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CoSine Introduces Carrier Delivery of Multicast

[CoSine Communications](#), a publicly-held provider of managed, network-based IP Service Delivery Platforms for service providers, has announced the immediate availability of its new multicast feature set on the company's IPSX 3500 and 9500 IP Service Switches. The new feature set, which includes Virtualized Multicast routing initially based on Protocol Independent Multicast Sparse Mode (PIM-SM) and hardware-accelerated Multicast Forwarding, enables service providers to deliver to the enterprise a cost-effective set of

managed multicast services, without required service providers to build dedicated network infrastructures or running multicast in their core. Prices start at about \$100K.

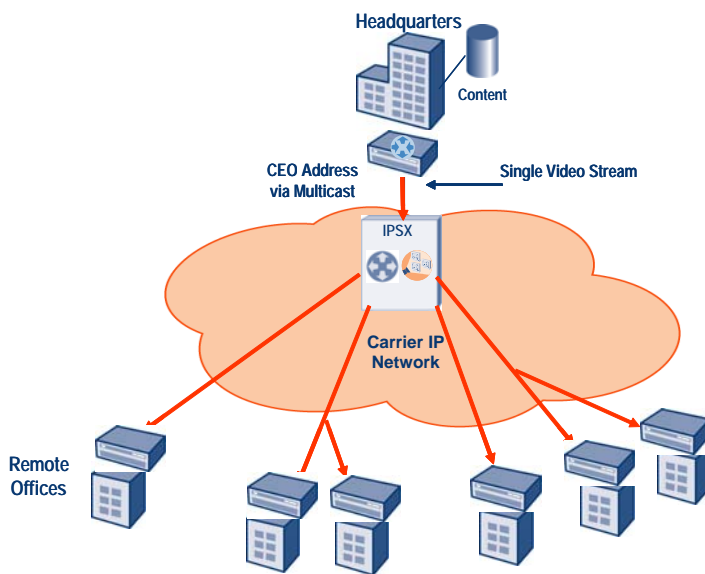
My Comments: These are edge devices (sitting on the edge of the core, if you will) that basically enable multicasting in an unusual way that doesn't require end users to change their equipment to multicast across the WAN. Of course, if you want to multicast across your campus, or within your building, you will need to multicast enable your LAN. Multicast-enabled routers are complicated to deploy; hence the CoSine solution pushes the problem out to the carriers where specialized gear and specialized people are available to solve the problem. The CoSine architecture essentially

allows an enterprise to send a single stream out to the cloud where the IPSX turns it into a multicast. CoSine's solution is unique because it combines multicast capabilities with a network-based VPN to enable service providers to support multiple enterprises and their unique requirements from the edge of the network.

Multicasting of video, videoconferences, and rich media communications is undoubtedly going to play an important part in the enterprise future; solutions like this will make the transition easier and hopefully less expensive. But it's up to the carriers and NSPs to deliver.

Andrew Visits Cincinnati

I got a chance to see parts of Cincinnati last week without leaving the comfort and privacy of my own office when I was introduced over H.323 video to [Cincinnati International Teleport](#), a company that combines codecs from Polycom, Sony, and TANDBERG with the





company's "turbo" 802.11b, a rolling stand, and battery power. CIT's product line is dubbed Mobile Video Interactive Companion. The company claims that its special RF (radio frequency) engineering has produced a patent-pending wireless technology that provides 3x the range of standard 802.11b, although the mobile product can also communicate with standard 802.11b access points from Cisco and the like. For distance education, manufacturing, or any other application,



3x the range means you need fewer access points; it also means you can go further and do more interesting things. With their ViewStation-323 based system, the company took me on a tour (ranging over about 1000 feet) of their industrial park (boring I admit) to the local pizza parlor. The audio/video performance was flawless, although you do pick up some road noise while rolling along the highway. The experience reminded me a bit of those moving camera bits you see on [Letterman](#); the difference is that with FECC I could control the camera while someone else was pushing the system along. I was disappointed only in that the 802.11b-H.323 system could not transport the pizza back to my Brookline office (not that I could eat it anyway!). A full system, complete with codec, RF, stand, battery, but without the pizza, sells for under \$15,000

ReView Video Signs With Sony

[ReView Video](#), one of the world's largest value-added distributors of conferencing products and services and a long time Polycom-exclusive-video-endpoint player, has entered into a distribution agreement with Sony Electronics to provide Sony videoconferencing products, such as the PCS-1 set-top system and accessories, through ReView's 500+ North American dealer network. ReView will immediately begin offering Sony videoconferencing products in the United States, with the potential for multinational distribution in the future.

