



Overcoming Barriers to Effective Visual Communication

A TANDBERG publication featuring an exclusive Gartner interview

Gartner

Featured Gartner Perspective

TANDBERG

A global leader in visual communication

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A Message for Our Readers

Andrew M. Miller, Chief Executive Officer, TANDBERG



Users of visual communication have become more sophisticated and, as a result, much more demanding. Users are discovering ingenious ways to use video to communicate ideas, build trust, and quicken time to market. They are demanding that technology keep up with their needs to take video out of the meeting room, reach across company firewalls, and integrate seamlessly with other collaboration tools.

The industry has responded. Technical innovation has overcome the barriers that previously limited widespread adoption of video throughout an organization.

In the TANDBERG approach, the key has been to view video as part of an integrated solution that mirrors the workflow of an organization and evolves with it. What used to be a stand-alone application focused on video end point units has become an end-to-end solution that is central to a company's communication strategy.

In this publication, which features an exclusive interview with Gartner's Principal Analyst Lou Latham, we describe how a solution-oriented mindset is addressing the demands of video users. A video solution is integrated with data-sharing and presence technologies so that a user can move easily from one collaboration tool to another. It leverages investments in VoIP infrastructure to simplify deployment and lower costs. And, a solution incorporates a strategy to traverse firewalls in a way that allows for secure communication with customers, suppliers, and a mobile workforce.

TANDBERG is pleased to present this Gartner perspective to help describe how a solution approach is essential to overcoming communication obstacles.

Regards,

A handwritten signature in black ink, appearing to read 'Andrew M. Miller'.

Andrew M. Miller
Chief Executive Officer,
TANDBERG

Visual Communication

Exclusive Interview with Gartner Analyst Lou Latham



Lou Latham
Principal Analyst
Gartner, Inc.

SOCIETY AT LARGE IS BECOMING MORE VISUALLY ORIENTED IN ITS COMMUNICATION. FOR EXAMPLE, THE NUMBER OF MOBILE PHONES THAT CAN TAKE PHOTOGRAPHS OR EVEN STREAM VIDEOS IS INCREASING, AND MANY HOME USERS NOW USE WEBCAMS TO TALK TO DISTANT FAMILY MEMBERS. WHAT ARE THE BENEFITS OF VIDEO FOR BUSINESS USERS?

Video is absolutely essential and central to some processes. Take telemedicine for example. Distance radiology allows a radiologist to transmit images from a hospital to another location for review by a specialist. Human resources is another such domain. Interviewing a new hire candidate is certainly a time when you want the richest interaction possible. There are military applications as well such as remote command and control and global access to expertise. So there are some occasions where video is mission-critical.

There are a larger number of circumstances where visual contact between the participants has a social value that translates into a business value. People like seeing each other. People tend to feel more engaged in a process when they can see the speaker. They tend to retain more of the information that the speaker is conveying. And it works the other way as well: people tend to focus more, and pay more attention, when they know they can be seen.

In general, there is a greater level of trust and a greater degree of involvement when people connect visually. We see this in work groups, where people who know each other rely on body language, facial expressions and other visual cues to be able to collaborate effectively. In more general terms, whether we are giving a lecture or just talking to one person, it's very useful to have feed-

back on how others are receiving what we say. So the ability for a speaker to see an audience is almost as important – in some cases, more important – than for an audience to see the speaker.

AS MORE ENTERPRISES INCREASE THEIR USE OF VOICE AND DATA OVER IP, HOW CAN THEY MOST EFFECTIVELY INTEGRATE BUSINESS QUALITY VIDEO WITH THESE COMMUNICATIONS METHODS TO INCREASE USER ADOPTION, AS WELL AS SIMPLIFY DEPLOYMENT WITHIN THE ORGANIZATION?

It is appropriate that all real-time communication be done in a single environment. So the first layer of integration is to put video, voice, and data-sharing together in an effective way. We see that in connection with the relationship between video and Web conferencing vendors and with popular instant messaging products that allow them to leverage presence to connect all of those things.

We must also have integration points so that when we connect to users who are still living in the telephone environment, we can hook up to them with multi-protocol gateways for video and CTI integration for voice. A key element here is in bringing the management of the communication process into the enterprise software ecosystem. Then we can track, manage, and process the connections and the interactions between all the various ways that people talk to each other in a single dashboard or management console.

The demands that video places on the enterprise infrastructure and the costs of using it are certainly higher than they are for voice. However, once the work is done

to bring voice into the enterprise, there is no reason why video cannot more or less immediately follow. All of the requirements are the same; they are just a little more so. One of the things that people I talk to are asking is, “Well, we have a voice over IP (VoIP) initiative going – what’s the next step?” Well, the next step is video.

IP VIDEO COMMUNICATION IS PRIMARILY FOUND ONLY ON VIDEO CALLS WITHIN THE ENTERPRISE, BUT IP VIDEO WOULD ALSO BENEFIT COMMUNICATION BETWEEN ENTERPRISES. WHAT BARRIERS MUST BE OVERCOME TO USE IP VIDEO BETWEEN ENTERPRISES?

