



# Does video really kill the radio star? Making videoconferencing a killer service

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Don't worry, I won't sing!

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# Acknowledgement

- This presentation was first given by Penelope Goward and Kathy Reid in May 2009 at Monash University / AARNet Video Collaboration workshop
- Thanks are extended to Penelope and Monash for allowing this to be presented again in this amended format



## A killer service

- In business, refers to a **service** which **kills** the **competition**
- Kills **travel**
- Kills **costs**
- Kills **detractors** (well, not *literally* 😊)
- Kills **competition** through better innovation, collaboration, efficiency etc



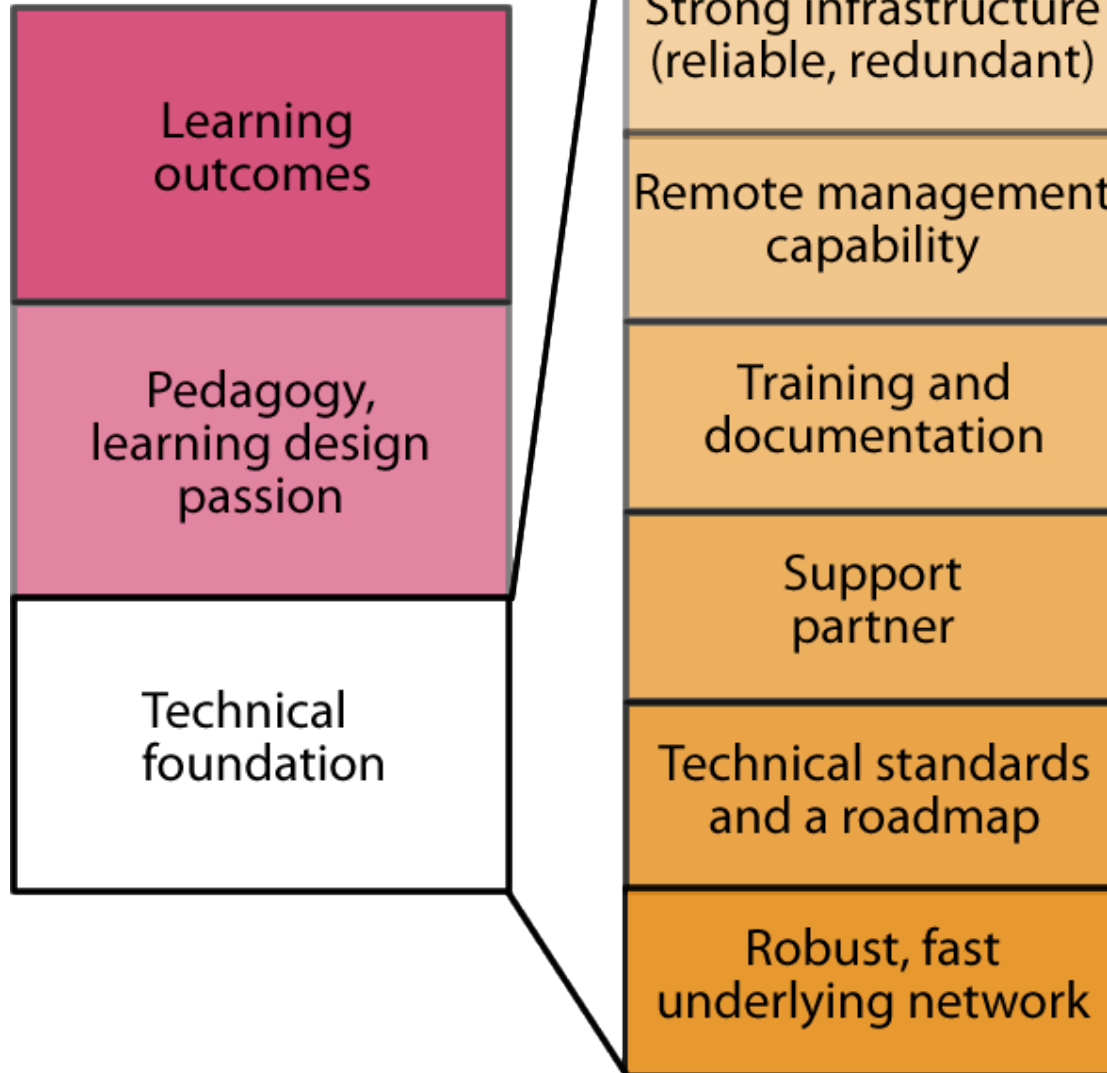
## A killer service? Or is it really killing **you**?

