



Not your Fathers Endpoints

Sam Kennedy
Chief Product Evangelist @ Poly
Sam.Kennedy@Poly.com



Collaboration Week

New York
2020

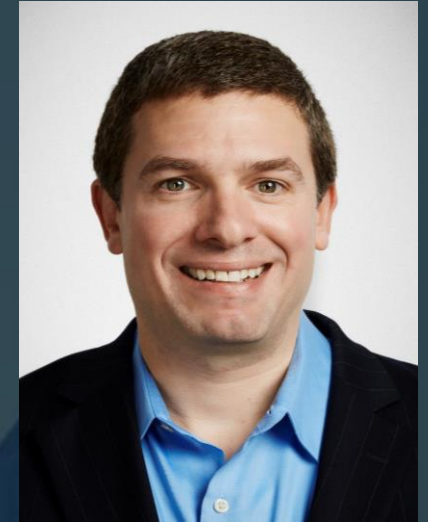


@TheIMCCA @UCWeek #CWNy20

Who am I –

Sam is an accomplished professional with extensive experience across the areas of systems engineering, product development, and sales engineering. He has over 20 years of experience in product management and sales engineering during which he has received multiple awards.

He is recognized as a subject matter and industry evangelist by his collaboration industry peers.



Sam Kennedy



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



www.IMCCA.org

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

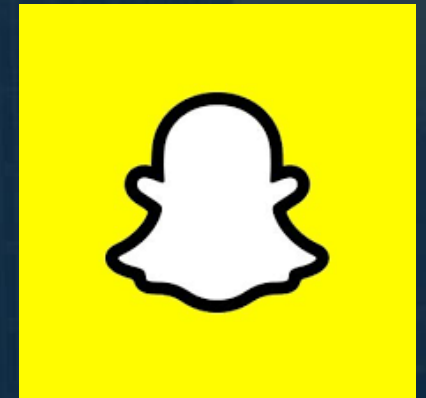
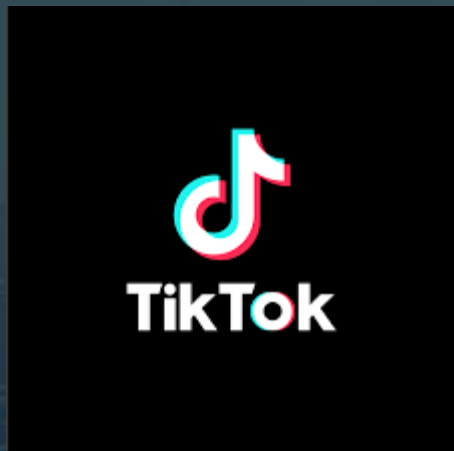


@TheIMCCA @UCWeek
#CWNY20

Not your Fathers Endpoints

What is David Looking For?

- Me as a Father?
- What is important to my kids?



Not your Fathers Endpoints

Maybe its my Younger Self?

- Where was the industry when I started?
 - H.320, ISDN – Mostly Standards Based, some interop
 - H.323, SIP – Even Better Standards and Interop



What About the recent past?

- What Happened? Why?
 - Customers Demanded UC, Scale, Lower Cost, Quality, Cloud, Consistency between desktop and room,
 - This drove the move to Cloud Solutions
 - Proprietary Solutions – UCaaS and VaaS

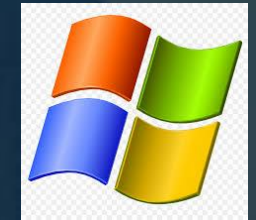
The Zoom logo, featuring the word "zoom" in a blue, lowercase, sans-serif font.The Amazon Chime logo, featuring a teal sunburst icon to the left of the word "amazon" in a small, black, sans-serif font, and the word "Chime" in a large, black, sans-serif font.

Webex Meetings

The GoToMeeting logo, featuring an orange icon with a white "G" and "M" inside it, followed by the word "GoToMeeting" in a black, sans-serif font.

What About the recent past?

- What is the **quickest** and **least expensive** way to get conference room systems developed?
 - Use off the shelf technologies
 - Use platforms where its easy to find developers
 - Don't worry about interoperability
- This drove the rise of the Reference Design, BYOD, Windows/Mac based room systems
 - Quick and Cheap to develop for the UCaaS and VaaS Vendors
 - Difficult for the customers and end users
 - Complicated to deploy, cabling issues
 - Potential Security risks
 - Inconsistent Quality of Experience
 - ...



