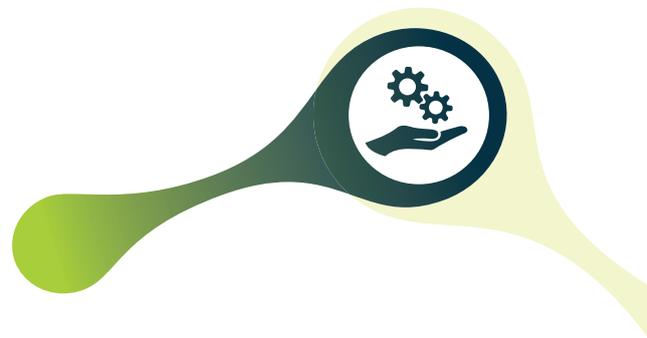# An executive guide to
# VIDEO COLLABORATION

# JT's Global Credentials and Capability

JT operates as a global alliance of well-established and accredited business partners to deliver unique benefits to companies across the globe. This network of delivery partners enables customer's access to 'best in class' local resellers with the ease of centralised partner management from JT.

Removing the need to work with numerous resellers and vendors across the globe, JT, through a dedicated centralised management team can provide consistent pricing, a single contract and centralised project management skills to deliver complex implementations in a consistent manner.

JT has presence in over 110 countries and more than 100 partners' worldwide and with new members from increasingly remote regions joining on a regular basis, we have the ability to provide the extensive coverage our customers need.

Our proven expertise in the Avaya global communications market combined with our model of engagement with our Avaya partners, allows JT to offer clients unique services both in region and globally including:

• A single supply contract, simplifying procurement processes and management
• The best Avaya partner in each country, saving time in identifying an integrator for each country and managing multiple relationships
• Competitive pricing, by leveraging global spend
• Consistent service at every location
• Single SLA, but with localised support services
• Central management team but with local point of contacts that work closely together
• In-country expertise
• Access to more than 2,500+ Avaya engineers globally
• Access to a huge base of Avaya spares

AVAYA
Platinum Partner

# An Executive Guide
# to video Collaboration

In the past, video was dismissed as a costly and complex luxury that drained your network and IT resources, while offering limited return on investment. But with substantial reductions in cost and easier deployment, businesses can integrate high definition video - as easy to use as any consumer product - across the enterprise. Avaya offers standards based video solutions that can be integrated seamlessly and deployed globally by any organization, large or small. Clients, partners and employees can connect on-the-go via virtually any device using Avaya Flare® Experience and Avaya Radvision Scopia® Mobile. Project teams and larger groups can connect via multiscreen telepresence systems (on multipoint conferencing units) that enable productive meetings and enhanced relationships.

## Business Needs and Challenges

Video communication solutions offer direct benefits to help address top challenges in today's enterprise. Many organizations struggle with achieving key business initiatives as they consider how to meet the following objectives:

## Connect and Empower your Mobile Enterprise

Being mobile and on-the-go is the new normal. With up to 40% of employees spending more than 20% of their time away from their desks and 918 million tablets in-market by 2016,[1] how do you bring people together with critical information that differentiates and improves your business? Video strengthens organizational communications and performance with the ability to stay connected with customers, partners and staff – from anywhere at any time.

## Meet Business Imperatives Quickly and Effectively

Studies show that visual communications are twice as effective as verbal communications for learning and understanding. What if your team had weekly video conference calls where they could see each other, present updates using multiple-media formats, and work on documents cooperatively, all using video? With video you can bring new resources on board from branch or global locations easily with live or on-demand training. Delivering corporate communications and synchronizing teams becomes more interactive and compelling for stakeholders, with the opportunity to interact with company leadership live and ask questions via audio or with associated web tools.

Video is ubiquitous in our personal communications – globally connecting individuals in social media communities with enriched, real a communications. With high quality, multi-modal collaboration now an easy add on to your communications network - isn't it time you powered your mobile enterprise with video?

