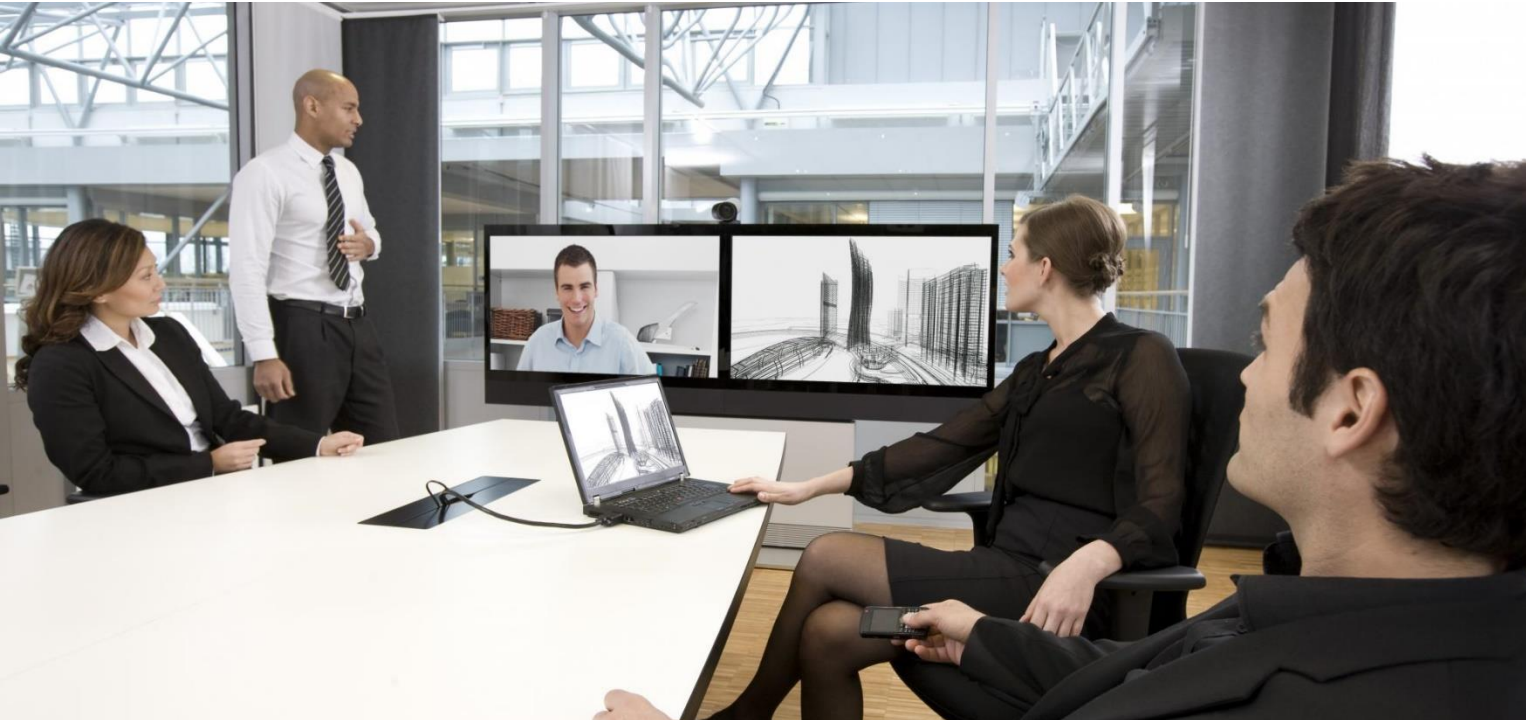


THE EVOLUTION OF VIDEO:

How the Cloud is Making Video Possible
for the Enterprise



Video conferencing has evolved over the past few years from being a room-bound, high-maintenance, resource-intensive technology to being **a versatile, scalable, and cost-effective solution**. Technologies like the cloud, mobile, and social are also changing the way video is being leveraged for business purposes. As a result, several new trends have formed that are steering the course of the video industry.



In the past...

- Videoconferencing was reserved for enterprises with huge spending power.
- Very few enterprises had their own infrastructure.
- Most of the early adopters could only afford a limited number of systems.
- The traditional video conferencing architecture required full-time professionals to operate and manage these systems.
- The technology could not meet enterprise-standards of quality.



