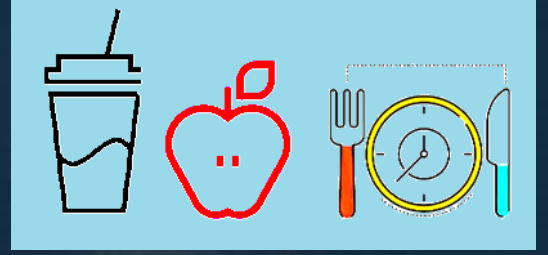
Welcome To Collaboration Week New York

Collaboration Week
New York
2020

Today's Breakfast Courtesy Of

vyopta



Enjoy the refreshments. We will begin shortly.

@TheIMCCA @UCWeek #CWNY20

Today's State Of Collaboration

Platforms, Products, Pain-Points, Possibilities

David J. Danto
Director of Emerging Technology, IMCCA
Director of UC Strategy & Research, Poly
Editor, IT/AV Report – Host AVNationTV
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What to expect at Collaboration Week New York 2020

@TheIMCCA @UCWeek #CWNY20

@NJDavidD

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@CWNY20

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Personal Bio:

David J. Danto

Director UC Strategy & Research
Poly

Editor
IT/AV Report

Director of Emerging Technology
Interactive Multimedia & Collaborative Communications Alliance

"I wear a lot of hats"

"Danto.info"

Over three decades of end-user experience:

- **JP Morgan Chase** – built & managed largest commercial Cisco TelePresence
- **Lehman Brothers** – built & managed all audio and video rooms and systems
- **Bloomberg** – design and build of all TV and Radio
- **NYU** - Development of TV and Media Services Dept. and Campus Cable TV
- **AT&T, Financial News Network, MTV, NBC, Rutgers University** & many others.

Industry recognition:

- **IMCCA** – Executive Board of Directors – Director of Emerging Technology
- **InfoComm** – Emerging Technology Fellow 2017, Adjunct Faculty 2007 - 2018
- **NAB** – Broadcast Engineering Judge - since 2001
- **Consumer Electronics Show** – Analyst since 2003, Judge 2011, 2013, 2016-2018
- **Enterprise Connect** – Innovations Judge 2012, Speaker 2013-2018

One of the top 100 Unified Communications Influencers 2017 http://www.onalytica.com

Number one Unified Communications Influencer 2018 http://www.em360.tech

Thanks to the Sound & Communications Team for recording and hosting the CWNY20 sessions!

Sound & Communications Media

Since 1955, *Sound & Communications* has been providing the most comprehensive package available to its readers. Concentrating on the commercial AV systems integration segment, coverage includes breaking news, system design and applications, trade show reports, new technologies and tutorials, and extensive product information.

IT/AV Report:

- *Spring 2019 – Emerging Technology*
- *Fall 2019 – UC&C 2020*
- *Spring 2020 – Improvements in the "A" and the "V"*

What Is The IMCCA?

Interactive Multimedia and Collaborative Communications Alliance

- Non-profit, technology neutral
- Focus on all multimedia & collaboration
- Increase awareness & branding
- Unification of organizations & interests
- Further learning objectives

- Industry Alliances
- Networking Opportunities
- Monthly Newsletter
- Educational Opportunities
- Special Interest Groups

Free Membership For End Users
Many Benefits for Vendor Members
Contact Carol Zelkin, Executive Director
Czelkin@imcca.org

www.IMCCA.org

@TheIMCCA @UCWeek
#CWNY20

Unified Communications and Collaboration From 1997 to 2020

23 years later, and we're anything but unified.

Change Is In The Air

Many collaboration realities are shifting…

- The days of the Half-Million Dollar collaboration room are over
- Small integrators are merging into larger ones – The AV integration industry is shrinking as systems become easier
- Collaboration costs are down
- Collaboration reliability is up
- Loyalty to providers is still strong, but not as locked-in as it was before
- User organizations are pivoting from measuring “successful calls” to measuring business value

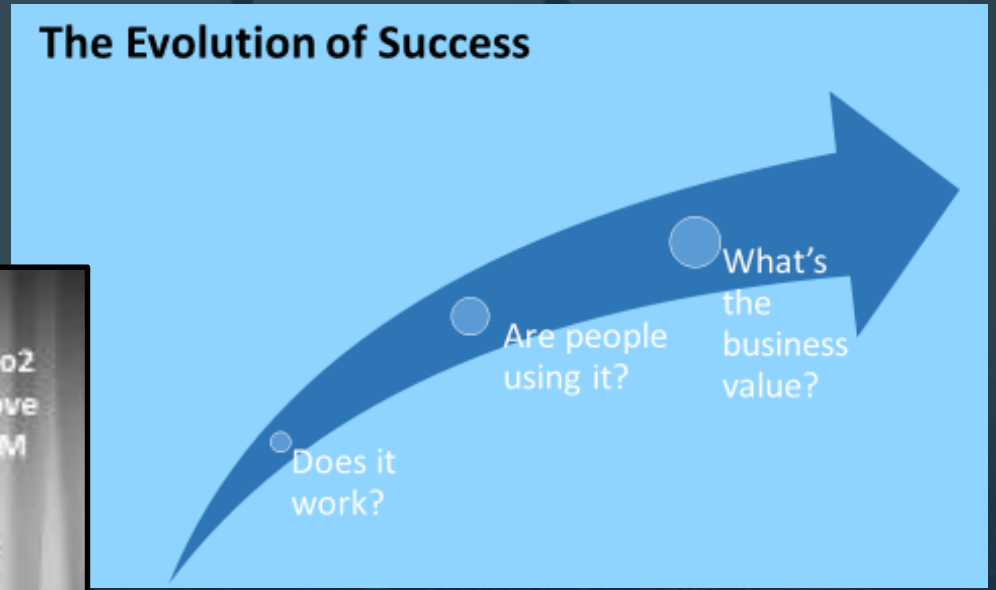
Metrics

How do you measure success…

- Collaboration metrics are evolving
  - Complete calls w/o failures (early 2000)
  - Actual utilization (~2010)
  - Determining actual business value (today)