[1] – Gartner
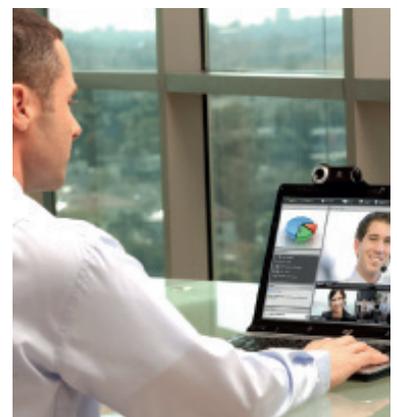
**Enhance Business Relationships and Customer Service**

Video communications help businesses collaborate directly with their clients and partners using interactive and visual communications, providing faster response and resolution times for the customer and diminished costs for the business. Contact center agents can take calls from any source outside the enterprise including video phones, the internet, and video kiosks to ask questions or watch demonstrations in real-time. Partners and clients can easily join video conferences from tablets, smartphones and desktops with click-to-connect capabilities.

**Achieve Rapid Return on Investment**

Typical Avaya customers report returns on video investments between 6-9 months and usage increases upwards of 30% in their first 6 months. Contact center deployments with video kiosks have measured up to 50% reductions in returned merchandise, reduced time to resolve customer issues (minutes versus hours), and overall cost savings of over 25% for their support services.

**Reduce Travel Expenses**

In addition to significant cost savings, results indicate that video is a viable alternative to travel. Companies are seeing increases in sales force effectiveness when video is used, especially in conjunction with Web collaboration. Wainhouse Research[2] cites the example of a technology company that saves $550 per avoided sales trip, while simultaneously increasing customer touch by over 40% using video and other remote collaboration technologies.

## Considerations When Deploying Video

**Choose Open, Flexible, Solutions**

All networks are not equal, and being familiar with the differences between proprietary versus open H.323 and SIP based networks is key to your business opportunity, cost savings and success with deploying video. SIP is revolutionizing communications architectures with the ability to flexibly connect users, applications and systems across your business.

SIP offers entirely new and enhanced ways for users to collaborate with each other. With SIP, multiple types of communication modes are "threaded" together into a single communication session. Users can move seamlessly between, and within different types of applications such as video, IM/chat, voice, e-mail etc. A great example is the ability to add video to an IM session with a simple click.

Avaya delivers open, standards-based, multi-vendor, and evolutionary solutions that interoperate with your existing video systems and provide powerful unified integration with other Avaya applications such as presence federation. Leveraging Avaya Aura® application enablement capabilities enables you to integrate your business applications and business process. Scalability lets you easily grow the solution to meet future demand, giving you added investment protection and value. With SIP at the core, for call control, Avaya Video Collaboration provides access to customization and best in-class developer ecosystems for unlimited innovation, choice and differentiation for your enterprise, unlimited innovation, choice and differentiation for your enterprise.

**Understand Management Capabilities**

By enabling simplified deployment, management and monitoring across the enterprise, the Avaya Aura platform eases operational tasks of both administrators and end users by providing a standardized dial plan along with common directories, seamless registration, and authentication capabilities.

Users simply dial an extension and the network automatically registers the video endpoint to launch an audio-video call. Users do not need to remember video IP addresses or use multiple devices, whether the video session is an internal strategy meeting or external customer call.



[2] - 2010 Wainhouse Research

**Understand Bandwidth Demands**

Before deploying video in your environment, assess built-in intelligent bandwidth management capabilities so that you are not forced to buy more network bandwidth. Low bandwidth demands compliment your network optimization and architecture choices and support dependable information exchange between users. Avaya end points require up to 50% less bandwidth to deliver high definition video than leading competitive end points, and choosing Avaya endpoints can result in up to $2,500 annual WAN savings.[3]

**Understand Bandwidth Demands**

Video used to be expensive with long cycles to achieve return on investment. Avaya Video collaboration provides superior total cost of ownership across endpoints, bandwidth and infrastructure.

Avaya Radvision Scopia room systems are well-equipped and offer outstanding value including many features that are either unavailable or costly upgrades in other vendor offerings. In addition, Avaya Video Collaboration can be deployed within your existing Avaya network – maximizing investments and benefits with common audio, video system and bandwidth management as well as security, presence and directory services. Because Avaya video is standards based you can also overlay the solution onto a third party PBX to protect your investments avoiding a painful and costly rip-and-replacement of existing infrastructure, and purchase of additional hardware.