Here's What I Think

While ReView insists their relationship with Polycom is "strong and unchanged," and Polycom tells us that Review remains a "great partner," you've got to wonder if a) they expect us to believe this; b) they believe it themselves; or c) this is a sign of a sea change in the conferencing industry.

Nevertheless, this agreement has to be one of the great videoconferencing coups of the decade for Sony. The company has struggled for years, unable to either formulate or execute on a channel strategy. ReView could be their solution. Could be – if both companies deliver on their promises. I believe that in the past Sony has been sandbagged by multiple reseller partners

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(perhaps with good reason, but that is another story) – channel partners who sign on with Sony but never *sell* Sony; they deliver Sony when the customer asks for Sony. In other words, they carry Polycom and Sony, but sell Polycom.

I'm giving myself a multiple choice quiz on the ReView – Sony deal. Which of these statements is true? Here are my choices:

- The addition of the Sony product line to ReView's existing suite of conferencing products and services gives dealers the tools they need to deliver videoconferencing solutions to a more diverse customer base.
- The people at Polycom are clueless and don't really understand the value of distribution. They never should have allowed (never mind encouraged) ReView to sign on with a direct Polycom competitor.
- The people at Polycom are brilliant and understand that ReView's dealers are in a much stronger position when they can offer multiple brands to end users. Polycom will win out based on price, performance, features whenever a comparison is made.
- This is the fallout from a misguided revision of the Polycom reseller contracts which changed the discount plan and upped the "certification" requirements entirely. The chaos in the channels is just beginning (31-Jan-04 is the magic date). There is no longer an incentive to be Polycom-exclusive. The certification/demo schemes are onerous. The discount structure is straight out of the Cisco playbook and won't work in the current videoconferencing market.
- Polycom's certification and discount structure puts value where it is most likely to improve the end user experience. Happier customers will result, with happier resellers enjoying improved margins.
- ReView's CEO Marty Karlin must have been intoxicated when he signed the Sony deal.
- Being unhappy with the changing reseller strategy at Polycom, Marty became extremely frustrated and called Polycom's bluff on ending the exclusive relationship. Marty lost.

So many choices.....Help me out.....Click on the WR Forum link below.....

⇒ [WR Forum: ReView Video Signs With Sony](#)

| 2004 Rich Media Conferencing Calendar | |
|--|--|
| WHEN & WHERE | WHAT & WHO |
| Feb 19-20, Zurich, Switzerland, Airport Hilton | PUG European Seminar |
| March 1-4, Orlando Florida | VoiceCon |
| March 18-24, Hannover, Germany | CeBit |
| May 18-20, San Jose, CA | IMTC Spring Forum |
| June 5-11, Georgia World Congress, Atlanta, GA | InfoComm2004 exhibition and conference |
| July 14-15-16, Colonnade Hotel, Boston, MA | Wainhouse Research Summit |
| October 10-13, Westin-Innisbrook, Florida | Polycom User Group (PUG) Annual Conference |
| October 21, Chicago O'Hare | Wainhouse Research CSP Summit |
| November 17-18, Olympia, London | WAVE 2004 |

News in Brief

- Sorenson Media has announced an OEM reference design platform dubbed the VP-200 intended for those companies that want to market videophones and set top video appliances to the consumer market. Based on a Texas Instruments Digital Media Processor, the VP-200 provides more flexibility and higher performance than the company's VP-100 reference design at about the same bill-of-materials cost. The older VP-100 is based on Sorenson's own codec IC and is the engine inside the D-Link i2Eye consumer set top box (approximately \$200 retail). The new Sorenson design does not support H.264, an obvious shortcoming for high quality over low-bandwidth consumer DSL and cable modems, but Sorenson appears to have this upgrade in their development plans.
- Global Crossing has been chosen as the network provider for VoEX, a high-throughput VoIP integrator and network services provider specializing in customized applications for large communications-intensive enterprises.
- A bunch of UK-based companies, including Motion Media, NIAD, vc-net, and Review Video have joined together to form CVIEW, a Campaign for Video to Increase Efficient Working. Kind of rolls right off your tongue!. The group will be lobbying the government to promote video to boost UK productivity levels and to reduce automotive emissions.
- ACT raised \$2.2 million in a private placement of shares at \$1.05 per share.
- [SIPquest](#), a developer of VoIP software based on SIP has announced general availability of its newest release: a collection of individual application components that can be built into new and existing equipment and services.
- We welcome a new WRB sponsor from China, [DST Media](#). In addition to our North American sponsors, we are happy to have representation from Italy (Aethra), Germany (MVC), Austria (SCOTTY), Ireland (Spectel), Sweden (Konftel), and Japan (Sony). For 2004, we still have a few sponsorship slots open.... andrewwd@wainhouse.com

