

UC Federation: Prospects and Future Network Models

Sun A, Monday, 3:15-4:00pm

Russell Bennett

UC Insights

Moderator: Russell Bennett

Principal, UC Insights



- UC Insights is a analysis, consulting and market research firm that specializes in unified communications.
- UC relevant experience includes over 10 years as a Product Manager at:
 - dynamicsoft, Inc. (now part of Cisco Systems)
 - Avaya, Inc.
 - Microsoft Corporation (Lync Group)

Panelists:

- **David Chavez**

- VP & CTO, World Wide Sales, Avaya, Inc.



- **Arik Elberse**

- Director of Collaboration Solutions Architecture, Cisco Systems



- **Neil Griffiths**

- Senior Director, Product Management, Intelepeer, Inc.



- **Jamie Stark**

- Senior Product Manager, Lync, Microsoft Corporation



Federation – Definition:

- *Communication by users between domains or networks exclusively via IP technology, often with multi-media capability*

Session scope:

- Includes:
 - Exchange of presence and other modalities between diverse networks
 - Multi-media communication from one enterprise to another, with or without an intermediary service
- Excludes:
 - Intra-domain interoperation: i.e. connectivity among diverse vendors' platforms within the enterprise
 - SIP Trunking – the carriage of 'phone calls' over IP networks, either intra-domain or inter-domain

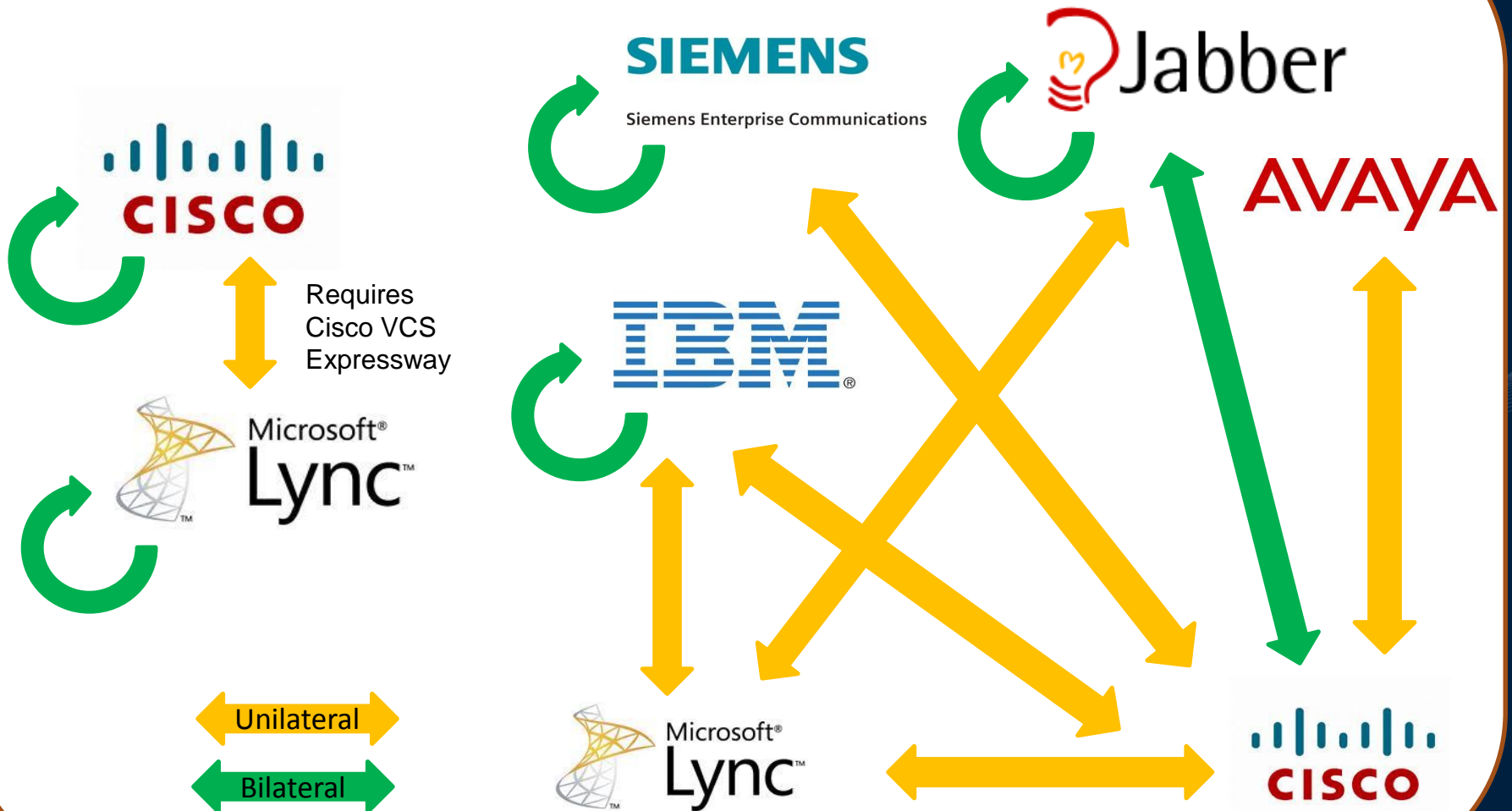
Session Goals:

- Establish the drivers and benefits of Federation for customers
- Discover if Federation is being used, and by whom
- Discuss the impact of 'UCaaS' on Federation usage
- Establish whether 'Over the Top' networks, the UC cloud and Federation are starting to replace enterprise telephony
- Debate the role of traditional communications service providers play in the future

On-Premises Installations

Multi-modal

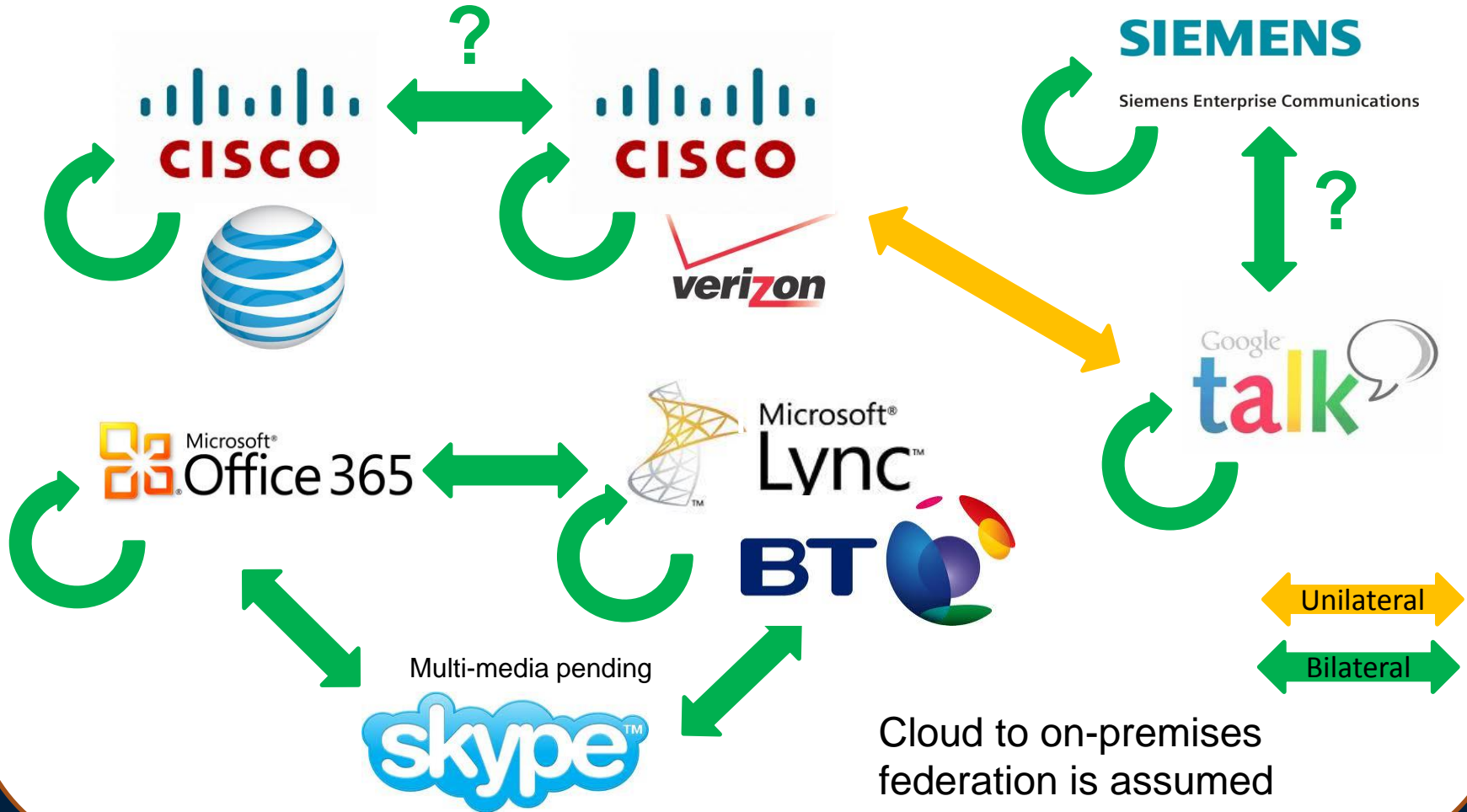
Instant Messaging & Presence



UCaaS Federation

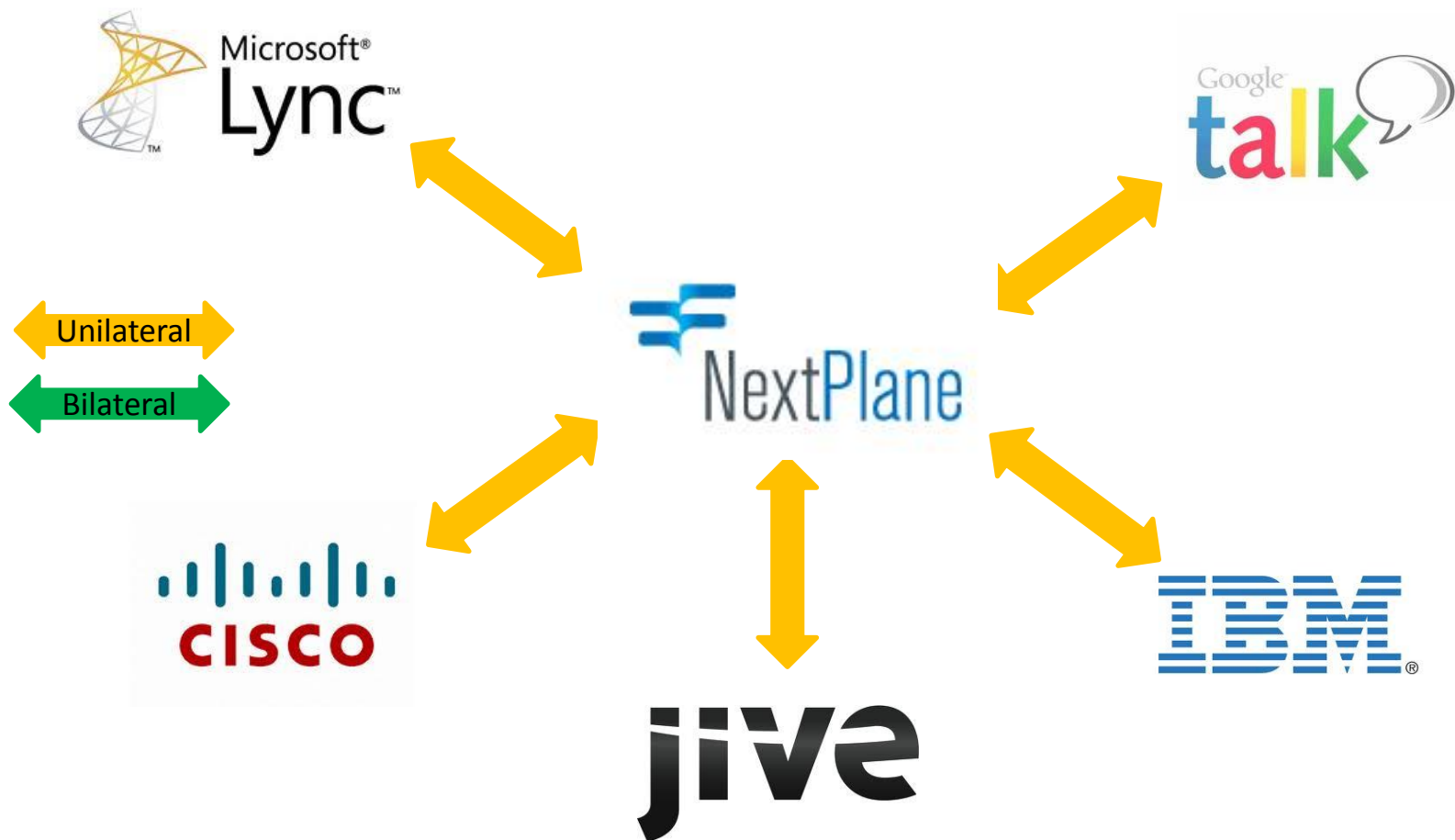