Avaya Professional Services and Partner base can increase your return on investment with the integration of video into your other unified communications services. With Avaya video services, consultants can design solutions specific to your use case scenarios as well as provide training programs to maximize video skill and adoption. Avaya Video Managed Services operate as a single point of contact for conference management, video networks and maintenance issues, eliminating the need for trained expertise on site.

**Connect Dispersed Teams**

Your video solution should be capable of connecting varied stakeholders across your business – whether in or outside the firewall. Avaya Video Collaboration connects users across the enterprise through gateways, and through video border proxies as well as Session Border Controllers for remote users.

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[3] - Assumes $300 / Mbps / month, and 20% WAN utilization for each endpoint. Data rates can be significantly higher in certain international markets.

# Why Avaya?



## Protect your Video and Communications Investments

Most enterprises have a mix of an existing multi-vendor and a relatively new video infrastructure. Avaya Radvision Scopia® supports traditional and newer video systems regardless of the communication network – so you can bring together different systems and locations. This approach helps companies manage costs and extract long-term value as they evolve to more integrated SIP- based collaboration and unified communications. Open standards make it possible to interoperate within and to manage multi-vendor environments including Lifesize, Polycom and Tandberg. Radvision Scopia® Gateway for Cisco TIP enables three-screen support for audio, video and data sharing in a Cisco telepresence environment and is ideal for service providers and large enterprise customers with existing telepresence suites.

Find further value with Avaya Aura®, our unified, centralized SIP architecture that drives cost efficiencies with common dial plans, trunking, application integration, network utilization, management, and administration. Scale to thousands of endpoints with virtualized MCUs.

## Deliver Rich Video to Users on All Devices

Whether leveraging dedicated video conferencing or wide scale deployment of integrated UC experiences - adding Avaya video is a simple addition to your communications platform. Users can collaborate with anyone via familiar interfaces and standards–based interoperability, using any device, from anywhere. Clients are free and downloadable with an easy-to-use management tool. With just one click users have access to people, information, and resources.

Rich tools—moderator controls, streaming or recording, and video layout options—enhance sales, project, and customer meetings. Find anyone in the business on the contacts list, then drag and drop the name into a collaboration video session. Contact lists, calendars, and emails are all unified. Use one-click access to IM, chat, see presence, and use Web/audio conferencing in a single, portable, integrated enterprise workspace. Move between communication modes as needed.

## Support BYOD and Mobility

Today's business is scattered across multiple locations with many people working on the go. It is commonplace for employees, customers and suppliers to use personal devices to communicate and collaborate. Your business needs enterprise-grade collaboration solutions that make it fast and easy to bring people together, securely sharing information that keeps your business moving.

Take video conferencing and collaboration with you. Connect to virtual conference rooms from almost anywhere and invite other users or room systems to join. Users can participate in voice, video and content sharing. Attend meetings remotely using whatever device is available. Avaya video solutions extend to tablets, smartphones and desktops with secure accessibility so employees can be more productive from the airport, a partner location, even a customer's office.

## Avaya Video Collaboration Overview

Avaya offers a broad range of high definition, low bandwidth video solutions that are cost-effective and accessible for all users across the enterprise. Avaya video solutions can help you leverage your core communication infrastructure and expand connectivity choices with other systems. The Avaya line of media and communications servers delivers the full power of our Avaya Aura® software to large and midsize businesses. Our open-standards approach lets third-party video hardware and applications interoperate with Avaya unified communications and contact center products and solutions.

## Interoperability and Connectivity

Whether extending video within your corporation or between customers and business partners, the ability to connect both new and existing systems offers the enterprise increased connectivity capabilities and flexibility. With Avaya Video Solutions you can:

• Connect teams across the enterprise (headquarters, branch, and remote offices)
• Connect your SIP and H.323 video conferencing systems
• Connect to your business process and applications using Avaya Agile Communication Environment™ and the Avaya Aura platform. Enable video as a key form of communication.

