Disrupting The Video Communications Industry: What's the Big Deal with "The New" Lifesize?

With Video Evangelist Simon Dudley and Lifesize CEO Craig Malloy

July 16, 2014

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Welcome! Webinar Overview

- Using the ON24 Console

- Speaker Introductions

- Disrupting the Video Communications Industry: The New Lifesize

- Q&A: ON24 Console, Twitter: #AskLS @LifesizeHD or email SimonSays@Lifesize.com

- Survey – We Want Your Feedback!


Kurt Weisenberger
Webinar Moderator

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Housekeeping

Kurt Weisenberger
Webinar Moderator

- We are recording today and you will receive a link to view the replay via email

- There's no phone number to dial, streaming audio only

- Questions? Use the ON24 console to ask yours at any time

- We need your feedback! Please complete the survey at the end of the webinar

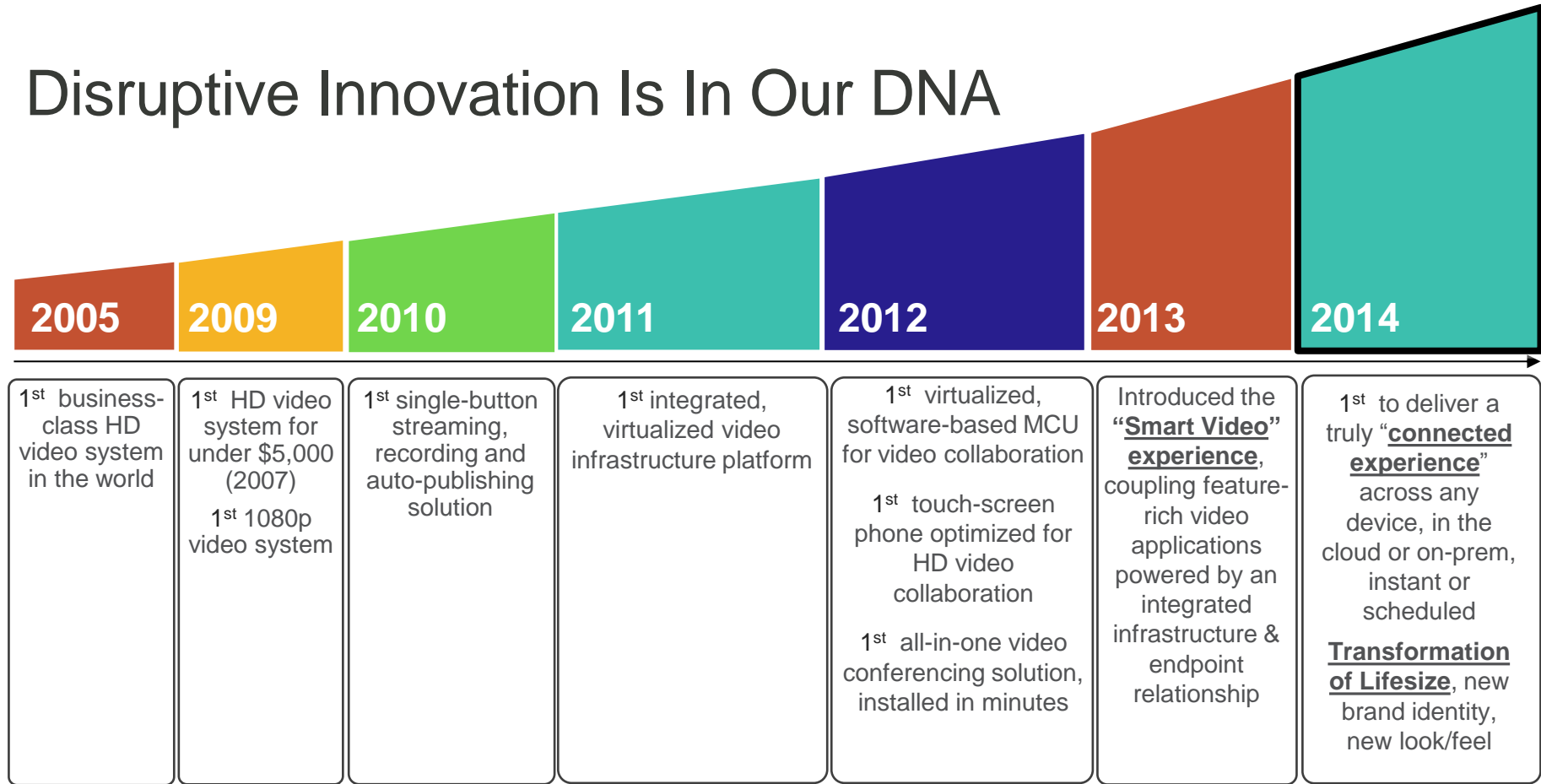**lifesize**®

Using The ON24 Console

OR....
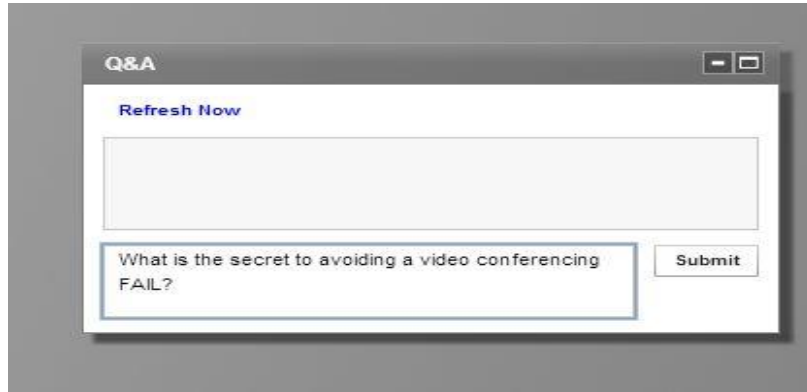
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Featured Speakers:

Simon Dudley
Video Evangelist, Lifesize

Craig Malloy
CEO, Lifesize

Disruptive Innovation Is In Our DNA

2005	2009	2010	2011	2012	2013	2014
1st business-class HD video system in the world	1st HD video system for under $5,000 (2007) 1st 1080p video system	1st single-button streaming, recording and auto-publishing solution	1st integrated, virtualized video infrastructure platform	1st virtualized, software-based MCU for video collaboration 1st touch-screen phone optimized for HD video collaboration 1st all-in-one video conferencing solution, installed in minutes	Introduced the **"Smart Video" experience**, coupling feature-rich video applications powered by an integrated infrastructure & endpoint relationship	1st to deliver a truly **"connected experience"** across any device, in the cloud or on-prem, instant or scheduled **Transformation of Lifesize**, new brand identity, new look/feel

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Video Communications

- Reinvention of Lifesize: New Brand, New Logo, Lifesize Cloud

