a series of meetings. The goal is to

provide your workforce with a flexible array of options to pick from — whether they are at the airport with a Blackberry or iPhone, at a customer site, at their office desk or working from home — so that they can use the easiest and most effective tools to communicate with customers and colleagues.

Technology Adoption Best Practices

The current state of video communications is not dissimilar to previous cycles of workplace technology adoption. The lessons from office automation tools — replacing the typewriter, email that has become a must-have business tool, as well as the widespread adoption of cellular devices and smartphones for portions of the workforce — all provide some context for these evolutions.

For email, adoption initially involved a ‘walled garden’ approach that supported communicating only within the confines of the organization — sending email to your co-worker on the other side of the floor, other buildings in your city, or your country seemed remarkable at the time. But rapidly the desire to communicate beyond the confines of your organization with customers, partners, professional services providers and other external parties grew beyond a mere like-to-have desire into a compelling business need. The same phenomenon is true for video applications. Why limit your vision to the walls of your company or organization?

In a few years, after your initial adoption of video, your video communications will likely start to evolve also. As you review your different solution options, look for standards-based interoperability options with video systems that partners and customers have in place. Avoid single vendor proprietary systems. Understand the evolution of your own network, protocols, quality of service and bandwidth expectations. Take a long-term full life-cycle approach to your video platform selection decision-making.

Weighing Video Total Cost of Ownership (TCO)

Video costs are coming down, bandwidth is getting cheaper, and video capabilities are improving at a rapid pace. The next chapter of the Internet Revolution is being written now in the area of unified communications — different modes of communications such as voice, video and instant messaging are becoming intertwined and interconnected. The ease with which these communications modes can be deployed in concert, supported by your IT department, and used effectively by your workforce are key considerations. The ease with which end users can seamlessly shift from one mode to the other across multiple device platforms will be important to adoption and success.

Future of Video: Improving the Customer Experience

Typically, many look at video as a workforce productivity enabler — which it is. However, keep in mind that video today is already “as easy as a phone call” with the latest communications platforms from companies such as Avaya. Sooner than you think, video will be a tool that moves beyond the walls of your enterprise and becomes a channel for customer interactions. Video-capable consumer desktop software from the likes of Adobe, AOL, Google, and Yahoo are widespread and often pre-loaded on consumer home computers. The tipping point at which consumers will want and expect to be able to communicate with company help desks and sales representatives via video is closer than you may think. A thoughtful and coherent video strategy should reflect this, and may lead you to extend your contact center to self-service applications that reach your customers in their home, their business, even the local shopping mall.

³ IDC, 2007, Seeing is Believing: The value of Video Collaboration

⁴ Frost & Sullivan, Market overview and video briefing 08/2008

⁵ Wainhouse Research, 2008, Rich Media Conferencing

Measurable Benefits

A study from industry analysis firm IDC³ found that companies incorporating video collaboration into their business processes enjoyed the following benefits:

- An average 30 percent increase in productivity based on faster decision-making and review processes that led to faster project turnaround. This can also lead to shorter time to market for new products and services, directly impacting the bottom line.
- An average of 35 percent increased collaboration with new business processes using videoconferencing. Organization can use video solutions to maintain closer contact with branch offices, suppliers and customers to foster better business relationships and make more prudent business decisions based on the needs of their various constituents.
- An average of 75 percent faster dispute resolution, especially in companies or on teams where language or cultural barriers can create impediments to good communication. Video collaboration solutions allow for the exchange of visual cues — such as facial expressions or gestures, which can improve understanding and increase agreement on critical issues.

Frost and Sullivan⁴ also support this concept: video is moving out of conference rooms through telephony and desktop application integration. The market forecast for video is \$3.8 Billion in 2012. This extends the reach of video conferencing and ensures video becomes a more mainstream technology. Wainhouse Research⁵ further supports this by stating that next-gen enterprise knowledge workers will expect visual collaboration tools to be part of their every day experience.

Video Communications in Action

Some time ago, Avaya engineered real-time desktop video capability into its IP Softphone product line, now into the Avaya one-X[®] Communicator as well. Early adopters like Western Kentucky University today use IP Softphone to stay better connected to students — their “customers” — and video to bridge geographically diverse locations.

