

UC Federation: When Will We Get There?

Tuesday, March 27, 8:00AM–8:45AM

Location: Osceola A

- **Speaker:**
 - Russell Bennett, Principal, UC Insights
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- **Panelists:**
 - David Chavez, Chief Technical Officer, Avaya
 - Farzin Shahidi, CEO, NextPlane
 - Albert Kooiman, Senior Product Manager, Microsoft Corporation
 - Arik Elberse, Director Product Management , UC Applications, Cisco Systems

What is Federation?

'A federation is a peer-to-peer relationship between two or more parties involved in order to achieve a common goal.'

"The layer network federation reference point-definition and implementation"

IEEE, April 1999

'Full multi-modal, presence-driven communications access to between key business partners in different companies.'

Is anyone using Federation?

UC *Insights* deployment 'crawler' data:

- Of 37,812 large organizations worldwide:
 - 1,798 offering federation connection
 - 4.76%
- Fortune 500
 - 134 offering federation
 - 26.8%
- Global list of private companies (~320k)
 - 5,432 offering federation connection
 - 1.7%
- Total federators discovered to-date: 7,230

Federation in Action



- Boeing 737 production line
- Currently shipping 35 aircraft per month
- Rising to 42 per month by 2014
- 367,000 parts
- Every customer has a different spec
- Hundreds of first order suppliers

Sources:

- MSNBC
- Microsoft Corporation customer case study
- Seattle Times, January 2012

How do they do it?

“We will often federate with a supplier so they can easily interact with our engineering teams. Our teams can see their presence information and out of office notifications just as if they were part of our deployment. This has helped to speed development of parts and reduce costs.”

Dean Sepstrup, IT Product Manager at Boeing

- B2B federation
- B2b federation
 - i.e. large business to small business
- b2b federation
- B2C federation
- b2C federation

Federation Challenges

- Federation as a UC feature is not ubiquitously supported among UC vendors
- Direct inter-vendor UC federation is not available
- No standards defined for federation
- Proprietary implementations in signaling, data collaboration, media codecs, etc.

Key Questions

- What is the current status of federation, and how is being used?
- What value does UC federation deliver, and how much of that value can be achieved today?
- What are the risks that come with deploying federation, and how they be mitigated?
- When will openly interoperable inter-vendor federation become a reality?
- Will communications service providers play a role in facilitating federation networks, or will it continue to be conducted direct from company to company over the Internet?