

*Holiday season is coming to a close. Let the news begin.*

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Andrew W. Davis, [andrewwd@wainhouse.com](mailto:andrewwd@wainhouse.com)

## Berlin Collaboration Summit Set to Launch



Our fourth annual Wainhouse Research Collaboration Summit is set once again for Berlin, Germany. This year's event will take place 8-9-10 April at the 5-star Steigenberger Hotel. Continuing our tradition of trying to cover all things conferencing and collaboration related, this year's conference will include in-depth sessions on 1) the latest trends and applications of videoconferencing and telepresence; 2) issues

impacting service providers, particularly with the growing interest in unified communications services and desktop video hosted applications; and 3) the real impact of IP telephony and unified collaborative applications and how enterprises can avoid the minefields of these emerging solutions.

Our featured speaker list this year will include SIX presentations from six different Wainhouse Research analysts, each covering a different segment of the conferencing and collaboration products and services space. One of our guest presenters will be Peter Lloyd, editor in chief of the UK-based AV Magazine. Peter is a well-known expert and gifted spokesman for the AV industry and will be speaking about how **advances in AV** are likely to affect collaborative communications in the future. We have also signed up two guest presenters (one from Spain and one from Holland) who are entering the world of **video services**. In addition, we have agreements from two German enterprise users of very different **telepresence** solutions who will share with Berlin attendees their rationale for and experiences with these new communication systems. Stay tuned for additional details. Visit [www.wainhouse.com/berlin08](http://www.wainhouse.com/berlin08) for the complete story on this international conference.

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The [registration web page](#) is now live. Don't miss this opportunity to hear what's happening with



Marc Beattie  
Wainhouse Research

Conferencing Services in the 21<sup>st</sup> Century



Andrew Davis  
Wainhouse Research

The Future of Visual Communications



Jon Neville  
Wainhouse Research

Challenges Facing IP Telephony, Presence, & Unified Communications Users



Peter Lloyd  
AV Magazine

The Evolving Impact of Professional AV on Videoconferencing Deployments

presence and IM, telephony-based conferencing and collaboration, mobile solutions, and high-definition video and telepresence. Network with your peers and with industry experts.

In addition to our conference, the 2008 program will feature in-depth workshops plus several hours of exhibit hall demonstrations.

The Berlin Collaboration Summit has a small number of sponsorship

Wainhouse Research Collaboration Summit Berlin Sponsors



opportunities remaining. Contact Sara Fargo, [sfargo@wainhouse.com](mailto:sfargo@wainhouse.com) for details.

We also have one speaking slot remaining on the agenda. If you have an interesting story to tell about an application, technology, or service deployment, please contact [andrewwd@wainhouse.com](mailto:andrewwd@wainhouse.com).

## News in Brief

- Korea-based C&Group ([www.cngr.co.kr](http://www.cngr.co.kr)) with 41 subsidiaries in shipping, manufacturing, and construction and other businesses has chosen to deploy a TOMMS Factory Enterprise solution for the company's rich media conferencing needs. The client-server application is being installed and supported by Haedenbridge.
- Two interesting announcements from UK-based iPoint-media, a provider of interactive content delivery platforms for web and mobile applications, lend credence to the hypothesis that video days are upon us. 1) iPoint is working with a medium-sized retail bank that has selected its Vitrage video application platform to deploy an interactive video call centre that will allow customers to interact with a customer service representative over the Internet via audio, video or text chat. 2) The Southampton City Primary Care Trust ("PCT") has recently worked with iPoint to develop an Internet-based solution to provide remote medical services via web and 3G mobile for people suffering from chronic diseases. Patients will be able to post test results directly to their health care provider, access a blogging area to communicate with clinical staff, record or upload video messages for medical staff, and to interact with clinical specialists in live audio or video calls and schedule appointments.
- Karlsruhe, Germany-based web conferencing company Netviewer, following a recent successful funding round, has expanded its senior management team and changed its legal structure to become a public limited company or Aktiengesellschaft (AG) as it is known in Germany. In addition to operations in its home country, Netviewer has subsidiaries in the US and seven European countries.
- Powwownow, a European CSP featuring free audio and web conferencing services, has chosen ThinkEngine Networks' VSR1000 as the platform to expand their services. The VSR1000 media server supports both IP and TDM. This is the first European CSP deal for ThinkEngine.
- A California-based start-up company dubbed ShowMyPC has released a new service for scheduling and conducting web meetings over the Internet. The service lets users instantly start a web meeting and share their computer's screen with other users, who are invited by sending automated email notifications.
- Onstream Media reported revenues of \$4.1 million for the quarter ended September 30 and full fiscal year revenues of \$12.1 million, up 43.9% from the prior fiscal year.