Then...

The consumer industry was introduced to affordable and easy-to-use video calls, thanks to applications like Skype.

It was a cost-effective solution for businesses, but by no means was it the ideal solution. The lack of security on consumer video platforms left businesses vulnerable. Many businesses weigh the risks between a lower priced, easy to use system versus a secure one, putting their business and reputation at stake.



Now...

Many modern vendors are offering affordable, simple-to-use, and highly secure video systems.

The proliferation of new technologies like the cloud, mobile, and social has led to the rise of new trends — **BYOD, telecommuting, and mobility**. Industry reports indicate that cloud could be the most influential factor shaping the future of the videoconferencing industry.

1

The cloud-based video conferencing services market could reach \$2.9 billion by 2020.

2

The cloud-based video conferencing market to grow at a CAGR of 39.6% by 2019.



Why is Enterprise Video Moving to the Cloud?

Cloud and mobile are two major factors transforming business, and they play a starring role in determining the growth of video in the enterprise.

A recent survey by IDG Connect expects the global mobile workforce to reach 1.3 billion by 2015 — more than one-third of the total global workforce. The same survey also found that 40% of working people use their smartphones for business purposes, while 18% use their tablets for the same reason, at least once a day.



According to CDW's 2013 State of the Cloud Report, companies migrating to cloud-based software and services enjoyed a **25% reduction in IT costs.**

The report also found **conferencing and collaboration to be the top cloud service applications across industries.** The findings account for one of the most obvious trends in video conferencing today — the decline of room-based systems.





Why Cloud?..

Many businesses are now more global. Expensive hardware-only solutions fail to meet the demands of modern enterprise collaboration.

Fully-managed technical support. Most cloud vendors offer set up and troubleshooting as a complete package.

The tech-driven millennial. By 2020, Millennials will make up the largest percentage of the global workforce, so it's smart for businesses to embrace cloud video services today.

Trends in Cloud

Desktop video conferencing. Low-cost cloud video solutions are taking visual communications beyond the conference room to stay connected outside of scheduled meeting hours.

Real-time communication using WebRTC. A directive by the Internet Engineering Task Force (IETF) recently made it compulsory for browser developers supporting WebRTC to integrate VP8 and H.264 video codecs.

New revenue streams in mobile video. Mobile video requires customers to invest in better data plans, mobile device management (MDM), and mobile access management (MAM) for facilities assignments, security, and maintenance.



Trends in Cloud

Connected devices for more intuitive collaboration. Businesses will need to ensure a steady and seamless flow of communication among clients, partners, and globally dispersed units. High-definition video conferencing without an expensive or complicated set-up will help businesses achieve this level of connectivity and collaboration.

Consumer-like video with enterprise-like security. Video in the enterprise must have consumer-like capabilities that help workers to collaborate on-demand, with anyone, from anywhere. But, at the same time, it must also have business-grade features and enterprise level security.





Making Cloud Video Work: Key Considerations in VCaaS Investment

Quality and performance. It's important to look for a vendor who can be able to meet all enterprise requirements without compromising video quality.

Compatibility with existing systems. It's wise to invest in a system agnostic videoconferencing system, essentially a system that can run on any operating system.

IT issues. It's important to identify the bandwidth needs of your business before making video investments.

Scalability. A service that can go up and down with the performance requirements of the organization is the most desirable and cost-effective model for SMBs.

Security. It's important to double-check the levels of security being provided and have security clauses spelled-out clearly in the SLAs.

Trial period. Choose a video conferencing service provider that offers a trial period, so you can put the service to the test.



Things like BYOD, remote work, and telepresence meetings, wouldn't have been possible without the power of videoconferencing, and cloud access has taken video's benefits to a whole new level.

Video conferencing is the only technology capable of filling that void, by replicating the real feel of in-person meetings and face-to-face interactions.



CTI Connect® is a complete collaboration solution that goes beyond the cloud.

Through our dedicated global network, we enhance your virtual meetings with room rentals, concierge services, 24/7 bridging, recording, testing, monitoring services and more, for a custom communication solution. Users can enjoy high-quality video conferencing from any device, on any platform, and from any location —the CTI Connect® service brings them together.

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