- Video Communication Industry Transition

- Explosion of Video Being Driven by Consumer Applications

- People Expect "Anytime-Anywhere" Communication Experience

- More Remote Workers – Need to Stay Connected

- Shift to Cloud Services Transforming from On-Premise Technology

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New Market With New Requirements

- **Usage of video communication is exploding**
  - Driven primarily by consumer/mobile applications
    - Skype, Facetime and Google Hangouts
- **Employees now expect same capability at work**
  - Conference rooms, desktops and mobile
  - Anytime, anywhere, on-demand, self service

- **Distributed and virtual companies changing the nature of work and collaboration**

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New Technology Disruptions

- Massive, unstoppable, shift to cloud infrastructure for essential applications at serious businesses.
  - ERP, CRM, HR, Voice, Support, Content Mgt

- Why?
  - Scalability, cost, flexibility, UX, viral adoption, no maintenance, no set up, instant new features, business leaders buy, not just IT

- Same disruption and benefits coming to video communication

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Change Is Coming To Video

- Until now, video communications for business has been a frustrating, complex, expensive mess.
  - Can't scale, poor UX, requires dedicated IT management, large capital outlays

- In fact, market for on-premise video infrastructure and expensive conference room systems is shrinking, rapidly
  - Business isn't going to take it anymore and looking for alternatives

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What Business Really Wants

- Enable everyone with the highest quality video collaboration
  - Completely
    - Conference room, desktop, mobile
    - Anytime, anywhere, direct call or virtual meeting, 1:1, 1: Many, no limits
  - Cost Effectively
    - A few dollars / month / user, a few $ thousand or less per conference room
    - Nothing to manage or upgrade, ever. All delivered from one company
  - Efficiently
    - Self serve invites and apps, instant connect conference rooms, no IT folks needed

