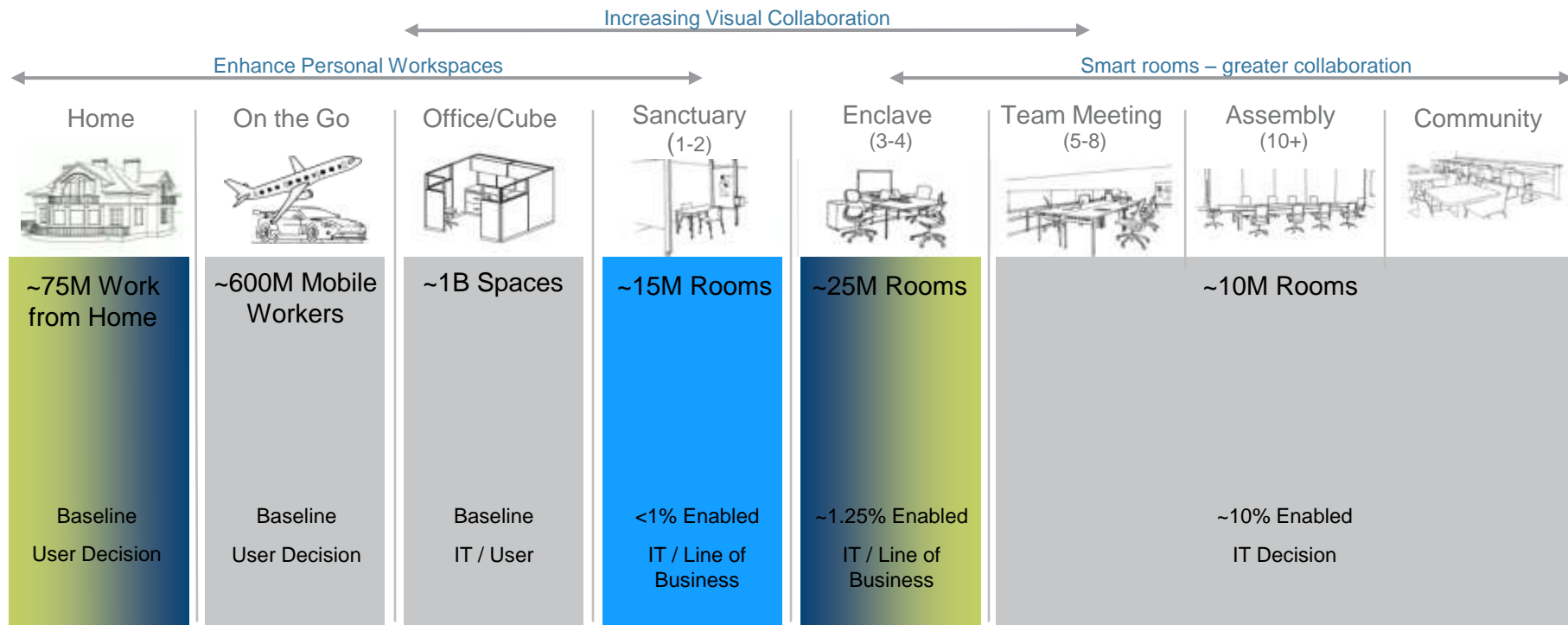# Глобальные тенденции на рынке технологий видеосотрудничества
Форум Бизнес Видео 2017, 16th March 2017

Andrew Hug – Вице-президент по системному инжинирингу

Polycom Europe, Middle East & Africa

Workspaces Continue to Change…

Increasing Visual Collaboration

Enhance Personal Workspaces

Smart rooms – greater collaboration

Home	On the Go	Office/Cube	Sanctuary (1-2)	Enclave (3-4)	Team Meeting (5-8)	Assembly (10+)	Community
~75M Work from Home	~600M Mobile Workers	~1B Spaces	~15M Rooms	~25M Rooms	~10M Rooms		
Baseline	Baseline	Baseline	<1% Enabled	~1.25% Enabled	~10% Enabled		
User Decision	User Decision	IT / User	IT / Line of Business	IT / Line of Business	IT Decision		

* Knoll Research and Internal analyst data

2

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Key Trends Impacting Collaboration: 2017 – 2020

- Focus will center on creativity and innovation
- Accelerating adoption of all classes of devices/service on pay-as-you go model
- Large mix of generations in the workplace with younger generations preferring flexibility and choice of application/service
- Mobile, remote, and freelance workforce
- Proliferation of Huddle and open spaces
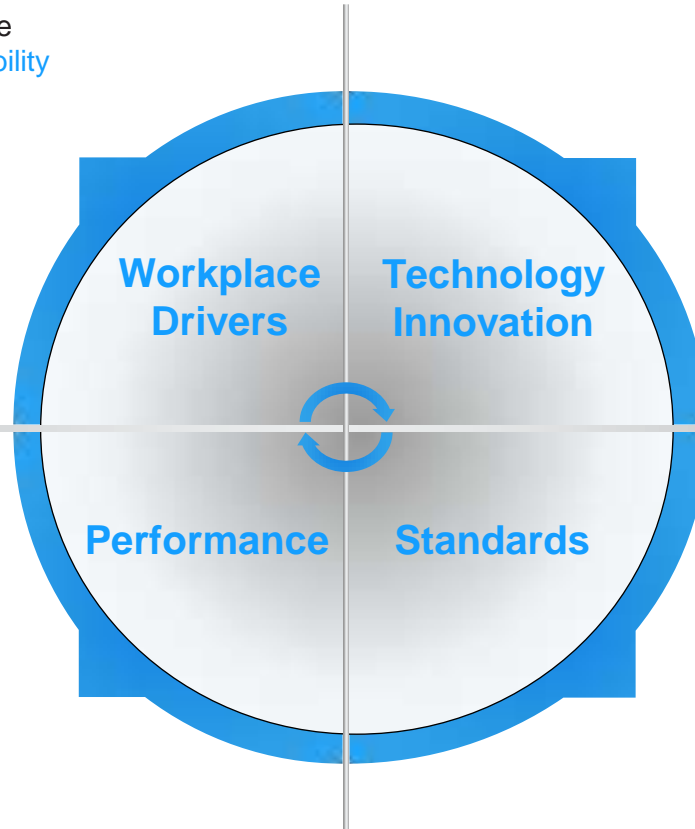
- Display technology and cloud services evolution driving consolidation of markets
- VR/AR, Sensor Fusion
- Asynchronous (Slack, Teams, Spark) collaboration and Real-Time meeting tools evolving to allow better integration
- Analytics & Machine Learning extracting value
- Internet of things and Smart Buildings
- Smart plug and play deployment – e.g. Sonos