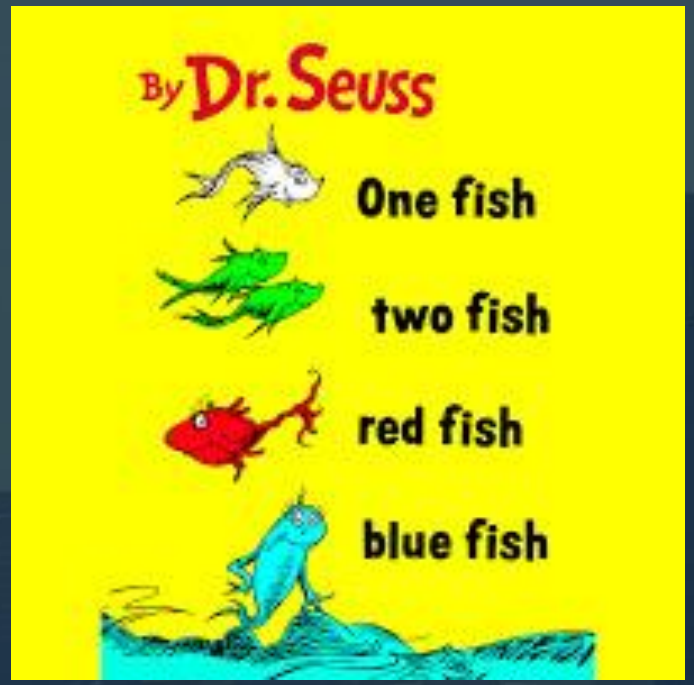
What else can we sense that you'd like to know?

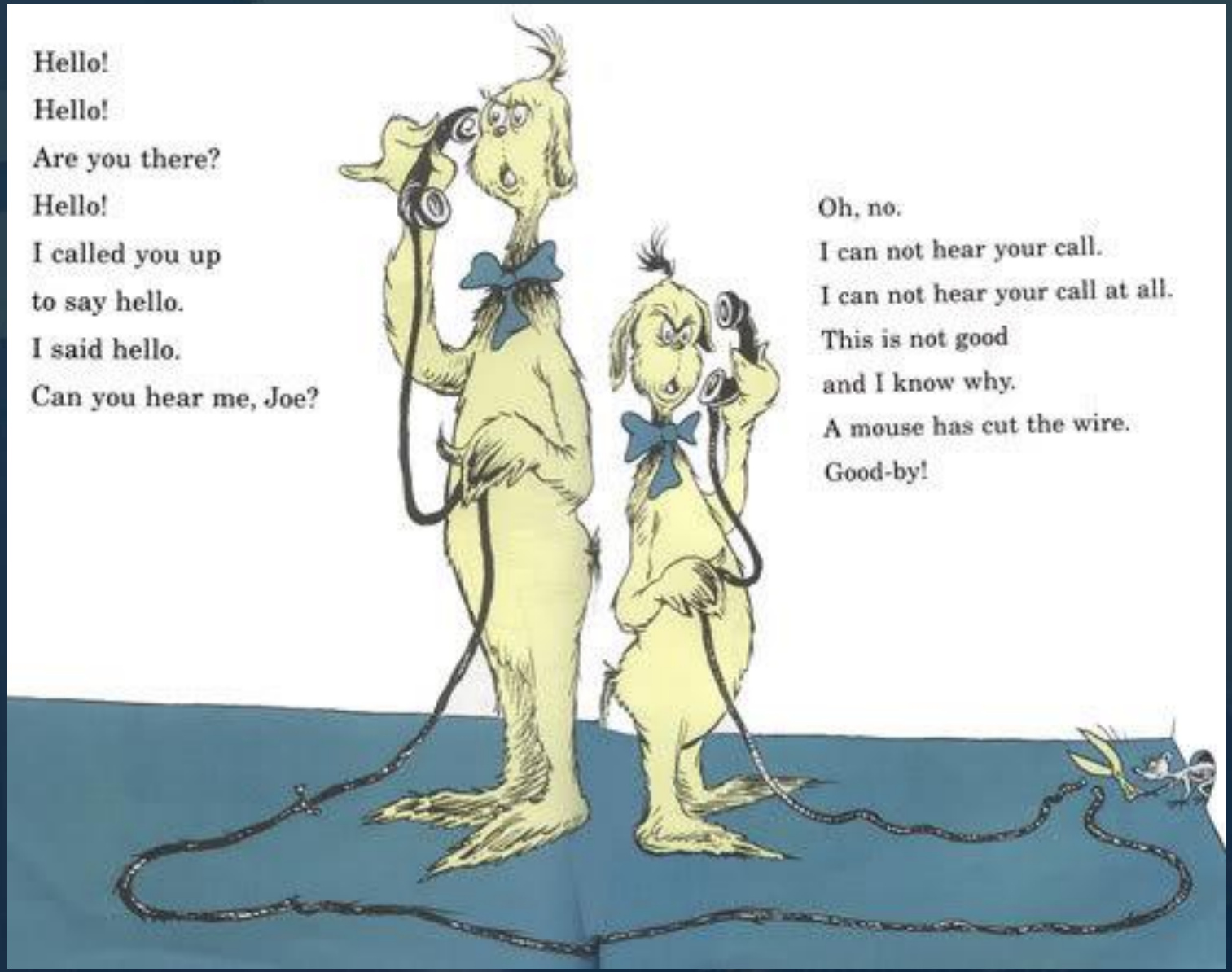
Vyopta's Mark Haimsohn covers this topic later this morning