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Still Searching

These offerings don't give business users what they need and desire:

- Completeness
- Cost effectiveness
- Efficiency

Traditional On-Premises Infrastructure

- $$$
- Can't Scale

Web Conferencing

- No Conference Room
- Meet-Me Only

"Meet-Me" Cloud Video Services

- Not Connected to Conference Room
- Meet-Me Only

Free Video Services

- Not a Business-Class Service

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Lifesize Cloud Overview

- The First and Only complete connected device and cloud infrastructure offering for business

- Finally solves ALL of the previously unsolvable roadblocks to full and blissfully simple video collaboration for any organization of any size

  1. Create an account at lifesize.com

  2. Invite your co-workers

  3. Install apps of your choice on your favorite devices

  4. Plug in conference room device to TV, power, network, and log in

  5. Go!   (We do all the hard stuff behind the scenes)

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Conferences Rooms Still Matter/ Rise of the Connected Device

- Where teams of people work together, they gather in conference rooms to meet

  - Want to easily connect to home workers, travelers and groups in other locations

- Unique application conference rooms require a dedicated device, e.g. speakerphones, large displays

  - Conference room video device must be full gateway to the service

    - (Think Nest, Fitbit, Roku, Xbox, Square; all connected devices)

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Complete, Cost Effective, Efficient

A connected experience — including the meeting room

- Lifesize Icon room video system works right out of the box

- Smartphones, laptops, tablets, guest clients, telephones

One tool for all the ways people communicate

- Shared directory (prepopulated, click to call with presence status), instant and scheduled calls, single and group calls, data sharing

Works with what customers have today

- 25-way HD and audio for every user and meeting, 24/7

- Interoperable, with unlimited guest clients!

Simple to buy, easy to manage

- Flexible subscription plan for all sizes of teams and budgets 10 users to 1000's

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☁ **IBM** Global Cloud Platform
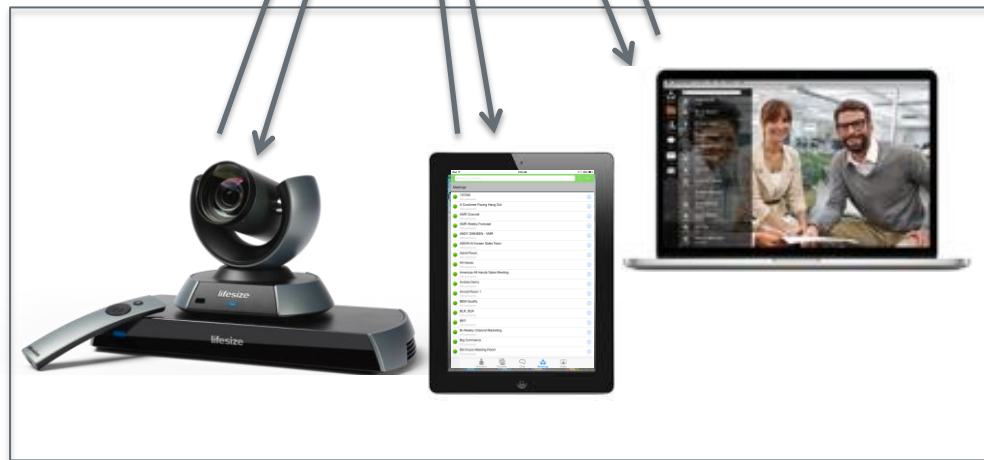
A seamless platform that goes across any border.