Multi-modal

IM & P only

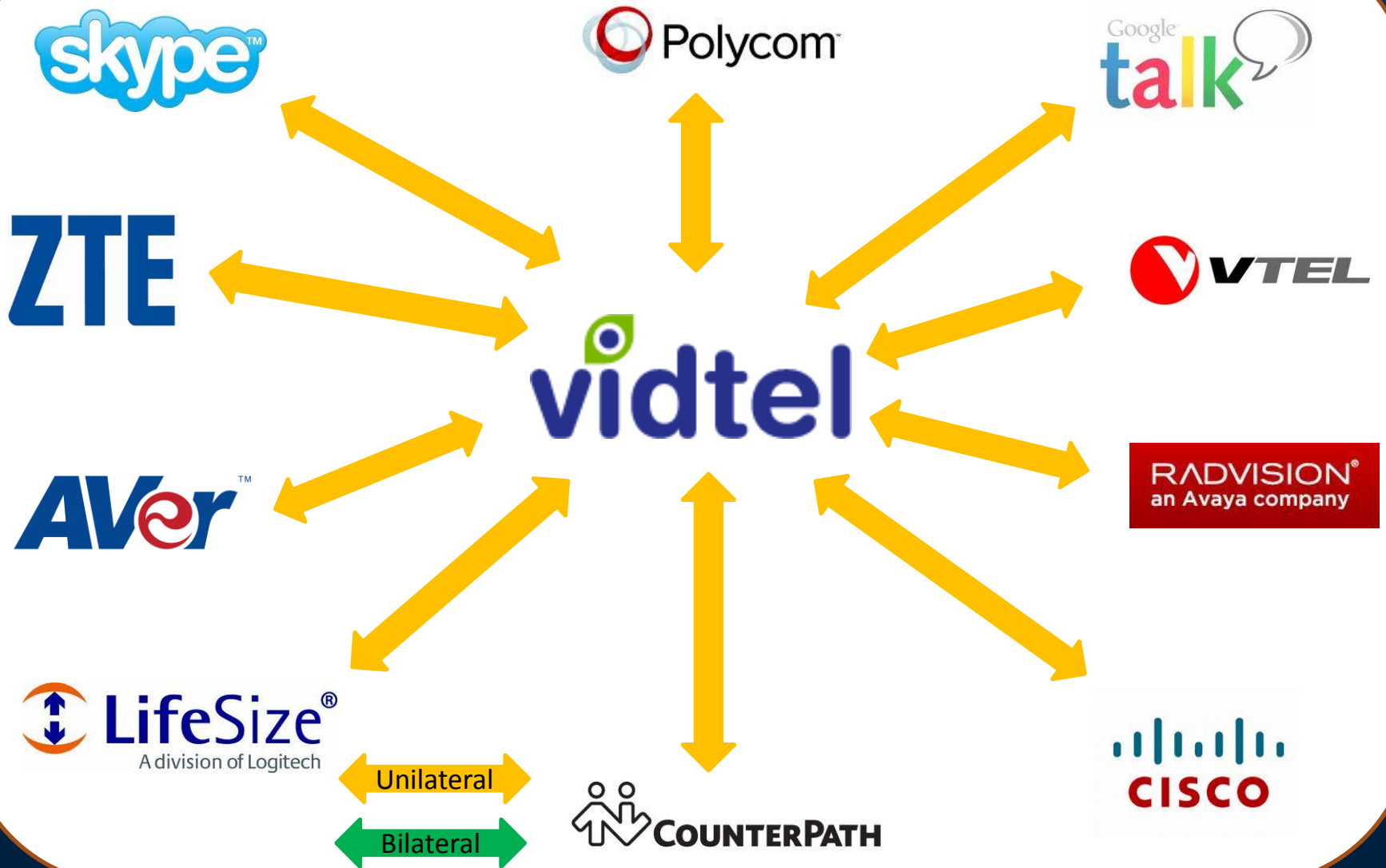


3rd Party Intermediation

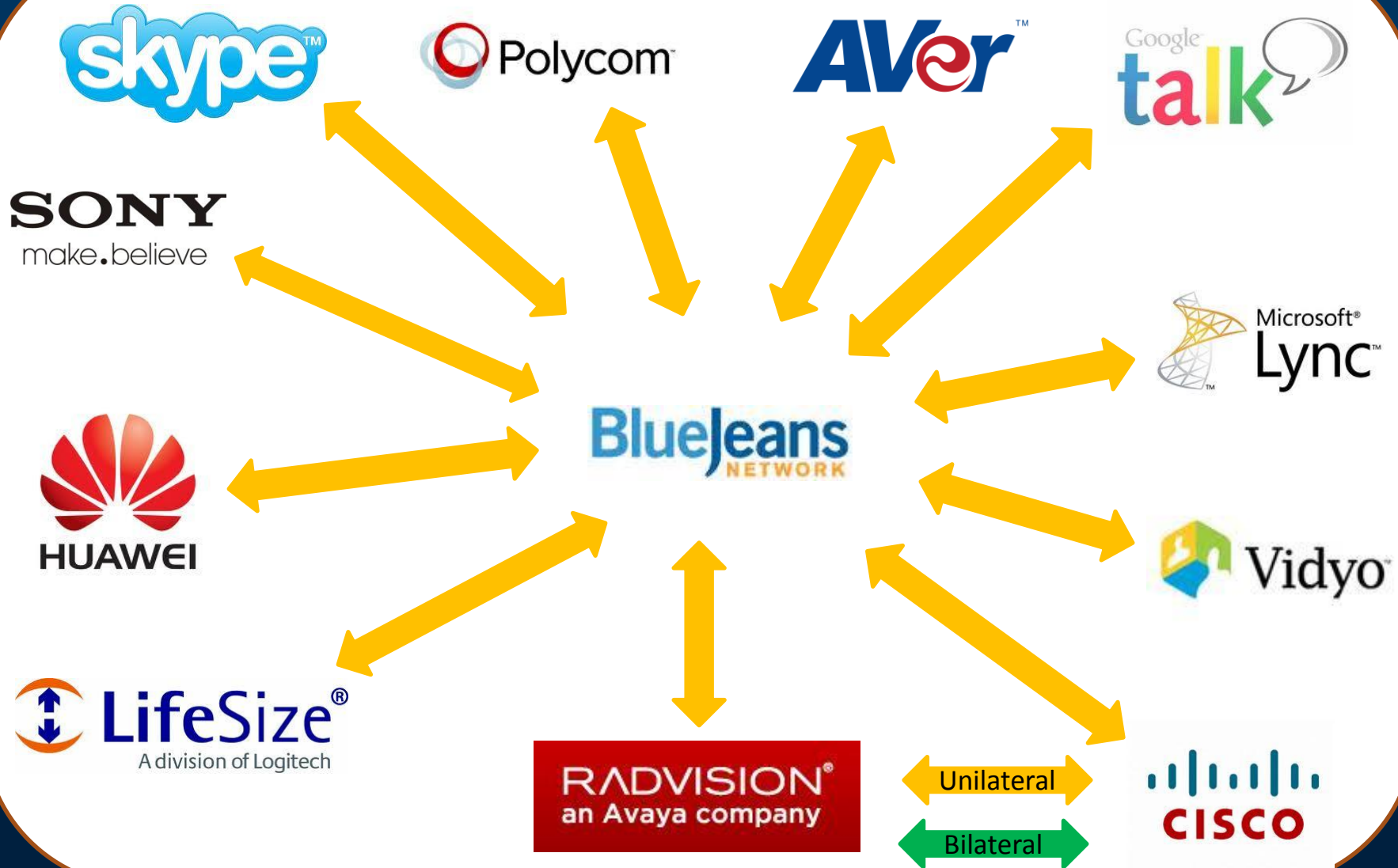
Instant Messaging & Presence, Voice, Video



