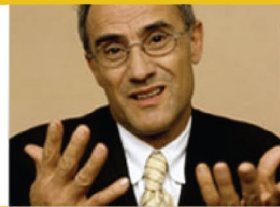




AVISTAR™

The Right Time for
Videoconferencing



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The Time is Right for Videoconferencing

By Melanie Turek, Principal Analyst, Frost & Sullivan

Every once in a while, myriad events come together to support a new way of doing business, bolstered by new technology and new management practices. Videoconferencing is experiencing that change in 2008, and we expect the trend to continue in 2009 and beyond. Frost & Sullivan's latest research shows that revenues for the videoconferencing infrastructure systems market in the Americas region reached an estimated \$137.3 million in 2007, growing by a robust 17.9 percent over 2006.

After seeing modest growth rates for the last few years, the videoconferencing infrastructure systems market is now showing extremely healthy growth. We expect the market to sustain that momentum over the next several years. Frost & Sullivan forecasts a CAGR of 19 percent (2007-2014) for the videoconferencing infrastructure systems market. Endpoints will grow, too.

The end result: We expect to see more and more end users with access to videoconferencing in the workplace, wherever that workplace may be (office, home and even on the road). The reasons for this sea change are numerous, and together they make for a new way of working in the 21st century:

- The number of virtual workers—people based in locations separate from those of their managers, reports and co-workers—is growing every day. I routinely hear about companies that are increasing the number of employees they allow to work from home, as well as the frequency with which they do so. Those employees need to connect, communicate and collaborate as easily as they would if they were located in the same office.
- Businesses are increasingly aware of the importance of tapping their employees, their skills and their experience. That makes collaboration more important across the board, and across geographic locations and time zones.
- Videoconferencing boosts productivity and reduces costs, delivering clear, hard-and-fast ROI.
- Videoconferencing technology continues to consistently improve, making the end-user experience as good as it needs to be to support critical business collaboration. High-definition, telepresence and better desktop and mobile solutions ensure companies can offer their employees a range of videoconferencing endpoints to meet their specific needs—and work the first time they use them.
- As companies expand their deployment of voice over IP (VoIP), they are eager to run videoconferencing over the new networks for cost savings and management benefits.
- The next generation of employees is so familiar with video, they expect it to be a part of their daily communications.
- Companies want—and need—to be greener, and videoconferencing lets them do that by reducing travel without sacrificing business performance.
- Unified communications suites that include integrated desktop video are exposing IT managers and end users to the value of videoconferencing for the entire enterprise.
- The increasing availability of bridges that support desktop videoconferencing allow even remote workers and teleworkers to participate in meetings, regardless of where they're located. That makes those meetings more useful for all, and therefore more common.
- As the global economy continues to falter, and with fuel costs continuing to rise, companies are motivated to deploy technology that will save money right away, and deliver benefits for many years to come.