## Broad Choice for Users and Workgroups

Easy to use and easy to operate, enterprises have unparalleled choice of connectivity and use of sophisticated capabilities that support individual or workgroup preferences.

## Unified Communications

Avaya offers users broad choice of integrated collaborative video. Avaya Flare Experience, powered by Avaya Aura Conferencing, is an innovative user interface offering your favourite communications tools – audio, video, email, IM, presence, social networks – so you can convene a global team or access experts quickly with one-click. And, with Avaya one X® Communicator and IP Softphone, users can place a voice call and then dynamically add video with the click of a button.

• With Avaya integrated collaborative UC video you can:
• Leverage presence information to connect with buddies quickly
• Simply click an icon to escalate audio to point-to point or multi-party video, or start Web collaboration
• Upload and share documents from the library - an online repository makes it fast
• Share desktops, applications, or whiteboard, take notes and minutes
• Click video from Microsoft Lync or Office Communicator or IBM Lotus Sametime
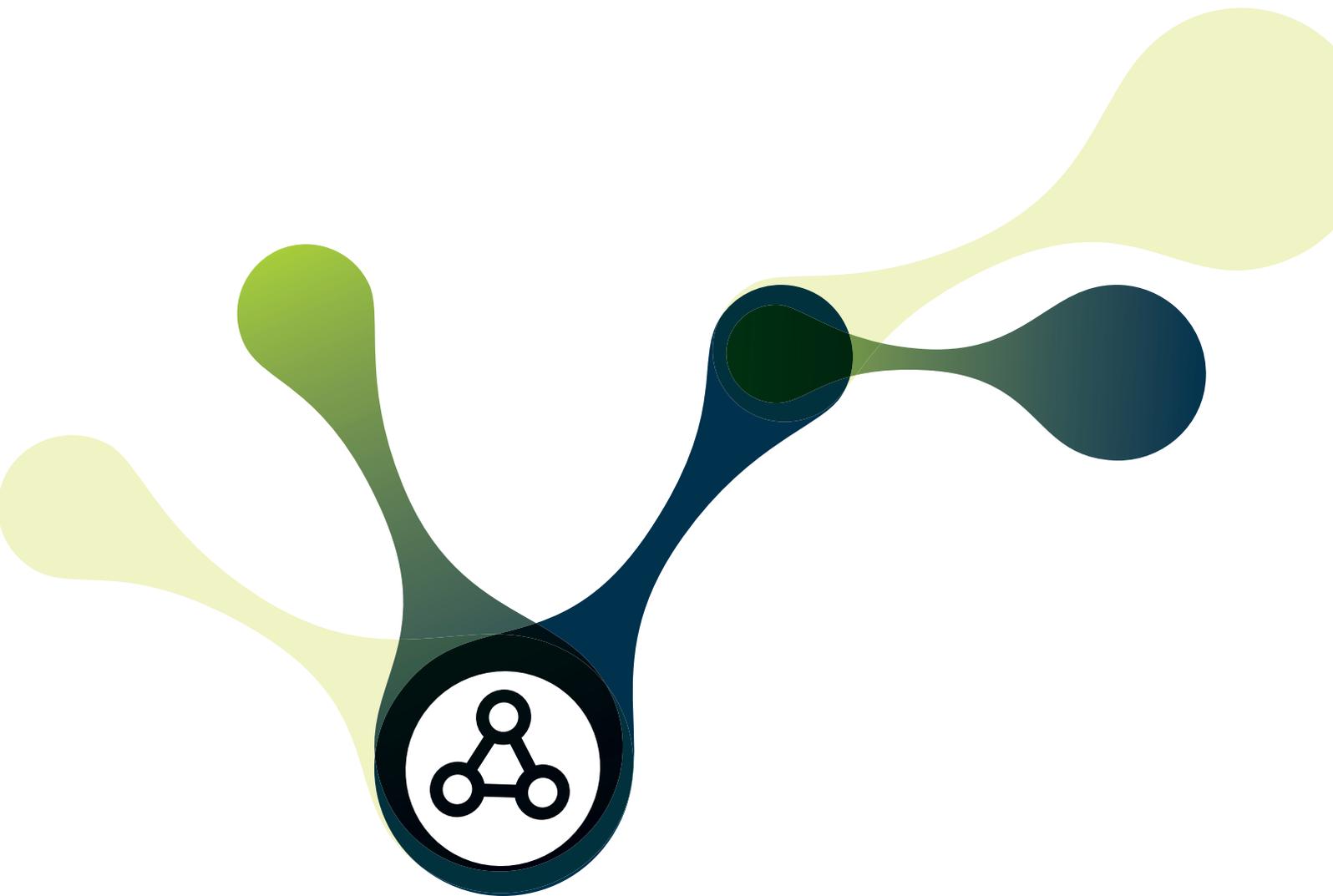
**End User**
- Easy to use, one-click, always on video supported from anywhere on device of choice
- Collaborate across multi-modes, and media with rich capabilities and moderator controls
- Familiar interfaces for technology users for whom video is the "new norm"