Interoperability

Why can't I call you…





Interoperability

Why can't I call you…

- The break-up of the Bell System
  - Calling no longer managed by a monopoly
- Coopetition
  - Firms want to be seen as working together, but in reality would rather see other firms go up in flames
- Standards
  - Always correct in the first person ("Our Standards") but never correct in the third person ("Their Standards")
  - Too many – pick whichever ones you like
- Outbreaks of "Kumbaya" develop, then inevitably disintegrate

Not Your Father's Endpoints

The new normal of interoperability…

Poly's Sam Kennedy covers this topic this afternoon

- The new way forward
  - Ecosystem apps on an open platform
  - Think the in-room equivalent of a huge smartphone

poly + zoom + T + ? + ?

There's A War On

Actually more than one…

- Telephony was developed under a monopoly (AT&T – The Bell System)
- When the bell system was broken-up, it was every firm for itself
- There is no incentive for any firm to work together with any other firm, other than *wanting to appear in public* like they're willing to. The more likely reality is – in private – they all want to see their competitors come to an untimely end.

There's A War On

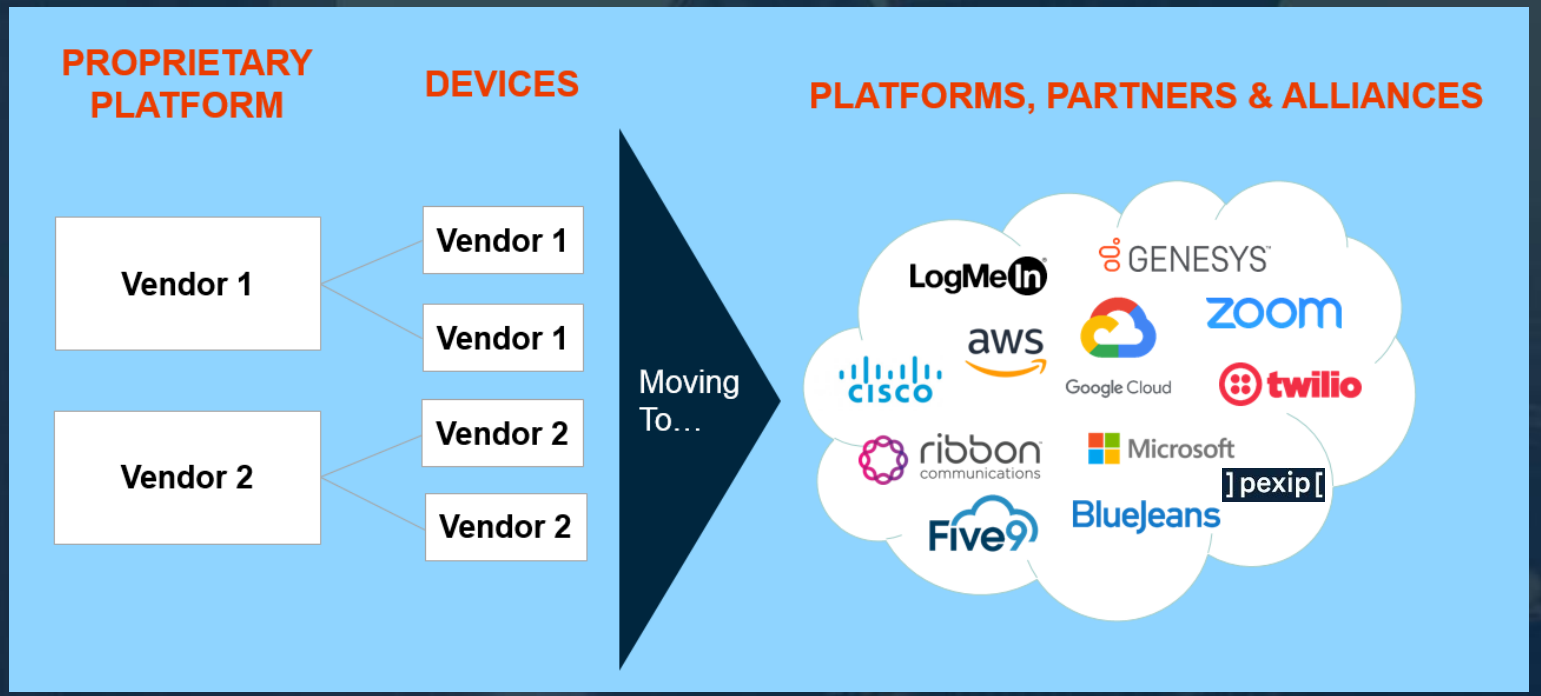
Actually more than one…

The War for the Platform:

- More than one cloud (per day)
- Who's house do we meet in
- Open or closed doors

Dr. S. Ann Earon's session tomorrow: Where Are The Battle Lines Today

The Open Platform Trend Is Undeniable



There's A War On

Actually more than one…

The War for Mindshare:

- Cisco Live, Microsoft Ignite, Zoomtopia, etc.
- Not just products but entire ecosystems
- Creating raving fans / fanatics