Room Endpoint Types As Defined By Winehouse Research

Room Endpoint Types	Representative Systems
<u>Multi-codec Systems</u> <ul style="list-style-type: none"> Immersive telepresence, includes camera, speaker, controller, display 	<ul style="list-style-type: none"> Cisco IX5000 Poly RealPresence Immersive Studio
<u>Single-codec Systems</u> <ul style="list-style-type: none"> Appliances-based solutions that include in the packaging camera, microphones. May possibly include control, speakers and display 	<ul style="list-style-type: none"> Cisco Webex Room Series, MX, SX Poly RealPresence Group Lifesize Icon Series
<u>Reference Design Bundles</u> <ul style="list-style-type: none"> Room solutions that include a general-purpose PC “NUC” or Pc board and utilizes endpoint software provided by the cloud meeting service or VCaaS Reference Design Bundles typically include a PC/Mac as the "codec", camera, mic, speaker, and controller (no display) 	<ul style="list-style-type: none"> Examples of Reference Design Bundles include Microsoft Teams Rooms, Zoom Rooms, Google Hangouts Meet solutions Hardware products included in this segment include Logitech Video Collaboration products, AVer, Huddly, and Konftel, as examples, paired with HP (Elite Slice G2), Lenovo (ThinkSmart Hub 500) and other NUC or general-purpose compute
<u>BYOD Room Peripherals (or BYOD)</u> <ul style="list-style-type: none"> Peripherals that enable a user’s PC / laptop to host a room VC meeting BYOD rooms do not include a dedicated “codec” or system controller 	<ul style="list-style-type: none"> Stand-alone Logitech MeetUp, Rally, Rally Plus Poly Studio AVer VB342+ and VC520+

Wainhouse Research 2019

What about the Workspace?

Its not your fathers workspace either



SMW's Mark Peterson
Covers this topic in more detail on
Wednesday

Zones of Collaboration



Evolution of Workspaces

PRE-1800

Office - The traditional work environment, enclosed single-person offices



1950

Air Travel - Get a person almost anywhere in 24 hours



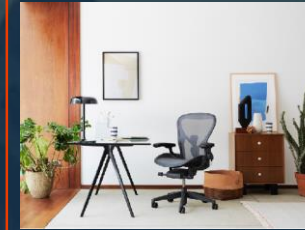
1970

Outsourcing - Lower-cost knowledge workers



2000

Telecommuting - working from remote location



2020

Mobile - Shared transport, anytime, anywhere



1700

1800

Open Spaces - no walls, and desks with built-in drawers



1960

Cubicles - Modular furniture for privacy in open offices



1995

Cloud Collaboration - SaaS, Content Sharing, Enterprise Social

2010

Freelancing - Temporary Contractors, flexible tools, flexible workspaces

2020

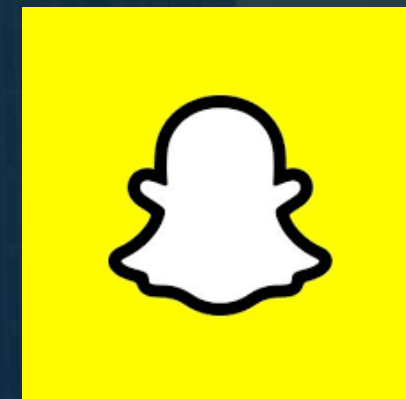
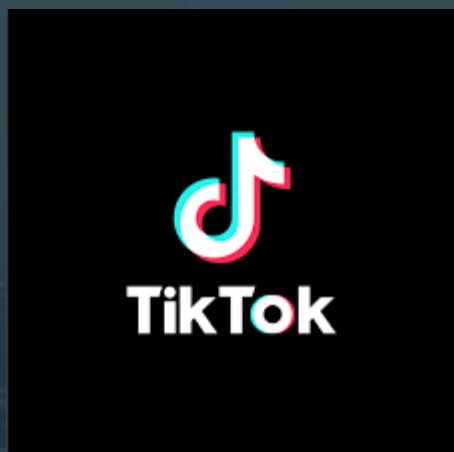
What about the Workspaces?

- Move to the Open Workplace
- Drove the need for Huddle Rooms
- Work Culture is evolving
 - Work happening everywhere
 - Home, Car, Café, Kitchen, backyard, conference room
- Rise of Informality
 - The Office feels like home
 - Hip, Cool, Relaxed....
- Rise in Expectations
 - The office better as good or better than being home
- Analytics Driving decisions
 - Workplace IoT



What do my kids want in a device?