**Line of Business**
- Drive more effective B2B and B2C relationships
- Faster problem resolution and time to market
- Enhanced corporate communications, training and productivity

**IT**
- Reduce ongoing operating expenses and improved TCO
- Rapid deployment of new features and applications to meet business needs
- Lower risk upgrades, implementations and integrations

## Dedicated Video Conferencing

The Avaya Radvision Scopia® line of high performance and high quality HD video conferencing systems incorporate the latest state-of-the-art video technology with capabilities mandatory for today's conference room deployments.

The Radvision Scopia XT Telepresence Platform creates a lifelike, immersive experience replicating the feeling of meeting in-person. Customers can define the installation and furnishings that best fit within their conference room and budgets to deliver a distinct customized telepresence experience.

Radvision's Scopia XT5000 room system is one of the industry's most powerful systems in its class with dual high definition 1080/60fps live video and content.

The Avaya Radvision Scopia® XT4200 room system, leveraging the same technologies as the XT5000 offers outstanding value and cost-effective HD video communications specifically designed for the needs of smaller and midsize conference rooms.

Leverage an embedded 4-or-9 port MCU featuring SIP integration with Avaya IP Office. SMEs or workgroups benefit from this all-in-one room based system that supports Radvisio Scopia Desktop and Radvision Scopia Mobile.

Enjoy a high quality conferencing experience with unique dual HD1080p/60fps for live video and content and CD-quality, 20 kHz HD audio.

Leverage unparalleled power with two full HD video channels, H.264 High Profile for bandwidth efficiency, H.264 SVC for error resiliency and an optional embedded 9-way multi-party MCU.

Be productive from day one with no training required via the easy to use system interface. For an enhanced experience, Multi-Touch control via the Apple iPad is available.

Experience cost-effective video collaboration with features that may not even be offered by other vendors or that can require costly upgrades with other vendors.

Leverage Radvision Scopia Elite 5000 Series MCUs (Multipoint Control Units) or Scopia room system embedded MCU capabilities for multi-party video and content collaboration. Scopia MCUs utilize the latest in DSP technology for advanced media processing, unmatched connec-tivity,interoperability and usability.

Join scheduled or on-demand multiparty conferences easily through virtual meeting rooms.

Utilize high definition continuous presence to view up to 28 participants simultaneously.

Easily control and moderate conferences through on-screen menus and also via the Apple iPad.

Embedded 4 or 9-port MCU features SIP integration with Avaya IP Office. SMEs or workgroups can leverage this all-in-one room-based system that supports Scopia Desktop and Scopia Mobile.

Enjoy unmatched interoperability with traditional video conferencing systems, immersive telepresence, desktop and mobile clients along with market leading unified communication solutions.

## Contact Center Applications

Enhance your client relationships by supplementing contact center voice, IVR, email and text communication with video. Contact center agents can take calls from different sources outside the enterprise, including video phones, Web, kiosks, or cell phones.