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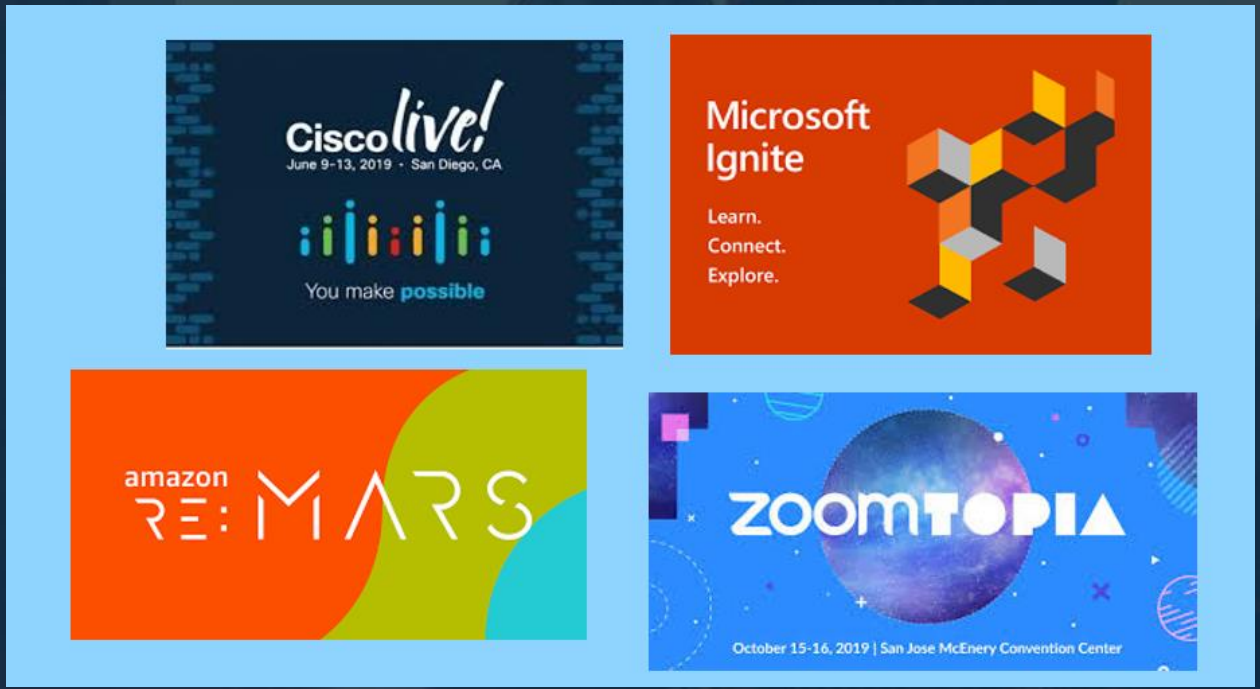
"Our way is the only way…"



There's A War On

Actually more than one…

The War On Your Desktop:

- To Phone or Softphone (or Mobile)
- Your screen real-estate
- Applications fighting for peripherals

Dr. S. Ann Earon's session tomorrow: Where Are The Battle Lines Today

Tug Of War

The Google View

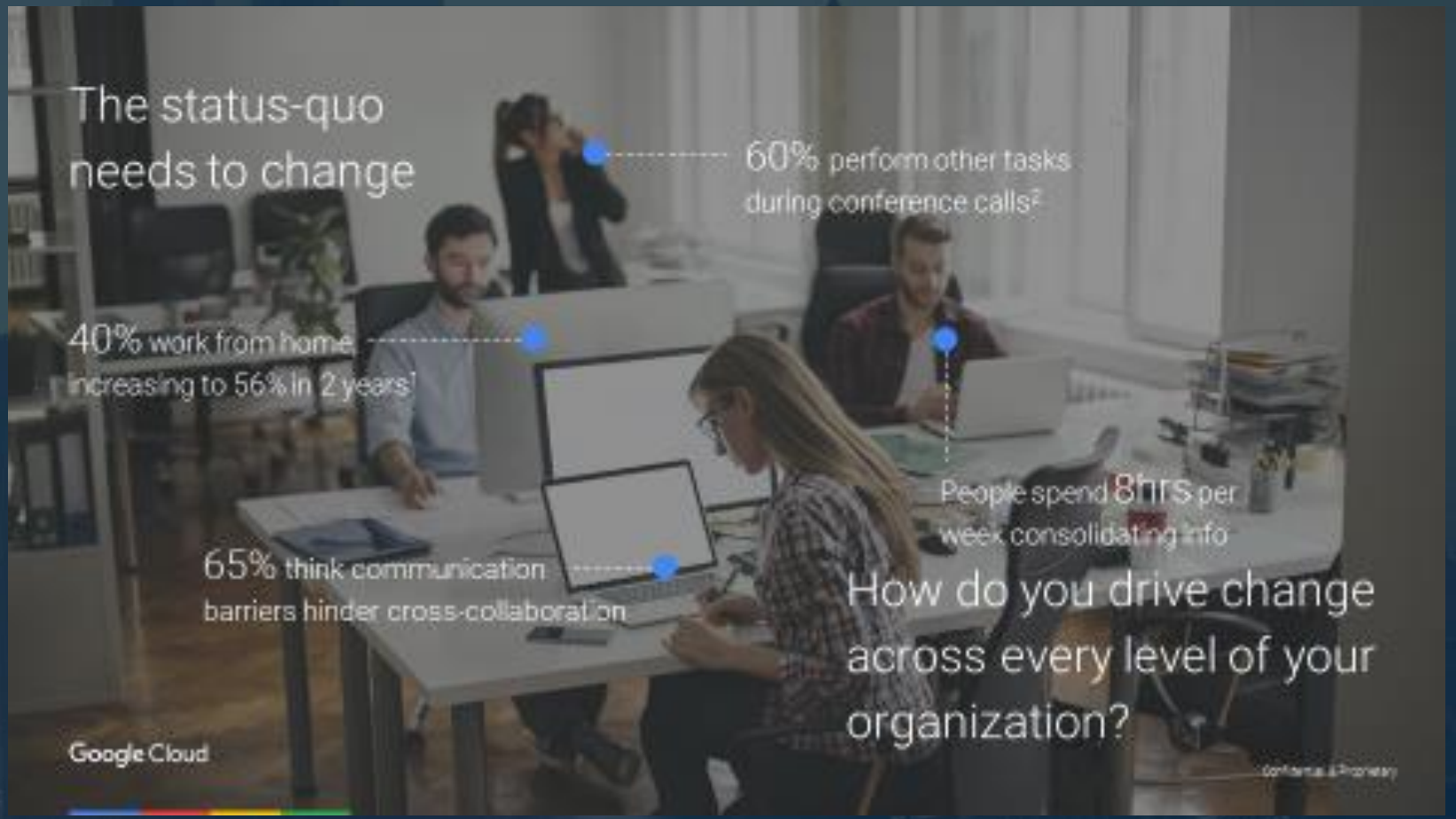
It's more than just the audio/video conference…