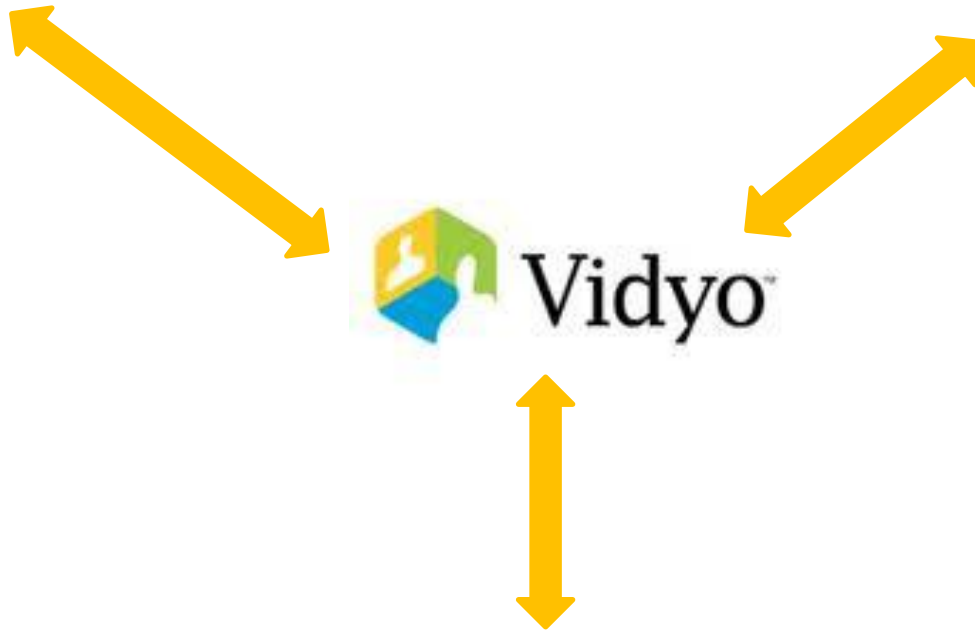
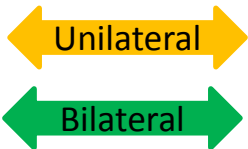
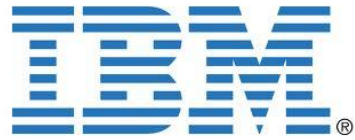
Video Cloud Intermediation



