

Global-i Whitepaper

Best Practices for Enterprise Video Deployment for Telepresence, Unified Communications & a host of Real-Time Video Applications

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Collaborative organizations have definitely figured it out that Video Services in the Enterprise is the way to go. However, they are not able to fully piece together how the new Enterprise Video ecosystem leads to productivity and savings via convergence technologies, applications and systems. For this reason it is vital for Video, Telepresence and UC infrastructure OEMs, Enterprises and Service Providers (Managed and Hosted) wanting to provide IP-based Converged services to carefully understand the Service Rationale, Roadmap and Deployment of this technology ecosystem. It is simply too big to be planned, acquired and deployed assuming that a common roadmap is the path to all evolutions and therefore needs a consulting approach to creating the services over the life of this sort of technology platform. This paper is dedicated to Communications Decision-Makers in the Enterprise, OEM Vendors and Managed & Hosted Service Providers to take this perspective for the overall highest return on this critical next-gen technology investment.

Video Services Needs Assessments	Video Services Site Planning and Design
Video Services Strategy & Solutions Formulation	ROI and Project Management
Pilot and Full-Scale Deployment	

Global-i approaches Enterprise Video, UC and Telepresence Services deployment to function as a concerted effort. Organizations have to clearly define the variety of their use cases to fit the need for the overall solution. Due to the benefits and value propositions offered to multiple functional groups enterprise-wide and external groups partner-customer-ecosystem-wide, this multi-technology and multi-vendor infrastructure play will require careful assessment of needs and mapping the solution(s) to the needs.

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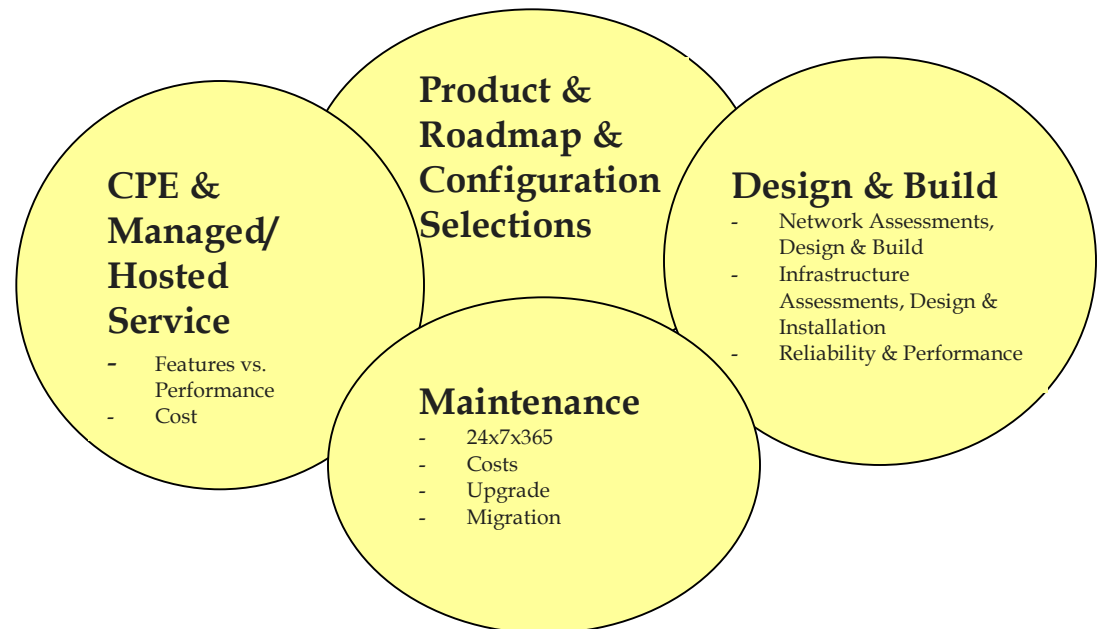
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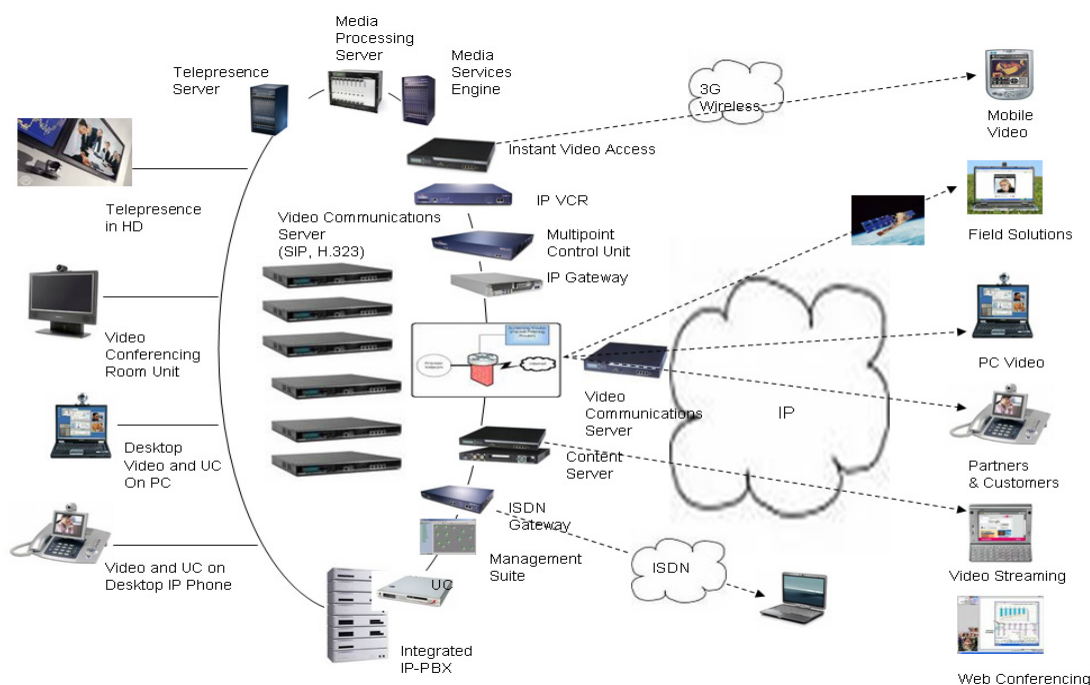
Upon clearly identifying the use cases and tying them to a technology strategy and business case over the life of the investment, the next critical step will be to formulate a solution which will incorporate the strategy from all perspectives, i.e. service values, productivity benefits, cost savings, integration costs, roadmap synergies, vendor offerings, etc.