Google's Sandy Jones session tomorrow: Collaboration is more than Audio/Video

Moving all productivity to the cloud:

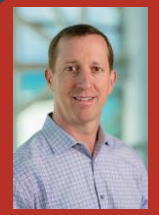
- Allows real-time communication across all devices
- Is more secure
- Increases productivity

"Google Hangouts Meet has never replaced a Webex or Zoom or Teams use, but when GSuite replaces MS Office, everything is included."



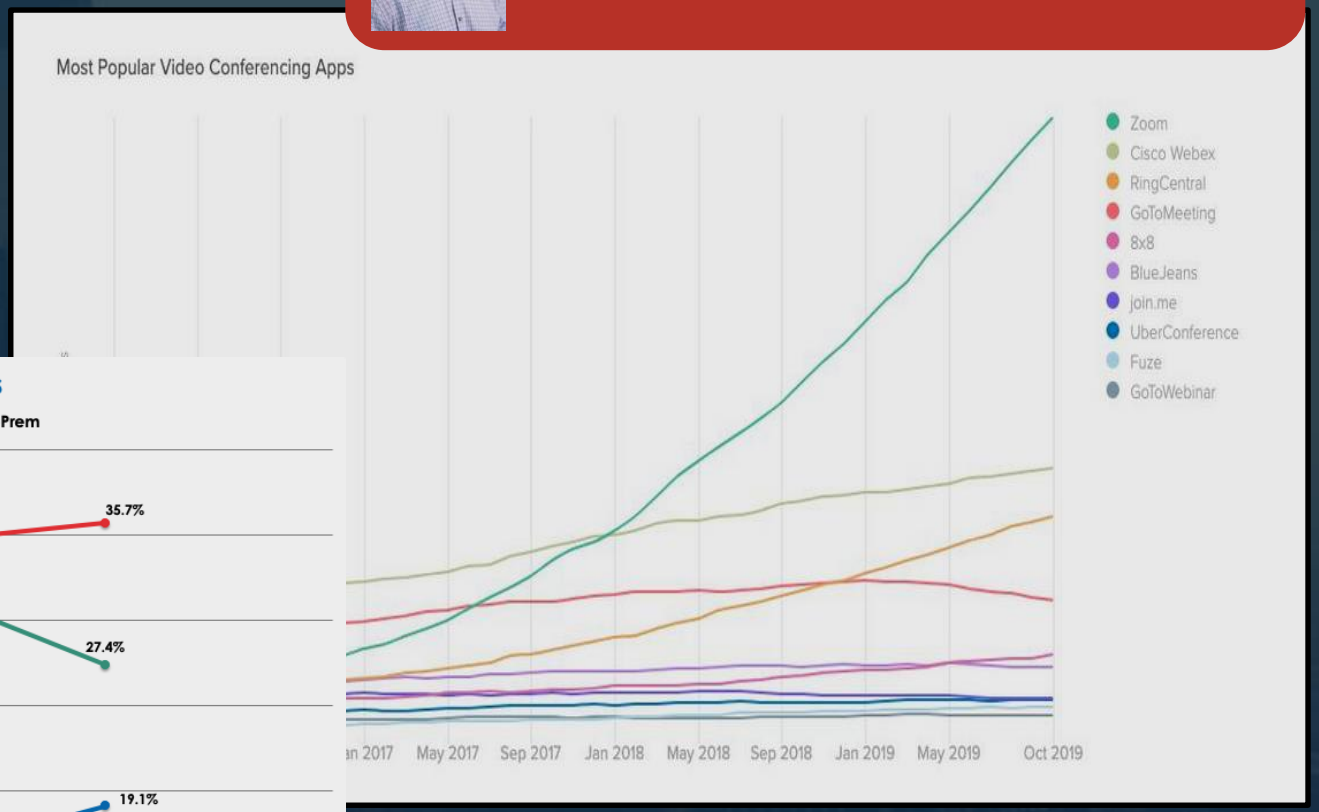
Collaboration Trends Explained

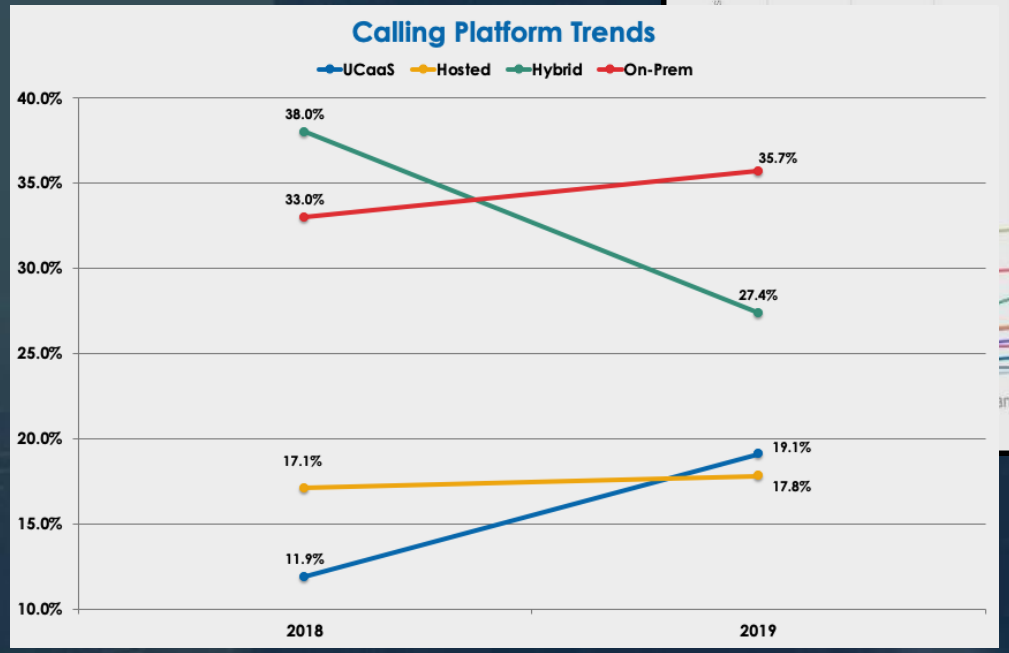
How do we make sense out of all of it…