When you have business partners, large customers, or suppliers with whom you have to collaborate closely, where the ability to reach out to them is mission-critical, you need a high level of interaction. There are certain to be issues of privacy in this situation. Therefore, an enterprise needs a security strategy. Administrators have to respect the firewalls and security requirements of their own networks to ensure that collaboration activities don’t introduce threats to the enterprise, while developing strategies to traverse those firewalls in a controlled way so that collaboration is not impeded. At the same time, encryption must be utilized to ensure that communication remains private.

Lastly, of course, one must be able to easily locate the people you wish to talk to. That requires a way to identify them in a global directory service, to leverage presence technologies, and have a way to “dial” or connect to somebody on the basis of knowing who they are, and not necessarily anything else.

WITH SECURE FIREWALL TRAVERSAL AVAILABLE AND A GLOBAL DIALING PLAN IN PLACE, THE BENEFITS OF BUSINESS QUALITY AND AFFORDABLE IP VIDEO WILL REACH MANY NEW MARKETS AND APPLICATIONS. WHAT IS THE FUTURE OF IP VIDEO COMMUNICATION?

Well, obviously technical advances have produced substantial improvements in the past year or two, with more coming up. Regardless of the technology, though, on the social and business-process level, we certainly see an increasing demand for visual communication as an aspect of collaboration, team building, and relationship management among people within, and increasingly between, enterprises.

One area where we see this particularly is in the increasingly distributed workforce. One of the biggest driving elements for this is just plain social. People are working at home, on the road, in hotels, and in airports all around the world. They have to keep working, sometimes it feels like 24 hours a day, and they need to be in touch with each other.

So we certainly have a demand for not just connectivity in the technical sense, but a human sense of connectedness for people to remain part of their team and part of their company. It is to the company’s benefit to keep them feeling connected and in touch, and to diminish the sense of isolation that can occur, as anybody knows, when one is on the road for a period of time, or when working at home.

Certainly in terms of inter-enterprise activities, when we look at people who are engaged in supply chain processes between enterprises, these are really people who are



engaged in a common business process. They are getting something built, getting something done, they are a team. The same team values of trust, connectedness, bonding, and a sense of commonality occurs between these people as it does in any enterprise. Just because they are in different companies does not mean that they do not need that. So this is something that crosses company borders. The need for personal interaction with partners and suppliers to improve productivity and relationships is just as critical as interaction within a company.

When we talk about people who are on the road, increasingly we are talking about dealing with mobile devices. We certainly see millions of cell phones out there that can take pictures, and even transmit video. Some of the people we interact with are going to be on smaller devices, have smaller screens, and limited bandwidth. We need these gateway mechanisms and the infrastructure components that can mix, match, and manage – connecting people with whatever type of device is most convenient for them.

Lastly, some industries have been early and eager adopters of all kinds of collaboration and communication



technologies. Financial services is certainly one of them, health care and medicine is another. There are also industries with a very distributed type of workforce such as franchise industries and auto dealerships. These are early adopters of all kinds of communication technologies in order to gain competence advantages and retain top talent – video becomes critical to their business processes.

In short, collaboration is a human process. With video, users can leave their video systems running and “pop-in” on co-workers. By making co-workers, doctors or suppliers feel they are working together in the same place and at the same time, the collaboration process becomes more effective.

Source: Gartner Research

Lou Latham is a principal analyst in the Knowledge Workplace community of Gartner Intelligence, where he covers content and collaboration issues in internal and external business processes. He also covers the use of audio, video and other rich media in the business environment.

Now in his 13th year at Gartner, Mr. Latham has been an IT professional for 35 years, including seven years as an independent systems consultant and value-added PC reseller. In 1969, he was one of the first users of the then-secret military network, now known as, the Internet. Mr. Latham holds a degree in history and political science.

The TANDBERG Solution

TANDBERG Perspective

FOR HIGHLY EFFECTIVE VISUAL COMMUNICATIONS YOU NEED A SCALABLE AND FLEXIBLE SOLUTION THAT GROWS WITH YOUR NEEDS.

The core of the solution is the TANDBERG Management Suite (TMS). This centralized **MANAGEMENT** system is a smart foundation for every video network and the basis for scalable and widespread deployment of video across the organization. TMS allows you to easily add and manage components from TANDBERG as well as third-party vendors.

TANDBERG **INFRASTRUCTURE** is designed to integrate with existing infrastructure and support the full video feature set, making the video experience seamless. In a pioneering advance that permits video communication anywhere there is an Internet Protocol (IP) network, TANDBERG's Expressway™ technology securely traverses network firewalls to make face-to-face interaction convenient and cost-effective.

TANDBERG **SCHEDULING SOFTWARE AND AD HOC** connection options let the users schedule and launch meetings with simple and familiar interfaces, including IBM Lotus Notes® and Microsoft Outlook®.

There is a TANDBERG video **SYSTEM** for every workspace – from boardrooms and home offices to operating rooms and manufacturing floors.

The **MEDIA EXPERIENCE** defines the TANDBERG MXP platform. Vibrant audio and video, one-click presentation sharing, and advanced multipoint capabilities are just a few of the features that make the experience rich.

On every level, the TANDBERG **CONSTANT CARE SERVICES** portfolio secures service excellence throughout a product's lifetime from decision to deployment and beyond.

Source: TANDBERG

