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Cisco Renews Streaming/Webcasting Thrust

Cisco has launched a new product aimed at enterprise customers. The Cisco Digital Media System lets users create, manage and deliver live and on-demand digital media in various formats to multiple wired or wireless connected devices. The system is priced at about \$133,000 and includes digital media encoders, a media manager (data center server), and video portal (coughs up the video in needed format on demand).

Here's What I Think: I am amazed at how many newspapers picked up this story, including the Wall Street Journal, and talked about Cisco bringing YouTube to the corporate world. Hard to put YouTube and \$133,000 in the same sentence. But there is indeed a rationale here. Already the Internet video phenom has zillions of followers and has many thinking about how they can use basic video technology for enterprise use – training, advertising, streaming of public meetings, public service announcements, etc. Cisco, along with many competitors, plays in the space where video must be easy to use and deliver, but doesn't have to be broadcast quality. This is undoubtedly the high growth segment of the market.

On a different front, this announcement does some interesting things for Cisco, which has roots in the streaming business going back to at least Q1 of 2000, when the company acquired SightPath which had a very unusual streaming and content delivery solution. The Cisco Digital Media System gives Cisco an entry into the enterprise video market, something that will help the company diversify out of the pure networking and IT market. It also gives the company a product line that will create demand for more bandwidth – and who do you think stands ready to fill that demand for higher capacity routers and switches?

Wainhouse Research Takes Collaboration Summit Worldwide

The WR Summit moves to a worldwide venue for 2007. Mark your calendars now!

- 14-16 February: Sydney, Australia
- 23-25 April: Berlin, Germany
- 5-7 June: San Francisco, CA, USA

Full details are available at wainhouse.com/summit. These conferences and technology showcases will look at the evolving issues in unified conferencing, IP collaboration tools, and audio-video-web solutions. For sponsorship information, please contact Sara Fargo, sfargo@wainhouse.com. If you are interested in speaking, send an email to andrewwd@wainhouse.com. Stay tuned for more details in coming weeks.

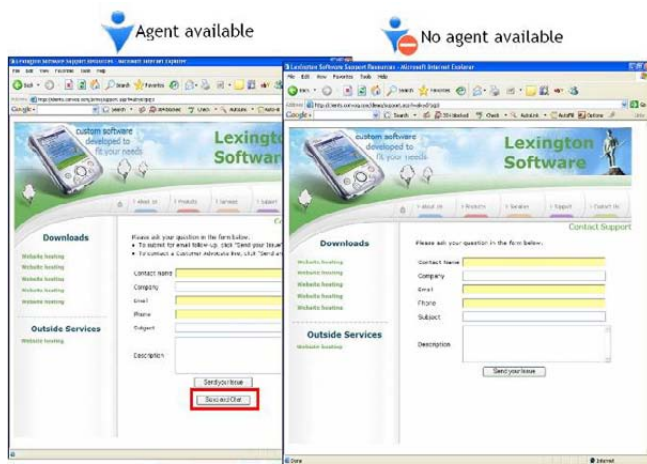


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IBM Global Services Update

IBM is revamping some of its global services and has introduced some new products along those lines. A network convergence bundle is aimed at helping customer determine their readiness for adopting communications networks that combine support for data, voice, and video. An IP telephony offering is focused on designing, deploying and managing IP telephony infrastructure. The strategy employed by IBM is to create standard approaches to service delivery in order to ensure that a customer implementation takes advantage of best practices. Don't know if it is a coincidence or not, but one of the featured speakers at this month's PUG annual conference is Gerry Kluck from the very same IBM Global Services. IBM Global Services generates over \$40 billion a year in revenues for Big Blue.

Convoq Intros SupportASAP



Convoq has introduced one of the more unusual and interesting applications based on intelligent presence and desktop collaboration - SupportASAP for salesforce.com's AppExchange. SupportASAP provides instant live chat and remote desktop control for Salesforce Service & Support users. With SupportASAP, companies can 1) give customers instant access to available support agents with presence-aware links; 2) program and customize "Click for Live Chat" links to route incoming requests to appropriate groups of people based on product, region, time of day, etc.; 3) ask meeting initiators to fill out a form that will populate a case record in Salesforce, while simultaneously initiating a meeting with the first

available agent; 4) take remote control of customer desktops if authorized by the customer; and 5) automatically save meeting information – including text chat, time, date, duration and attendees – back to the case record within Salesforce, saving agent time and ensuring zero data leakage. SupportASAP is available now as a \$4,200 annual subscription, with a 10-seat minimum license, for unlimited sessions of up to 3 people. Participants need not download or install any software to join the meeting; all they need is the ubiquitous Flash player.

The screen shot shows two hypothetical tech support forms for a customer to fill out. If an agent is available, the Convoq system automatically displays a "send and chat" button which initiates a chat session with the support professional. Voice and video are disabled, so all communications are by text chat, and the chat is archived in a case file. A follow up email is automatically sent to the customer with the case number and a URL to use if any additional action is needed.

While the product is aimed at the Salesforce community, it can also serve as a stand-alone solution and would be appropriate for small support departments or support teams operating from a dispersed set of offices (or home offices).