- Videoconferencing is seen as **exciting, green-friendly**, carries with it **status** for those who use it
- May have **grown organically** (ie without a strategy or clear planning) within the organisation
- May still be seen as a collection of audio visual 'bits and pieces' rather than a business **service offering**
- ... and it can be **onerous to support**



## Delivering a killer service

- Need to think about videoconferencing **holistically**
- You don't have 100 endpoints – you have a videoconferencing **fleet**



Think of a strong videoconferencing service in a similar way to the ISO network model....



## What do you need to do with video?

- Requirements will **differ by organisation**, expected conference volume and use cases (ie lots of senior executive one on one or lots of remote one to three hundred teaching)
- **Requirements will influence** development of strategy and standards, large infrastructure purchases and the amount of investment in training, documentation and support



## Strong foundations

- What is your videoconference **roadmap**? How will your video technology **integrate** with other services?
- Videoconferencing may be part of a broader **unified communications** strategy
- You need a **strong internal network** – pay attention to the bandwidth capacity, redundancy etc

*Are you really ready for videoconferencing?*



## Solid standards

- Gives you the ability to offer **consistent** equipment, **consistent** end user experience
- Takes into account that VC is often **part of a bigger AV installation** - interoperability
- What **enforceability** do you have? Can you say **NO** when somebody wants something different?
- Allows better long term relationships with suppliers, and can provide **cost reductions** through bulk orders



# Where do I start with standards?

- Deakin standards are here:  
<http://www.deakin.edu.au/staff/services/computing/technical-standards.php>
- <http://bit.ly/DeakinUniTechStandards>



# Consistency is a beautiful thing

- There are numerous benefits to homogeneity in the fleet (same **models**, **firmware**, **configuration settings**, room **setup** etc)
  - Adequate and appropriate spares
  - Better starting point for troubleshooting and diagnostics (the expected configuration is known)
  - Better starting point for integration with booking systems and monitoring (Nagios, Splunk)



## Reliable relationships

- What is the best **support model**? Can you handle all support requirements internally?
- Choose a level of support that meets your requirements – what does the organisation **need** and is **willing to pay for**?
- Choose a partner that is a '**good fit**' for your organisation (financially, familiar with the sector etc).

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## Service continuity

- How **redundant** is the infrastructure?
- How does this **match** the organisation's **requirements**?
- Is video considered **critical**, or are people happy to use phone conference instead if it doesn't work?



# Make end users your champions

- Within every area there will be people familiar with, and willing to adopt the technology – help them spread the word.
- Ensure you have appropriate training material and documentation that is easily accessible and **appropriate to audience** – ie academics, busy executives, personal assistants doing bookings
- If people have been **burnt before**, they made need a little 'TLC' or extra assistance



## Remote management is your friend

- As your deployment grows, it's unlikely you'll get extra 'feet on the ground' to help support them
- How **comfortable is your user base** about remote management – do they expect someone there in person?
- Enables you to do **proactive monitoring** – so you know when there's something wrong with a unit before the user does