People & Places

[Arel Communications](#), **Dr. Michele Blank**, Chief Marketing Officer (former President and VP of Galactic and Inter-Galactic Marketing at RADVISION), **Ofer Shapiro**, VP of Business Development & Product Strategy (formerly VP at RADVISION), and **Eric LeGuinie**, VP of EMEA Operations (formerly of FVC EMEA)

The Whitlock Group, **Terrell Coble**, Videoconferencing Systems Consultant

TANDBERG, **Noreen Powell**, Channel and Business Development Manager

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One on One with Timothy Butler, CEO, SiteScape

Editors Note: As real-time collaboration moves to the mainstream of enterprise applications, resellers, vendors, and end users will begin to bump up against other collaboration tools, many of which have been entrenched for years. Most notable in this category is what I would call GroupWare products, a category dominated by Lotus Notes. Savvy users are beginning to question how real-time and non-real-time collaboration tools need to work together and what the future holds for integrated technologies. Under this guise, I had a chance to meet recently with the CEO of SiteScape, Tim Butler.



WRB: [SiteScape](#) has an unusual background. Can you tell us a little about the company and the Alta Vista connection.

TB: I founded SiteScape in 1995 in Alexandria, Virginia as a value added reseller. I'm happy to say that all the core team members that started with me then are still at SiteScape, people like Chris Pressley, our VP of Field Engineering. One of the products we sold back in those days was Digital Equipment Corporation's Alta Vista Forum collaboration software. Incidentally, AV Forum was the world's first ever Web-based collaboration product, built as an alternative to Lotus Notes (in 1995).

When DEC was bought by Compaq in '98, Compaq divested all of its DEC software holdings, and the first piece to be sold was AV Forum. Since SiteScape was a VAR, they offered SiteScape the chance to buy AV Forum, including all the intellectual property and customer base. The company relocated its headquarters to Maynard, MA, because that's where the team of engineers was stationed. Today, many of those same engineers still work for SiteScape, so we have a lot of experience on our team. And, the product is now in its 11th iteration since it was created originally by DEC, so it is very mature.

WRB: You started out in non-real time collaboration. Can you tell us a little bit about what this is all about.

TB: SiteScape's core strength has always been asynchronous collaboration; that is, allowing people to share information in a secure, searchable, Web-based environment, wherever they had access to an Internet connection. So, it was and continues to be a way of communicating across time and space, among distributed individuals and teams so that people can post information for others to read/revise and/or search. Information comes in the form of threaded discussions, document sharing and management, shared calendars, workflow and email notifications. It is important to note that our embedded search engine makes the product highly valuable as a knowledge management application, because it allows people to access and retrieve information that was stored there for years. When we got started, web conferencing and IM weren't even a light in someone's eye.

WRB: You recently signed a deal with Centra to bring real-time collaboration services to the SiteScape customer. This is an unusual position. How are these two sides integrated?

TB: As everyone knows, in 2001 the market opened up for web conferencing; suddenly it was a hot commodity. At the same time, it became apparent that it made sense to put those web conferences in the context of all your other projects, and to put the web conferencing behind the firewall. We saw the potential for this market, and developed a partnership with Centra Software. The basis for this partnership is an OEM agreement in which SiteScape integrated Centra's eMeeting web conferencing product with our flagship software product, SiteScape Forum. The result is that people can buy SiteScape Forum 7.0, then have the

option of buying named or concurrent licenses for eMeeting web software. We are extremely pleased with the speed and effectiveness with which we were able to integrate the two products. As you know, eMeeting offers a variety of web conferencing features, such as application sharing, whiteboarding, surveys, text chat and markup tools.

WRB: What are some of the benefits of this integration?