Nemertes Research's Irwin Lazar covers this topic tomorrow

- Evolution of Collaboration
- Evolution of Success Criteria
- Budget and Investment Trends
- Apps, AI and more



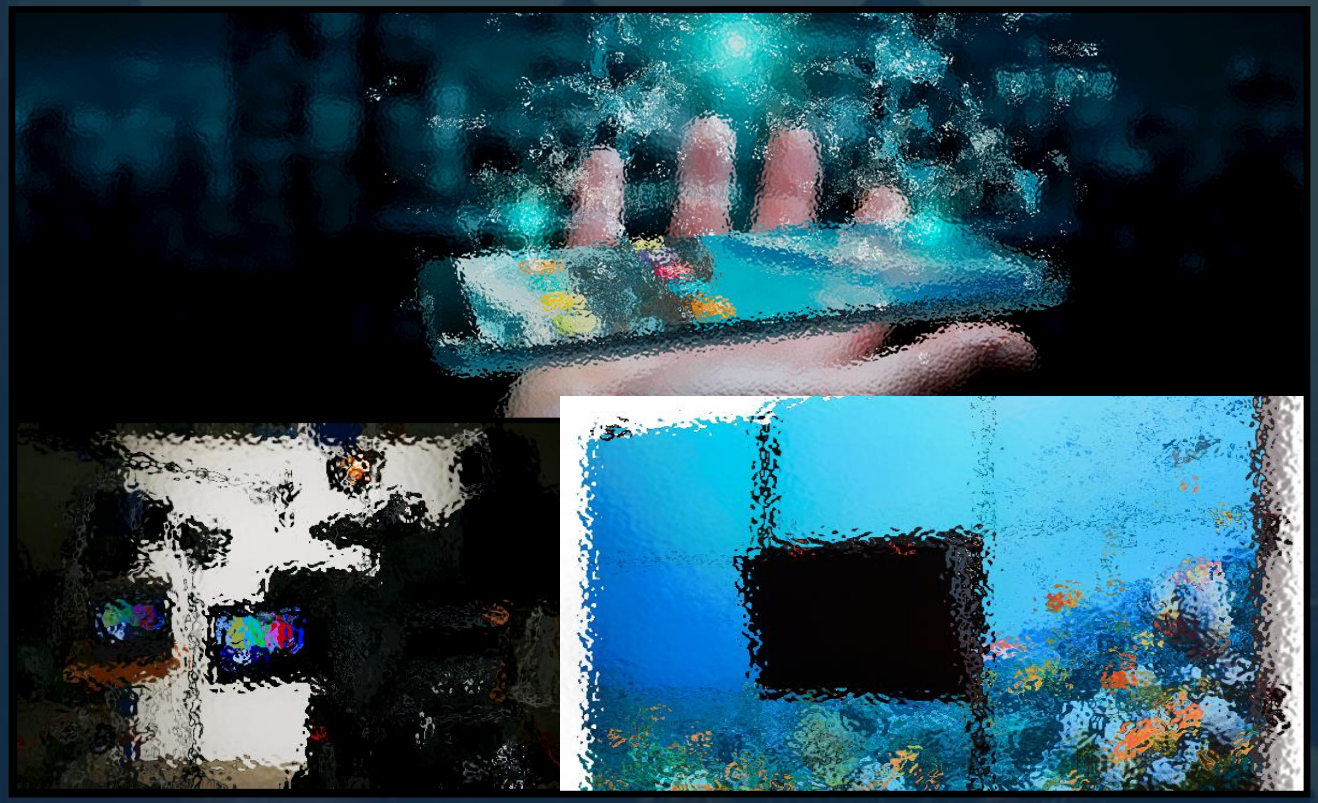


Multimedia On The Bleeding Edge

Staying on top of advances in technology…

Greg Harper covers this topic tomorrow

- What are the latest technologies to watch?
- Which have been the greatest successes or biggest disappointments of the last few years?
- What should people do to stay current?