Lifesize Magic Installed Here

- Firewall Traversal
- Multiparty Calling
- Directory
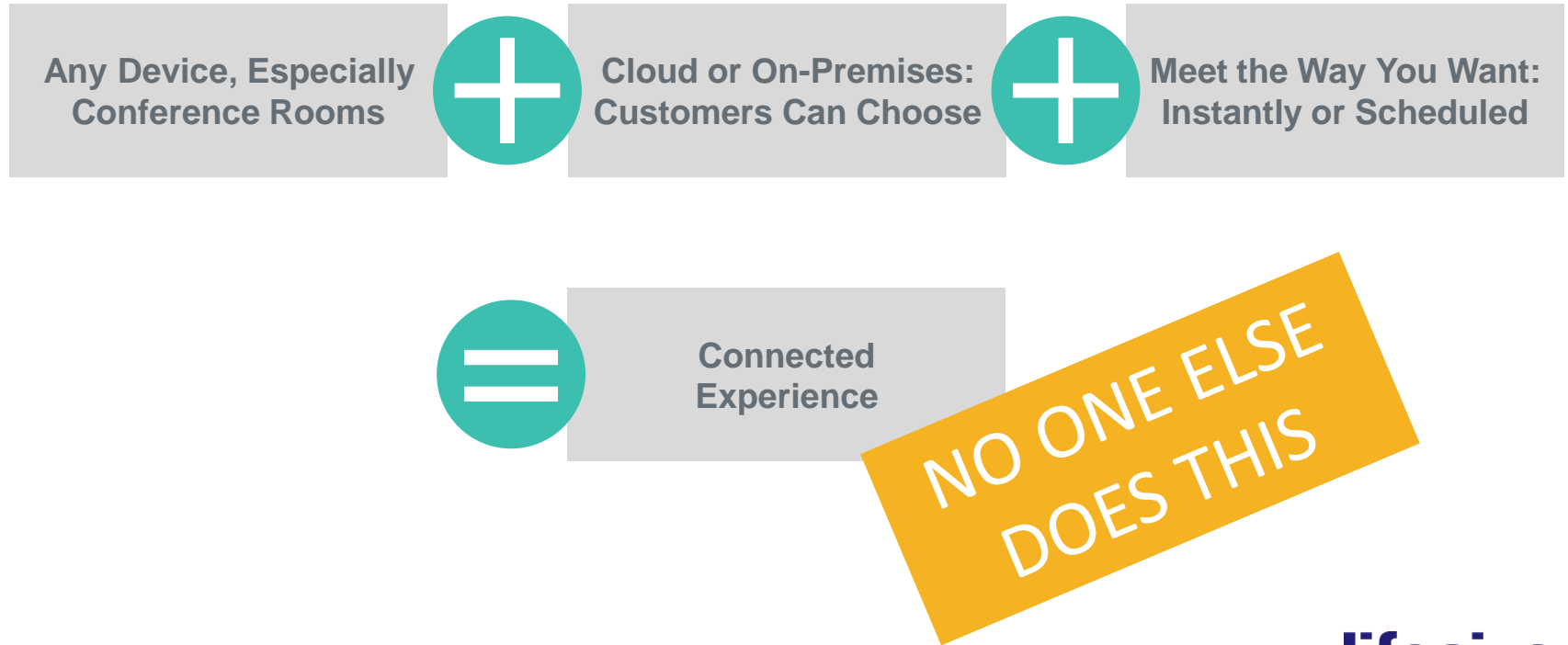- Presence
- Device Software Update
- Etc.

How It Works

○ DATA CENTER & NETWORK POP
◎ DATA CENTER
● NETWORK POP
— PRIVATE NETWORK

Any Guest, Anytime
Web RTC

Your Company with Lifesize Icon Room Systems and Apps

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The Connected Experience

Any Device, Especially Conference Rooms ➕ **Cloud or On-Premises: Customers Can Choose** ➕ **Meet the Way You Want: Instantly or Scheduled**

= **Connected Experience**

NO ONE ELSE DOES THIS

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The Connected Experience, The Way Customers Need It

Who

- Open to the benefits of SaaS
- Often new to video conferencing

Wants

- Fast, easy, on-the-go collaboration solution with convenience of subscription
- Best-in-class meeting experience with unrivaled simplicity
- To avoid managing/paying for on-premises solution

In the Cloud (SaaS)

Lifesize Icon + Lifesize Cloud

Who

- Has existing video conferencing deployment
- Needs to run on their own network

Wants

- Flexibility and control for large meetings within their own network
- Customization of deployment to integrate with other UC tools
- To deploy and manage on-premises

On-Premises (On Your Network)

Lifesize Icon + Lifesize UVC

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Summary

- Demand for **easy-to-manage**, **easy-to-use** video conferencing is exploding.

- Lifesize is reimagining the industry with the Lifesize Cloud, a true **connected experience.**

- Lifesize Cloud is the perfect blend of hardware, software, UX and service, which allows **anyone, anywhere** to be connected **on any device, especially conference rooms.**

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Visit **Lifesize.Com/Cloud** to start your free trial

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THANK YOU!

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