TB: First of all, it offers web conferencing that can be launched from within your Forum installation. All you have to do is click on the eMeeting link, which can be created as an attachment to a threaded discussion or a document thread, or can be stored under your eMeetings tab on the Forum UI. This is what we call contextual collaboration, because meetings naturally happen in the context of a project or discussion forum. Secondly, it sits behind the firewall, which offers greater security. Third, it is cheaper than a hosted service because a named user license is only \$99 (perpetual!) plus a server fee; the gains are realized within a matter of months, not years. Fourth, it provides one-stop shopping for people who are already using SiteScape Forum; it's one less vendor to deal with for all your collaboration needs.

WRB: Is selling an integrated package a difficult proposition, or do customers get it right away?

TB: Some prospects understand the value of integrated collaboration right away, but some don't. Many customers will start out with asynchronous collaboration and then add the synchronous (real time) capability. Other will do the opposite and start out with real time and then add asynchronous. There is still quite a bit of education to do.

WRB: Who would you say are your major competitors?

TB: Microsoft, IBM, eRoom (Documentum) and OpenText. SiteScape will win a functional bake off with any (or all) of these companies, in my humble opinion.

WRB: SiteScape is a small company. What effect will Microsoft and IBM Lotus have on your future?

TB: Our size is often an advantage for our clients. We are more flexible and responsive and offer deeper functionality. We are also backed by some very large partners like SAIC.

WRB: What would you say is SiteScape's competitive advantage, or distinctive competence?

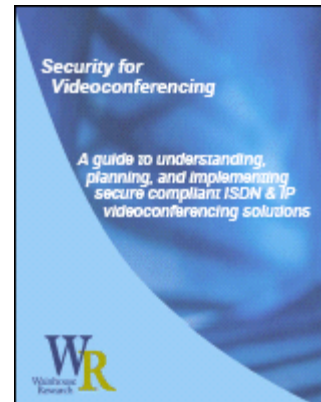
TB: One of our greatest strengths is that SiteScape Forum is platform independent; it supports a wide variety of databases (SQL Server, Oracle, FrontBase) and operating platforms (Windows NT/XP/2000, Sun Solaris, Red Hat Linux). Unix offers our clients enhanced security and scalability, which can't be rivaled by Microsoft-centric collaboration solutions. We also support many browsers including IE, Netscape and Mozilla...

Forum is also completely browser based. No client means fast and easy distribution and support for virtually any device including Windows PCs, Unix, Macs, etc. Also, we offer deep, robust functionality; our technology is superior in terms of scalability (both # of users and bytes of data), and our wizard-driven workflow is the best in the industry. Head to head, SiteScape is the product of choice. Lastly, our service team is long in expertise (there are over 400 installations of our solution). SiteScape offers rapid implementation at an affordable price point.

New White Paper Available

Security for Videoconferencing. This new white paper, sponsored by Criticom, provides a guide to understanding, planning, and implementing secure compliant ISDN and IP videoconferencing solutions.

See www.wainhouse.com/whitepapers to download.



Letters to the Editor

Andrew: Reference your recent article on GlowPoint ([WRB V5 #02](#)). As always provocative material. We were one of the first GlowPoint resellers as we believe in IP video. But the challenge is, and anyone can find this out easily, the Internet itself is more than robust enough to provide a network at ZERO cost for IP video telephony. As an example, our sales folks are distributed throughout the US. I have three of them all on a big screen video display bridged through a standard Polycom FX up in my office, 12 hours per day. They are using VisiFones in their offices connected to business grade DSL or cable modems and in the last six months we have had one of the four endpoints connected go down about 10 times for one time in one day. Seems to me that this is far more reliable than my cell phone and maybe my POTS phone. What is the compelling argument for GlowPoint at \$500 per month? I don't need the bridge and I don't need the bill. As an industry, we are missing the fact that this does not have to be so expensive. For the cost of my \$8,000 FX and three \$600 VisiFones, I have a virtual office nationwide up all day. No charge per min or per month except the local access. As for his ISDN experience you quoted, something is wrong if Trachtenberg had to book a day in advance and keep a tech outside the meeting. Either he was using very old PictureTel or Sony equipment or someone did not set up the ISDN correctly. Too many people are using good old ISDN and not having these problems.

Chip Fichtner (acquire@aol.com)

⇒ [WR Forum: GlowPoint Revisited](#)

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