Western Kentucky University (WKU) deployed Avaya video solutions to help increase enrollment and make courses more accessible for students. With video, students can interact with experts, instructors and students in other locations. Video communications also helped support the University's goal of retaining quality faculty by offering better options for instruction and mentoring of students.

In the last four years student enrollment at Western Kentucky University is up 20 percent, facilitated by video courses now available at satellite campuses. In addition, the University's curriculum is more widely available to students across all campus locations thanks to the availability of video courses. Finally, through use of the video solution to facilitate “virtual office hours,” professors can extend opportunities for mentoring, without needing to physically spend more time in their offices. The Avaya video solution has become a competitive differentiator for the school: enabling faculty to collaborate more closely with colleagues and students, and increasing the availability of educational opportunities to students in the more rural areas that the University serves.



Distance learning is just one arena where video applications can help extend service and improve customer experiences within an organization. Applications like the ones Western Kentucky is using can be applied in an enterprise environment for everyday applications like virtual meetings, recruitment and interviewing, and corporate training.

Video Communications and Customer Service

- Using Avaya solutions, financial service businesses and retail companies have successfully implemented in-branch or in-store video kiosks to offer customers a better experience with their products or services. For customer seeking technical support in retail branches that do not have the on-site resources, they can have still their issue resolved on the spot by using video to connect to a remote expert. Using High Definition, two-way video, the contact center agent can even “examine” the product and make detailed recommendations or answer specific questions because they can “see” the problem. Agents can also remotely determine whether a product is truly defective or just needs settings reset.
- Troubleshooting and customer service can be streamlined through use of in-store video kiosks. By implementing video kiosks in retail environments, local branches reduce costs and the complexity of staffing every location with technical support resources. Yet they can still provide customers with immediate expert assistance and are able to do it more cost-effectively, while providing a consistent customer experience across all locations.
- For the financial services industry, customers with questions about products or accounts can connect with product specialists or service representatives via video. This saves money by optimizing the time and knowledge of a discrete pool of customer and product specialists.
- For the healthcare industry, meeting the communication needs of patients who have limited skills in English has been assisted with video communications. From their rooms patients can reach a video-enabler room on the same floor and link directly with interpreters to provide just-in-time healthcare, breaking the language barrier and reducing patient frustration. This optimizes physicians’, nurses’ and interpreters’ time while lowering overall patient care costs and the entire systems links into the Avaya contact center.

Implementing video communication solutions, as an extension of a classroom, or to link geographically dispersed teams and personnel, or to provide self-service video applications to branch retail locations will no doubt link to your existing application infrastructure. So a network assessment is the first step. It will help up in creating a roll-out plan and clear success criteria that will drive your ROI.

Practical Usability Considerations

Multipoint conferencing that is easily available at the desktop to enhance productivity regardless of physical work location, is also a growing need.

Avaya partners with other industry-leading Unified Communication solution providers such as Polycom, IBM, Microsoft and Tandberg to offer businesses some of the simplest and most user-friendly video collaboration solutions that are as easy for IT to deploy and manage at the desktop as they are for employees to use. They provide high-quality images and sound with a cost-effective price tag.

Our relationship with Polycom allows Avaya to deliver a full spectrum of video solutions that leverage Avaya core telephony infrastructure capabilities and incorporate industry leading video devices and conference bridges from Polycom using an open standards, multi-vendor approach that allows interoperability with other conferencing and communications systems.

Video solutions from Avaya and Polycom offer the following benefits:

- A controlled room-within-a-room environment with Polycom Telepresence minimizes room readiness expenses required for Telepresence deployment.

- Scalable video solutions from desktop high definition solutions to high end immersive telepresence room solutions.
- Interoperability with Polycom’s RealPresence Experience (RPX) and Telepresence Experience (TPX) Telepresence systems, the most stable and robust multi-point conferencing solution available in the market today.
- A lower list price for non-immersive room systems with even more cost-effective options for desktop-to-desktop video collaboration, enhancing communication and productivity in the context of daily business.
- Video interoperability with other corporate applications, such as Microsoft Outlook, Microsoft Office Communicator, IBM Lotus Sametime and Lotus Notes.

one-X family of products offers a common user interface to help you maximize efficiency and minimize training needs. This is part of an overall architecture that can help you understand the components of a Unified Communication infrastructure. The foundation architecture assumes that video is part of user collaboration as well as group collaboration. Built-in intelligent bandwidth management capabilities, administrative tools, and interoperability with third party solutions are foundational elements to Avaya Communication Manager.