- Single device - demand to not be locked into any one app, service and be able to switch as it makes sense for them





@TheIMCCA @UCWeek #CWNY20





- High Quality
- High Reliability
- Low Cost
- Compatible With All The Collaboration Platforms We Use
- Scalable
- Manageable
- Easy To Use
- Secure
- Rapid Boot-Up



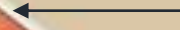
- High Quality
- High Reliability
- Low Cost
- Compatible With All The Collaboration Platforms We Use
- Scalable
- Manageable
- Easy To Use
- Secure
- Rapid Boot-Up



Shared
Speaker



Shared
Display



Shared UI



Shared
Microphone



Shared
Speaker

Shared UI

Shared
Display

Shared
Microphone



Which Takes Us To Today

- As the UCaaS and VaaS providers are now reaching critical mass and they are hitting an issue in the enterprise
- Customers still demand all that they wanted from their vendors
 - UC, Scale, Lower Cost, Quality, Cloud, Consistency..
- But Customers want an alternative to Off the Shelf or Generic compute

The UCaaS and VaaS vendors are now partnering with the hardware vendors.

Appliance + Native App

- All the benefits of the Reference Design, PLUS:
 - Easier to install, manage, less parts to break
 - More secure
 - Lower TCO
 - More consistent quality of experience
- Still with consistent User experience and interface of the desktop
- This brings the best of the software from UCaaS and VaaS with the best of the hardware vendors

Interoperability

The Beginnings of Implementing The Mobile Telephony Model

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



Not your Fathers Endpoints

The industry is evolving

- The endpoints for today and the foreseeable future are a combination of hardware vendors with UCaaS and VaaS vendors
- Appliance's running a native service application will be the next wave in the industry
- Appliances will also enable multiple services which will solve the interoperability issues still plaguing the industry

The Future Is AI

What will these new endpoints do

- Camera – Framing / Tracking / “Video Production”
- Sound – Intelligent noise blocking – no longer a “gate”
- Room Sensors – Not just in use during calls

Management & Analytics

When the endpoint is used for more than one cloud platform...

- The platform's own management console only gets you part of the picture
- The new endpoints, in addition to being platform agnostic, will now be considered room sensors – even when not in a call
- *The future metrics might include:*
 - *How many chairs in the room are used?*
 - *How many people are in the room?*
 - *How often is the room used (regardless of platform or even if not in a call?)*
 - *Are the meeting participants Interested? Bored? Happy?*
 - *Has the room been cleaned and reset?*
 - *Is the \$, \$\$\$, \$\$\$ painting still on the wall?*

Conclusions

The industry is evolving

- The market is excited about the move back from Generic to Appliances
- The Workplace is evolving
- The expectations of the user base are growing
- Facilities, Sensors, AI/ML, Design, Analytics will have great impact
- The endpoints of the future are a combination of great hardware with services attached



Not your Fathers Endpoints

Questions?

Sam Kennedy
Chief Product Evangelist @ Poly
Sam.Kennedy@Poly.com



Collaboration Week

New York
2020



@TheIMCCA @UCWeek #CWNy20

These are our panelists for today



Amicus Therapeutics' Gary LaSasso



JPMorgan Chase's Eugene Pitts



Disney's Kevin Haytt

Questions For Our Panelists:

- Is it realistic for large organizations to use only one cloud platform, or do you find yours moving between different ones during the course of the day?
- Is your organization looking at the new breed of endpoints that don't lock you into a single provider? Have you ever had to "rip and replace?"
- Has your organization thought about AI in the workplace – and the privacy, reliability issues it may raise?
- With costs of endpoints plummeting are you still interested in using PC based collaboration in rooms (permanent or BYOD) or are you more likely to install a \$1,500 to \$2,500 appliance?
- Are you using the traditional AV integrators to install your huddle rooms, or are you installing them yourselves?



Not your Fathers Endpoints

Reach-out anytime....