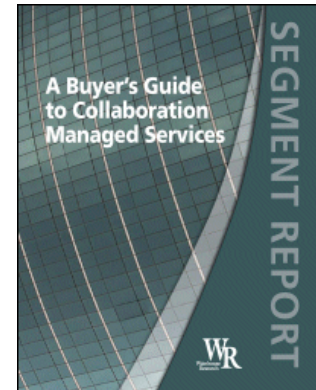
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New Collaboration Managed Services *Buyer's Guide*

Written for end users considering a collaboration managed services strategy, and vendors and service providers of all stripes wishing to understand the dynamics of the managed services market, this WR report includes an overview of collaboration services and deployment dynamics, and discusses both pricing scenarios and guidelines for selecting a Collaboration MSP. The report profiles more than 15 of the major CMSP players and provides a graphical portrayal of each provider's services focus. As collaboration becomes integrated into the enterprise fabric, and as the rate of change continues to increase, any organization considering or already deploying collaboration managed services will find [A Buyer's Guide](#) an invaluable resource for decision-making. (\$149 single user, \$749 site license)



News in Brief

- Polycom announced support for IPv6 on Polycom videocommunications systems and network infrastructure products. The company also announced IPv4 to IPv6 Application Layer Gateway (ALG) to help customers migrate to IPv6 while leveraging existing investments in Polycom VSX videoconferencing systems and MGC video bridges. IPv6 support and the ALG are scheduled for availability in the mid-2007 timeframe.
- Avistar released its new video-over-IP software (AvistarVOS Client 9.0) that cuts in half the cost of installing its enterprise-quality suite of collaborative video applications at the desktop. Functionality is still one-to-one or multiparty videoconferencing, whiteboard data sharing and the ability to record calls, broadcasts, and other communications for later playback via endpoints, websites, or e-mail. The software is also compatible with the company's hardware accelerator.
- Teliris introduced *VirtuaLive*, its fourth-generation telepresence system, replacing the third generation *GlobalTable* product line up. The essence of the Teliris solution is their *Virtual Vectoring* technology that provides users with eye-to-eye contact from site-to-site in multipoint meetings with various numbers of participants within each room. Also part of the solution is enhanced directional audio. HD video is an option. Due out later this year are *VirtuaLive Modular*, a proprietary offering designed to fit within a company's existing room configurations and require a less design-intensive installation process, and *VirtuaLive 360*, a top-end solution with a full-featured collaboration environment. Telepresence is much in the news these days, with a 28 September 2006 *Wall Street Journal* article causing lots of excitement. WR is planning an upcoming project to check out all the different systems and report on our findings.



Use Web Conferencing?



1) Take Survey

End Users only, Please!

**2) Win Prizes,
Gain Insight**



WebMetrics
From Wainhouse Research

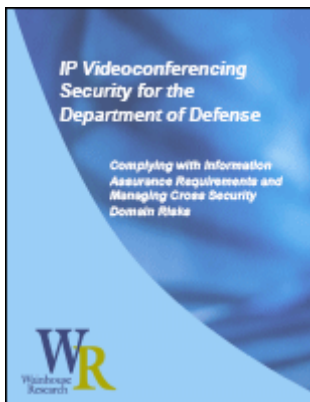


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- Vison has engaged the investment banking firm of Bowen Advisors to advise the Company with regard to its various strategic alternatives, including the potential sale of parts or all of the company to maximize shareholder value. The company has been working on a videophone for several years but has yet to ship a product.
- Google has opened up its Internet telephony and instant messaging service to everyone, not just users of its Web mail. Google Talk had been limited to people who use Gmail. Google decided to drop the requirement to encourage more people to sign up for the service. Some features, however, remain limited to people with Gmail accounts. Those include chat histories and mail notifications.
- LifeSize secured an additional \$25 million in funding. The investment was led by Lehman Brothers Venture Partners.
- Following the re-integration of Ronexus Services AG back into its parent company, F. Hoffmann La Roche, the global sales and distribution of EventExpert Conference Scheduling and Resource Management software has reverted to its developers, Sinetec GmbH. Sinetec also announced the release of a new product - EventExpert Automation Server. This product automates audio, video and web conferences by interfacing directly with a Polycom MGC bridge, Polycom and Tandberg end-points, MS Exchange Server, MS LiveMeeting as well as room/infrastructural control system. For further information: alex.huber@sinetec.ch.



New Whitepaper Available



[IP Videoconferencing Security for the Department of Defense](#) is a new whitepaper that discusses how the convergence of voice, video, and data communications over IP networks has increased the complexity and range of security risks for DoD videoconferencing users. In the IP environment, videoconferencing users must be concerned not only about the traditional RED/BLACK (TEMPEST) requirements, but also a new set of Information Assurance (IA) guidelines. Of specific concern is the protection of the classified information stored and maintained within the typical videoconferencing endpoint including network, directory, and usage information. This white paper, sponsored by Criticom, discusses the security issues that arise from hosting IP video sessions at different classification levels on the same videoconferencing equipment, and provides insight and guidance on how to best achieve and maintain a certified secure conferencing environment.

Conferencing & Collaboration Event Calendar	
WHEN & WHERE	WHAT & WHO
2006-October 11-12, Munich, Germany	<u>Point Nine Peer Networking Forum</u>
2006-October 17-18, Paris France	<u>Seminaire Grands Comptes Groupe Genedis</u>
2006-October 22-25, Orlando, FL	<u>Polycom User Group</u> Annual Conference
2006-October 22-25, Venice, Italy	<u>Aethra Partner Conference</u>
2006-October 24-25, Monterey, CA	<u>6Sight</u> Future of Imaging Conference
2006-November 8-10, Calgary, Canada	<u>Alberta</u> Online Consortium Symposium
2007-February 14-15-16, Sydney Australia	<u>WR Collaborative Communications Forum – 2007</u>
2007-April 23-24-25, Berlin Germany	<u>WR European Collaborative Communications Forum – 2007</u>
2007-June 5-6-7, San Francisco, CA	<u>WR Collaborative Communications Forum – 2007</u>

People & Places

ClearOne, **Greg LeClaire**, VP of Finance

Ezenia, Inc., **Roger Tuttle**, Chief Financial Officer

VitalStream, **Patrick Ritto**, Chief Technology Officer

Sony UK, **Duncan Feakes**, Videoconferencing Sales Manager

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