The solution proposal will additionally incorporate the products and configurations being recommended. The configurations will be developed on site assessments, site design, network build, application integrations, bandwidth requirements, infrastructure installation, reliability and performance, etc. The deployment avenues and provider options from a customer-managed Customer Premise Equipment (CPE), Managed Service Provider (MSP) or Hosted Service Provider (HSP) deployment standpoints will be explored. Finally, the maintenance of the solution is also looked at from a cost, upgrade and migration standpoint.



A full service Enterprise Video solution can provide connectivity to a variety of video conferencing and telepresence endpoints such as large High Definition video screens, room units with HD video units, desktop video units attached individually, integrated on LAN/WAN PCs and desktop phones. On the unified and mobile communications side the solution connects to smartphones, PCs on wired and wireless networks, and web-enabled endpoints. Finally, the solution connects to streaming clients across the network if a video streaming solution is also integrated in the total solution.

On the core video network side, the endpoints connect via Ethernet to SIP and H.323 compatible Video Communications Server stacks which then performs the call control, bandwidth management, clustering and redundancy functions integrated with a variety of applications such as the IP-PBXs, Content Servers, Multipoint Control Units (MCUs), ISDN gateways, IP Gateways and the Network Management Servers. The solution infrastructure sits behind the corporate Firewall and connects with the endpoints of partners, customers and mobile and virtual employees on the other side. Questions about this solution send an email to info@globaliconsulting.com



Global-i is a consulting, outsourcing and technology services solution provider. Created to deliver innovation and achievement, Global-i collaborates with primarily converged communications clients to help them become value-achievers. Our expertise is in lifecycle and implementation consulting, know-how of converging technology markets, deep understanding of emerging/current/legacy technologies and consulting models to help clients achieve "Value-Driven Solutions".
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