Video Cloud Intermediation

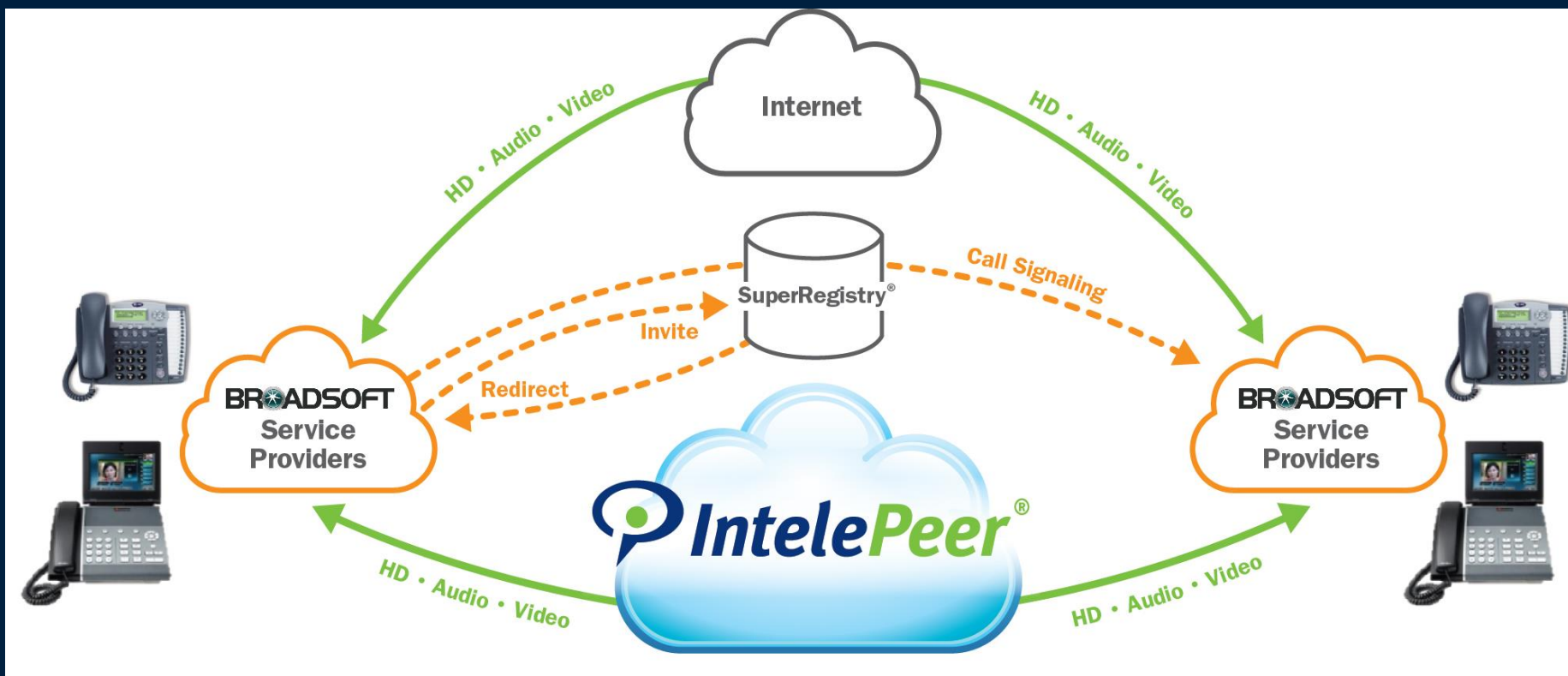


Video Cloud Intermediation



Morphing SIP Trunking into Federation:

The Fluent™ Service by Intelepeer & BroadSoft



Panel Session

Feel free to write questions for the panel during the session and hand them to the Session Monitor on the floor

Questions:

- What value does UC federation deliver, and how much of that value can be achieved today?
- What is the current status of federation with your product or service? How many customers have deployed it and how is it being used?
- Will communications service providers play a role in facilitating federation, or will it continue to be done directly from company to company over the Internet?
- Will UC vendors become OTT service providers, or will the traditional providers find a way to add value to multi-media communications?

Thank You...!

Audience Q & A