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## People & Places

InterCall, Unified Communications Leadership Team, **Ken Kurz**, Director of Unified Communications, **Warren Baxley**, Sr. Director of Product Management, **Herb Pyles**, VP Strategic Business Development.

Phoenix Audio Technologies, **Dan Marchetto**, VP Sales and Marketing

## Point Nine via Telepresence

Richard Norris, [richard@wainhouse.com](mailto:richard@wainhouse.com)



We have reserved six telepresence suites courtesy of Cisco and will use these 26-February to host a half day Point Nine session with the topic *Telepresence: Can you speed business processes and reduce your carbon footprint?* If you can make it to Boston, New York, Atlanta, Washington DC, London, or Amsterdam visit [www.wainhouse.com/point9](http://www.wainhouse.com/point9) to reserve your place. Save time, save money, save carbon and come by video! These sessions are definitely capacity limited, so reserve your place early. Starting time will be 8:00 in the North American time zone and 13:00 and 14:00 in London and Amsterdam respectively. Contact Richard Norris, [richard@wainhouse.com](mailto:richard@wainhouse.com), if you would like to sponsor this very unusual session demonstrating the power of telepresence in sales, marketing, HR, and other business processes.

<b>Conferencing &amp; Collaboration <a href="#">Event Calendar</a></b>	
<b>WHEN &amp; WHERE</b>	<b>WHAT &amp; WHO</b>
14 February; Canary Wharf, London	<a href="#">IP Video Expo</a> (AV in the City)
26 February; London, New York, Boston, Washington D.C., Atlanta, and Amsterdam	<a href="#">Point Nine User Forum</a> via multipoint telepresence session, hosted by Cisco.
8-10 April; Berlin, Germany	<a href="#">Wainhouse Research Collaboration Summit - Berlin</a>
16-18 July; Boston, MA	Wainhouse Research Collaboration Summit - Boston

## One on Two with Comiris' J.F. Thau (Chairman) and Mourad Bedrani (VP International)



JF Thau and Mourad Bedrani

**WRB:** It's been a while since we last caught up with you two guys. I see you have left your previous employer and have joined up with Comiris in France. So very briefly, what's the story?

**JFT:** I joined Comiris Group as Chairman and investor in September, 2007. As you know, I've been in the videoconferencing industry since the French revolution. I believe the time is now right for a next-generation channel partner to be formed, and that's what Comiris project is all about. Comiris Group includes a System integrator (Comiris Technologies), a leasing company (Comiris Capital) & a competence center & web portal (Comiris Global Services). We did over \$20M in sales last year.

**WRB:** What is next-gen about Comiris?

**JFT:** Our vision is not to be a distributor or reseller for a European country, as is the traditional business model today, but to be a Pan-European actor, someone with the scale to provide customers with products and services across a vast geography. The time for consolidation in the EMEA theater has started. The old borders in Europe have been erased; it's time now for the channel partner borders to disappear as well. Too much of the industry is stuck in 20<sup>th</sup>

century thinking. We like to think we are not. We believe many manufacturers will look for broader and financially stronger channel partners to deliver their next state of growth. We will be demonstrating our capability to make our strategy and initiatives happen soon.

**WRB:** So, are you saying that while this is indeed a global market, the players are still “country centric” and that somehow we are missing the boat?

**JFT:** Yes, absolutely, that is the situation we want to change?

**WRB:** What are the steps you are taking in this new direction then, and who is supporting you?

**JFT:** We recently launched Comiris International Platform (CIP), a subsidiary of Comiris Group based in Dubai. CIP is a Middle-East focused Value Added Distributor and we are looking for value added resellers/dealers across the entire Middle East and Africa. We had a little booth at the recent Gitex-2007 trade show and exhibition in Dubai to introduce ourselves



*Comiris stand at Gitex-2007*

and to launch CIP. Mourad Bedrani, who has extensive Middle East experience and experience in marketing, has joined the company as VP International Operations since then to drive this program and message. The future of our Middle East and Africa territories is about connecting all the knowledge centers on the planet. Globalization will bring people worldwide to collaborate in virtually every field of endeavor. High definition video communications will be a key, and we are using our relationships with LifeSize, Codian, Smart Technologies, RevoLabs, and ClearOne to deliver products and value added services to this market.