Workplace Drivers

Technology Innovation

Performance

Standards

- Wi-Fi throughput advancements, VoWi-Fi, 4G-LTE penetration
- Infrastructure virtualization/scale
- Low cost reference designs for Video codecs enable adoption
- PC based low end room systems
- Increasingly powerful hardware/GPUs
- 4k emerging for content and video

- Open Source tools: allowing rapid TTM and more disruption
- OAUTH enabling ease if app/service integration
- VoLTE enabling very high quality real time communications on mobile
- SVC, H.265 and VP9

Content is becoming business driver

Trends for 2017

Wireless Content Sharing technology

Video resolution doesn't need to improve ...

…content does !

Multiple Content streams
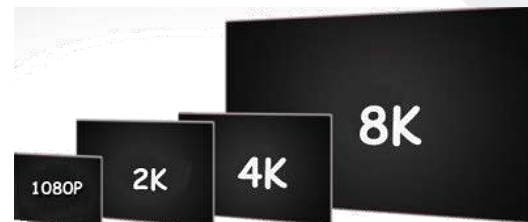

New Content application protocols

VBSS

REALTIME ORTC

WebRTC

HTML 5

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Skype for Business and Office 365

- What is it ? A subscription plan including Office applications and other productivity services enabled over the Internet
  - Cross-platform desktop and mobile applications
  - Up-to-date software (Click-to-Run)
  - Subscriptions offered on monthly or yearly basis
  - Access to the latest Microsoft productivity services
  - Not just Skype for Business
  -

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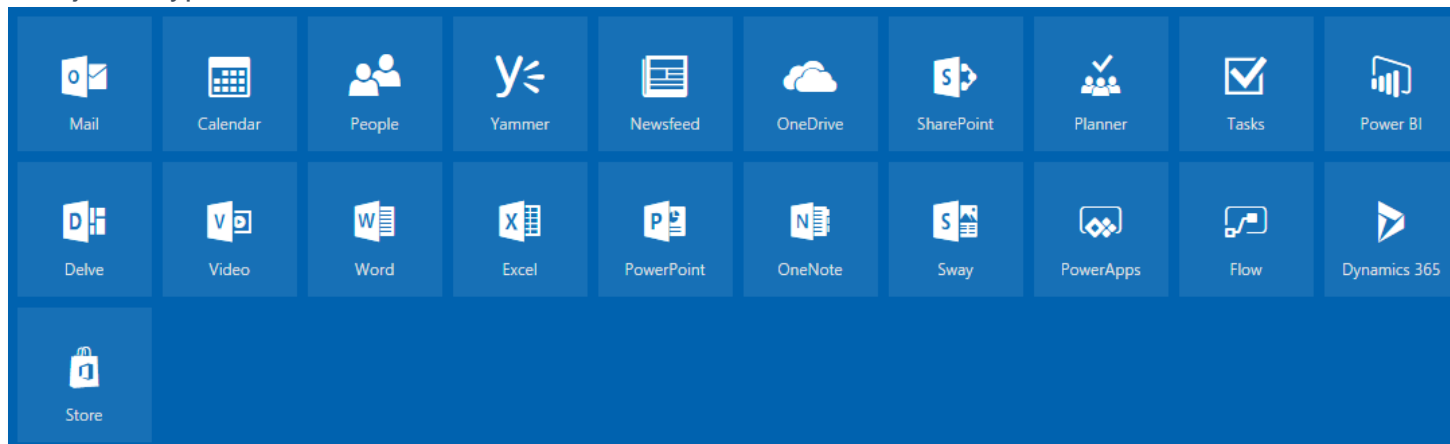
Where We Work Affects What We Need

SHARED

I/SHARED

WE / SHARED

I

WE

I/OWNED

WE/OWNED

OWNED

6

We/Owned Collaboration Solutions

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Workspaces

Enclave
(3-4)

Team Meeting
(5-8)

Assembly
(10+)

Community

Devices

BYODs

Interfaces

Endpoints

Accessories

Plug and Play Smart Room Experience

Core Next Gen Value Proposition across Turnkey and Component Solutions

Center of room control complemented
by mobile / Companion App

Flexible | Adapts to your Workspaces, Workflows, & Ecosystems
Ease of installation | Plug, Pair, & Collaborate
Ease of Use | Same User Interface across all Devices
Investment protection | Add/Remove per your Needs

http://www.knoll.com/knollnewsdetail/activity-spaces

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THE WORKPLACE OF THE FUTURE STARTS NOW

Only Polycom creates solutions for the way people actually work–
enabling you to collaborate naturally and get more done.

Every **Workspace**

Easy **Experience**

Seamless **Workflow**