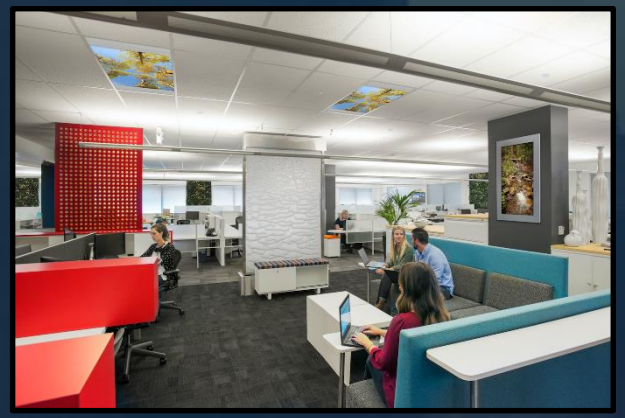


The New Workplace

Work is what you do not where you go

SMW's Mark Peterson
Covers this topic Wednesday

- The nature of work has changed, so the nature of the "office" is changing
  - Explosion of remote working
  - Changes to the remaining office layouts
  - Weaving workflow, aesthetics and technology

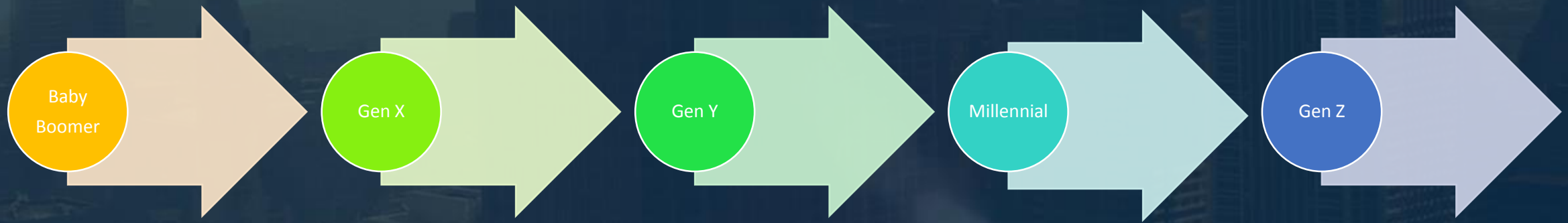


The New Worker

What's different for Millennials & Gen Z

Rutgers' Mark Beal
Covers this topic Wednesday

- The nature of the office worker has changed
  - Is this generation really different?
  - How will employers need to adapt?
  - What are the keys to a successful workforce?



Digital Signage & Collaboration

Using technology to keep employees informed…

Planar's Lainie Mataras covers this topic Wednesday

- Collaboration also includes providing information that colleagues can act upon
- How organizations disseminate data and current events to their people
  What are the key strategies to employ in creating an enterprise digital signage solution

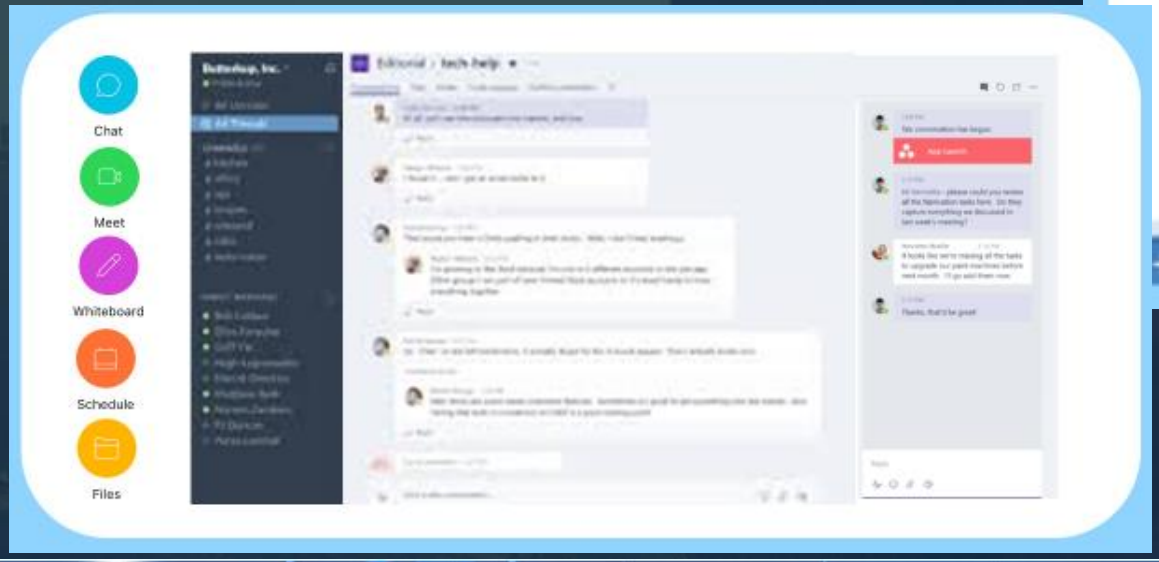
Teams, Teams, Teams

Another huge war…

The bundled collaboration suite:

- Threaded Chat
- Audio and Video Calling
- Calendaring
- Meeting
- File Share and Team Collaboration

CDA's Michael Goldman
Covers this topic Wednesday



What are the pros and cons?

Teams, Teams, Teams

Another huge war…

Blog Wars:

- *How active is your DAU?*

CDA's Michael Goldman
Covers this topic Wednesday

slack | Blog

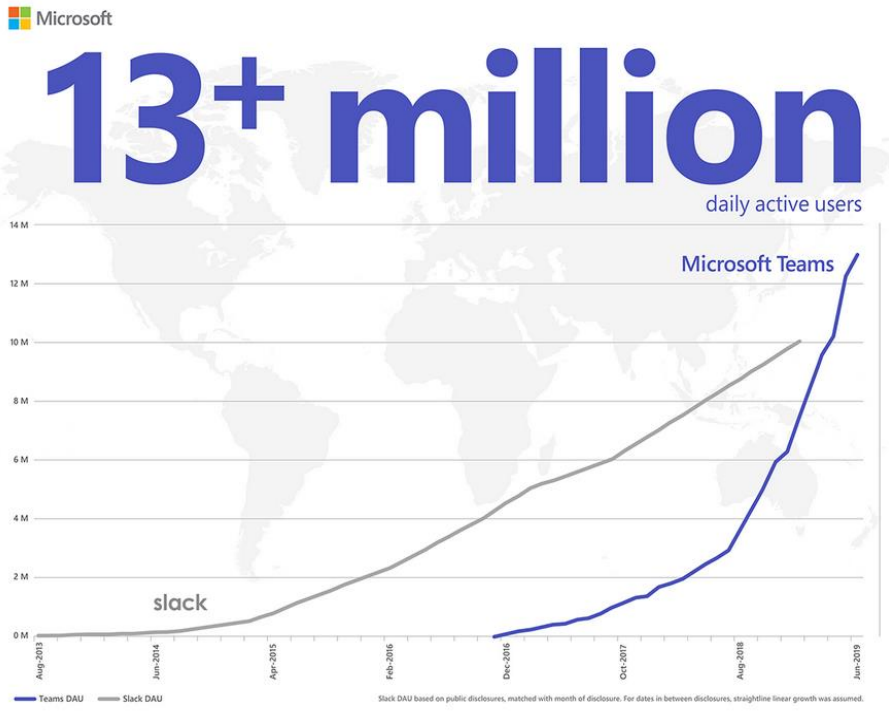
Collaboration Productivity Transformation @ Slack

Not all Daily Active Users are created equal: Work is fueled by true engagement

Here's how we build a platform to handle real engagement — to the tune of 5+ billion actions by our customers every week in Slack

JULY 11, 2019

Microsoft Teams reaches 13 million daily active users, introduces 4 new ways for teams to work better together



Conclusions

Wednesday's Locknote Discussion

Legrand's Jerry Berger

Synergy Sky's Sean Lessman

TRI's Dr. S. Ann Earon

CDA's Michael Goldman

What have we learned? What action items do we have as a result?

What's In This For You?

Getting the most out of Collaboration Week

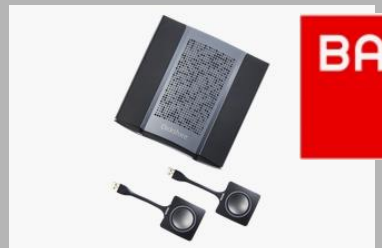
- Ask the speakers questions
  - Disagree or agree – but be heard
- NETWORK!!!
  - There is nothing more important in this or any industry
- Be skeptical, but be open to ideas you hadn't though about
  - Separate manufacturer talking points from interesting ideas
- Be social – in person and over social media
  - Let everyone know what you think

& @NJDavidD

IMCCA Collaboration Week New York

20+ Years Strong And Still Growing!

Awesome Prizes!



Luxul AV Series 12-Port/8 PoE+ Gigabit Managed Switch

Microsoft Surface Go and Sennheiser SP30T Bundle

EPOS SENNHEISER

Join Us For Collaboration Week New York 2020

February 24th to 26th at seven different venues!

FREE REGISTRATION! ***www.CollaborationWeekNY.org***

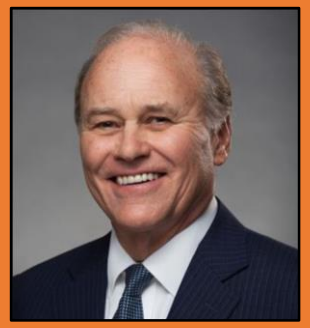
($20 Service Fee for the dinner only)

20+ Years Strong And Still Growing!

Tuesday's Gala Dinner, Discussion & Awards Includes:

Dinner, drinks & networking with industry experts & industry peers!

Honoring Industry Legends



Randy Klein
President & CEO
Crestron

Eric Yuan
Founder & CEO
Zoom

Our State Of The Industry Panel Discussion Featuring:

CRESTRON · intel ·]pexip[· SHURE SOUND EXTRAORDINARY · yorktel · vyopta · zoom

Attendees will be entered into a random drawing to win:

Microsoft Surface Go and Sennheiser SP30T Bundle Courtesy of :

EPOS SENNHEISER

Collaboration Week Closing Cocktail Party

#CWNY20 Wednesday Evening February 26th Closeout

Join your Collaboration industry peers and the IMCCA as we close out the second annual Collaboration Week New York. We'll share what we've learned, and toast to the excitement the future promises.

Cocktails, Hors-D'oeuvres, Networking, Discussion

Visit with the sponsoring Mersive team while enjoying the party. They'll be discussing their latest products and announcements.

FREE Registration:

WWW.CollaborationWeekNY.org

Collaboration Week New York 2020

@TheIMCCA @UCWeek #CWNY20

Today's State Of Collaboration

Platforms, Products, Pain-Points, Possibilities

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Questions?

@TheIMCCA @UCWeek #CWNY20

These are our panelists for today

Moderator
Chris Neto, Starin Marketing
@Chris_Neto

John Hoyt
BlackRock

Marc Cooper
Citi

Gary Anselme
American Express

Questions For Our Panelists:

- What is the best thing and the worst thing to happen in the collaboration space in the last year from your perspective?
- How interested are you in porting the mobile telephony model to enterprise collaboration – separating endpoints from providers and making the endpoints agnostic?
- Do you prefer PC based room systems or appliance based room systems?
- Do you attend industry conferences? Do you prefer the ones from a single provider or the ones with multiple providers?
- Have you made any significant changes to your system and room designs and offerings in the last couple of years?
- Are you handling anything differently than in the past because of GenZ employees?
- Have you adopted one (or more than one) team chat platform(s) in your organization? Are they heavily utilized? Have they changed the workflow?
- What's the top item on your industry wish list?

10 Minute Break