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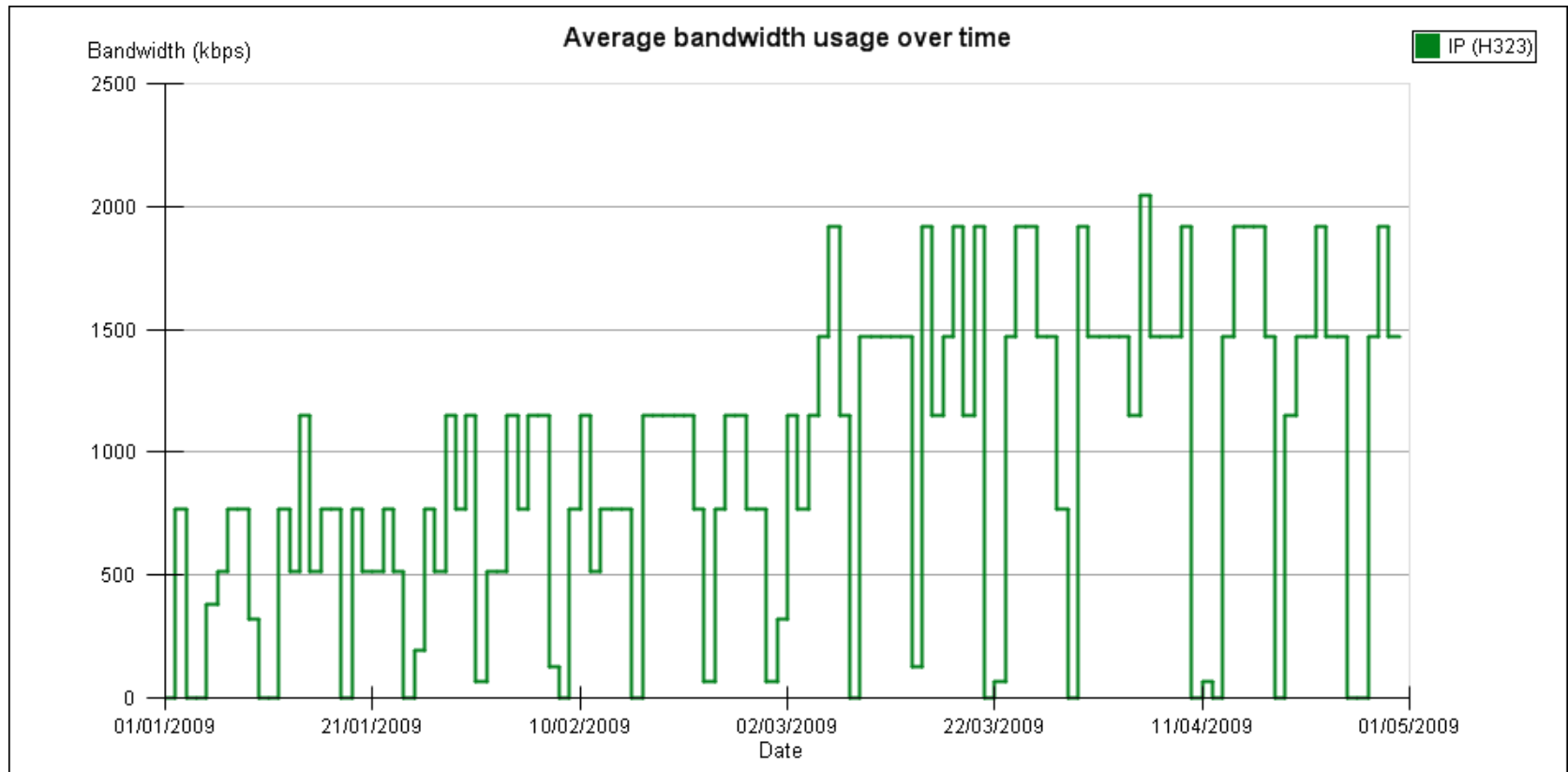
## Magnificent metrics

- How **many** conferences do you run?
- What is your error **rate**?
- What is your **total** videoconferencing investment?
- Which videoconference units exhibit the poorest **utilisation** (and should be redeployed)
- How much **travel** have you saved?

*If you can't answer these questions, you're not effectively managing your videoconference service*



# Guess which day we upgraded the network (!)



## CQI and corrective action

- If you don't have solid data about your service, you cannot make the decisions required to **effectively manage it** – such as providing documentation about frequent problems, redeploying underutilised units or increasing the bandwidth to heavily used units.

## What's next?

- Ability to benchmark videoconferencing service performance with other providers – currently no easy way to do this
- Ability to measure maturity of videoconferencing service provision – similar to measuring maturity of say ITIL / CoBIT or ISO 20k processes

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## Key takeaways

- You don't have endpoints, you have a **fleet**
- Get your **foundation** right
- You may need **support** to keep it working
- **Metrics and management data** help you make the right decisions

*Get it right – and you'll have a killer service!*