**WRB:** Isn't Comiris a Platinum partner for Tandberg? Why are you selling LifeSize in Dubai and Tandberg in France?

**JFT:** Yes Andrew, another part of the Comiris Group, Comiris Technologies, is an integrator and service provider in France for real-time visual communication and collaboration and is a Tandberg Platinum Partner in France. But for the Middle East, we needed a supplier who shared our views, and that supplier is LifeSize for videoconferencing endpoints and Codian for infrastructure. CIP is a Value Added Distributor and as you know, Tandberg's channel partner strategy does not yet include a two-tier model that would be based on value-added distributors.

**WRB:** So, you are a reseller in France and a distributor in the Middle East and Africa?

**MB:** Yes, and we are supporting both efforts. For example, we will have a Rich Media Forum in Dubai to address the Middle East end users and resellers in September or October 2008 and an end user show in Paris around the same time. The two business interests are not in conflict. In fact, we hope Wainhouse Research will join us and support us at these two events. Entering the MEA theater with a 100% high touch direct model is nonsense for us; there are strong resellers installed in each country that have built business relationships with end users. Our job is to source them with the best offer and to provide professional level 2 & 3 services.

**WRB:** This will be an interesting development to watch. Since the acquisition of Codian by Tandberg, is LifeSize getting nervous? Or do you think the Tandberg position on distribution makes LifeSize safe in your portfolio?

**JFT:** As I said, we are a Tandberg Platinum partner and secure in that relationship. We believe we have the expertise to sustain significant growth for Tandberg in 2008 as well as to develop LifeSize/Codian and other brands. We strongly believe that Codian will be the centerpiece of our efforts to drive growth since we are carrying Codian in France, the Middle East, and Africa.

**WRB:** What about Polycom. You guys have had a warm relationship with Polycom that goes back many years. Where do they stand here?

**MB:** Polycom is a known brand in this Industry among market players and therefore, we cannot stay distant from such player. In the same way, being serious about unified communications means being close to Cisco and Microsoft.

**WRB:** I'm not sure what you mean there. Does your Pan-european vision put you in competition now with existing videoconferencing channel partners:



*Mourad Bedrani, Andrew Davis, JF Thau (WR file photo)*

**JFT:** Yes & No; Every system integrator and reseller is claiming his team can integrate videoconferencing solutions. This is marketing...and sometimes very dangerous for the customers! Then, when you have a chance to look at real data, you see exactly the opposite. There are really a very limited number of organizations that are doing the job properly.

**WRB:** Your focus seems to be exclusively on HD. Am I right? And isn't this too limiting?

**MB:** We have our slogan "forget what you know, believe what you see" and this is all about high-definition. Once you experience an HD videoconferencing meeting over IP, you don't want to go back. And we are seeing more and more RFP/RFQs and market growth toward HD in Europe and the Middle East. So, HD is not a limitation but rather a new way to drive growth and market adoption. We believe even more market pull will come from reducing carbon footprint.

**WRB:** What about unified communications. What do you see happening there?

**MB:** Good Question. In October 2007, in Paris, we were invited by Microsoft France to demo Microsoft OCS 2007 and the integration with multipoint video (Tandberg and LifeSize endpoints) via a Codian bridge. Our demo was very well received by both end users and Microsoft people. This area is just starting to gather momentum in Western Europe; I think the Middle East market will be a few quarters behind Europe when it comes to Presence, IP Telephony, and the whole UC thrust. Comiris is preparing to support this market development across all of our territories; we are striving to become Microsoft Gold Certified in early 2008 for the Microsoft UC portfolio; this focus will include systems based on Microsoft's Roundtable product as well. But as you know, Andrew, at the end it will be the people that will drive UC adoption: Managers who can think outside the box regarding interactive communications will drive the revolution.

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