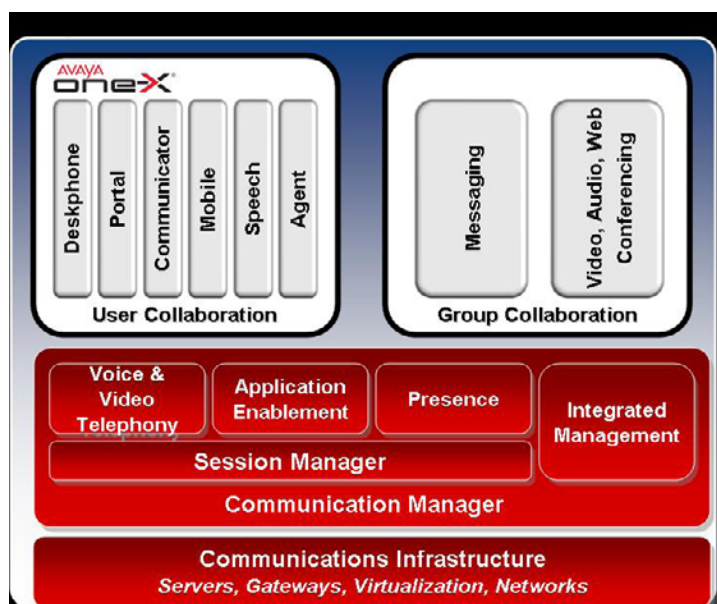
Avaya one-X software enterprise-enables mobile devices such as RIM Blackberry and Apple iPhone so that internal short-dialing and enterprise telephony features such as transfer and conference are available to the mobile users.

Avaya Solutions for Video Communications

For Avaya, the traditional PBX has evolved into a sophisticated communications management platform that supports a wide range of devices — desk phones, wireless handsets, PC-based softphones, video phones that link easily to group video systems. The Avaya



An example of a video communication linking geographically dispersed team using Avaya one-X



Avaya is the global leader in contact center deployments today and we fully understand the complex requirements of customer care, including quality, simplicity, rich reporting and analytics, ease of administration, and more. Avaya is well down the road towards enabling rich multimedia interaction with customers — the kind that will be taken for granted in the not-too distant future. With its deep expertise in the area of large scale customer care delivery, Avaya is well positioned to help your organization deliver the best possible experience, drive customer satisfaction to new levels, and enable new avenues for selling and building customer relationships.

Our solutions includes Avaya Video Agent, which links contact center agents directly with customers and provides the facility to push out video or still images — to a customer’s home or mobile device in real time. Avaya Video Assist provides self-service applications in use today at financial firms and in malls where customers at branches or retail locations can request help with both pre-sales and post sales questions. For one Avaya customer this has lead to a 30% decrease in product returns because of the immediate help customers receive in configuring their devices. Using a video kiosk, customers can communicate in real-time with contact center agents for tasks as diverse as upgrading seats for an event or upgrade a room.

Conclusion

Avaya and Avaya partners make it easy for businesses to adopt and incorporate video collaboration into daily business processes, with solutions ranging from personal, desktop systems to complete, immersive telepresence solutions that simulate the experience of all attendees being in the same room. Avaya also makes it cost-effective for organizations to get started with video –starting at just \$60 per user — adding value to each person’s communications experience while minimizing complexity.

Providing the opportunity to increase productivity, drive differentiation and capital costs, incorporating video into the existing communications infrastructure is your next step.

For more information on how Avaya can connect your enterprise using video collaboration solutions, contact your Avaya Client Executive or Authorized Avaya BusinessPartner, or visit us at avaya.com

About Avaya

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information please visit www.avaya.com.

The Avaya logo consists of the word "AVAYA" in a bold, red, sans-serif font. The letters are closely spaced and have a slight shadow effect.

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