• Reduce live agent costs by extending expert resources without needing to staff every location
• Upsell/cross-sell opportunities by auto-selection of video content while a transaction is in process
• Provide faster service and confirmed transactions
• No infrastructure requirements for end customer

# Video Collaboration Services
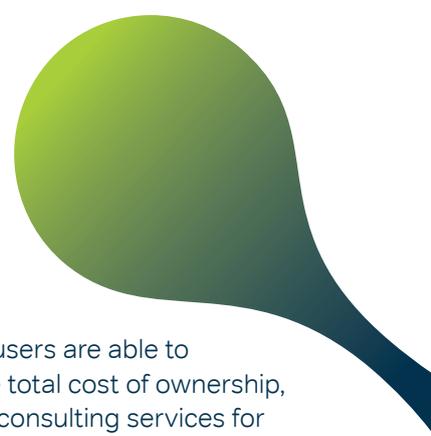
Avaya Services provides a comprehensive and robust suite of offers to ensure that end-users are able to collaborate consistently and predictably. Our services enable you to mitigate risk, reduce total cost of ownership, and optimize solution performance based on your unique business needs. Starting with consulting services for initial business alignment and continuing with implementation, support and managed services all the way to fully outsourced and cloud solutions, our clients benefit from a broad spectrum of end-to-end services, no matter their specific needs.

## Professional Services

Avaya Professional Services for video collaboration provides strategic and technical consulting along with deployment and customization services to ensure that video collaboration rollouts are successful and aligned to your specific business objectives.

We assess your collaboration culture and organizational readiness for desktop and mobile video technology and applications in the planning stages with a focus on maximizing your business gains through productive users. We align to technical and business requirements including recommended end state architecture and migration requirements. Your business collaboration and operational needs are addressed throughout the lifecycle of your deployment strategy to ensure that projects are kept on track, delighting users and maximizing your business impact.

## Managed Services

Video Managed Services enable enterprises to enjoy a predictable, high-quality video collaboration experience, driving optimal levels of user adoption and ROI. Avaya services are global in scope which allows clients to easily bring together their own customers, suppliers, and key stakeholders under a common, secure B2B video community. Video Managed Services are a vendor-agnostic, carrier-agnostic service solution that support nearly all standards-based video endpoints, including "full immersion" telepresence, room systems, and personal endpoints in an open managed Video NOC cloud.

Avaya, together with our Partners, have helped customers deploy over 25,000 video endpoints in hospitals, insurance companies, financial institutions, retail, and call centers.

### Healthcare

A Medical Center in the United States uses Avaya Video Collaboration in examination rooms to provide interpreters for non-English-speaking patients. The Medical Center serves a large number of patients for whom English is a second language, and who require interpretation for accurate diagnosis.

### Call Center

A bank has rolled out Avaya integrated Video kiosks across Asia enabling highly skilled banking personnel to better serve customers.

A large US mobile telephone provider has placed Avaya-enabled video kiosks in 150 retail stores providing remote expertise locally.

### Insurance

A large multinational Asian insurance company relies heavily on video, both in groups and one-to-one, to do its business. This company has a culture of interpersonal interaction between its managers and its employees. Remote managers stay in contact with their teams using the personal intimacy video offers. A team may be in one or more conference rooms or individual team members can be connected by their own Avaya one-X Communicator.

## Support Services

With Avaya support, clients can be assured that uptime is maximized and that they are backed by award winning global support capabilities with deep collaboration expertise if an outage does occur. With collaboration becoming critical to a business success, clients need support and monitoring to ensure that they have the information and tools to respond if an issue should occur. Avaya is setting a new standard in support services and earning client trust and satisfaction around the globe.

## Conclusion

Avaya and our partners make it easy to adopt and incorporate video collaboration into daily business processes, with solutions ranging from BYOD and mobile devices and personal desktop systems to large conferences connecting multiple locations and endpoints around the globe. Avaya Video is cost-effective for organizations - dynamically adding value to your businesses communications experience while minimizing complexity. With the ability to enhance working relationships between customers, partners and your workforce, increase productivity and reduce travel costs while driving competitive differentiation throughout the enterprise, the time is right to power your business with video.

## Learn More

To learn more, contact your JT consultant or visit us online at
**www.jtglobal.com/business**

# JT

JT is an Avaya Platinum Partner, providing business collaboration and communications solutions and related services to companies of all sizes around the world.
www.jtglobal.com

## AVAYA
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