Sam.Kennedy@Poly.com

*Sam Kennedy
Chief Product Evangelist @ Poly
Sam.Kennedy@Poly.com*

@TheIMCCA @UCWeek #CWNy20



Collaboration Week

**New York
2020**





Tours of the Poly EEC

Attendees will be entered into a random drawing to win:



SM&W

Poly Voyager 8200 UC Headset

*Come back here for
the prize drawing*



Collaboration Week

**New York
2020**



@TheIMCCA @UCWeek #CWNy20

Prize Drawing



*Two Poly Voyager 8200
headsets courtesy Poly and
Shen, Milsom & Wilke*

Attendees will be entered into a random drawing to win:



SM&W

Poly Voyager 8200 UC Headset



Collaboration Week

*New York
2020*



@TheIMCCA @UCWeek #CWNy20



Join Us Tomorrow!

February 25th at Google and Gateway!

FREE REGISTRATION! www.CollaborationWeekNY.org



Hear from &
speak with
industry
experts &
industry peers!



Day 2, Session 3 Highlights:

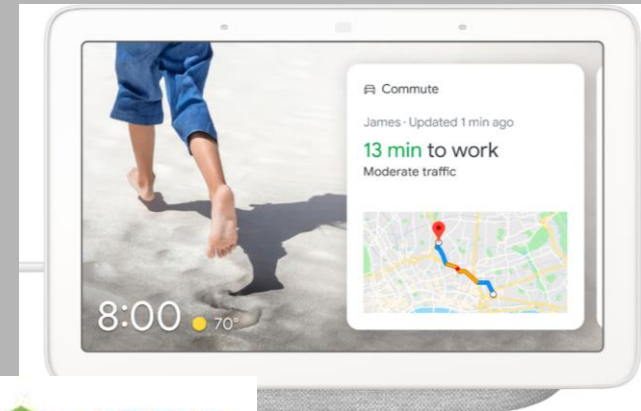
- The War For Collaboration Mindshare
- End-Users Tell Their Stories
- The Google View Of Collaboration

Speakers
Include:



TRI's Dr. S Ann Earon Google's Sandy Jones & Chris Hopkins-Ward

Attendees will be entered into a random drawing to win:



Google Nest Hub – Courtesy of AVI-SPL



Join Us Tomorrow!

February 25th at Google and Gateway!

FREE REGISTRATION! www.CollaborationWeekNY.org



Hear from &
speak with
industry
experts &
industry peers!



Day 2, Session 4 Highlights:

- Collaboration Trends Explained
- Sorting Through The Bleeding-Edge Of Technology
- The Gateway facility explained

Speakers
Include:

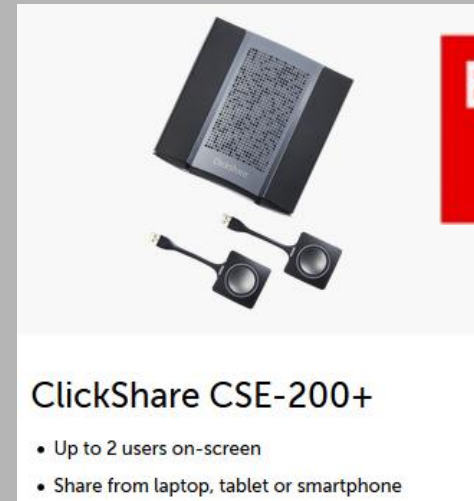


Nemertes' Irwin Lazar



Harpervision's Greg Harper

Attendees will be entered into a random drawing to win:



Clickshare CSE 200 – courtesy of Barco



Join Us Tomorrow!

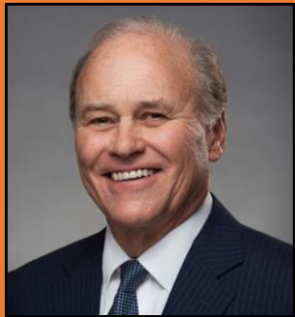
February 25th at Gala Dinner

www.CollaborationWeekNY.org

20+ Years
Strong And
Still
Growing!

Tuesday's Gala Dinner, Discussion & Awards Includes:

Honoring Industry Legends



Randy Klein
President & CEO
Crestron



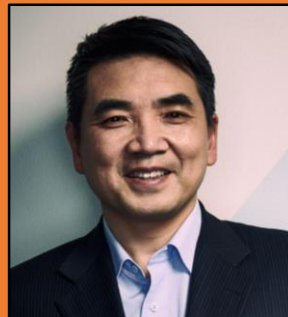
*Dinner, drinks
& networking
with industry
experts &
industry peers!*



Our State Of The Industry Panel Discussion Featuring:



Eric Yuan
Founder & CEO
Zoom



Attendees will be entered into a random drawing to win:



Microsoft Surface Go and
Sennheiser SP30T Bundle
Courtesy of :

