



ASTRICON 2009

Glendale AZ, October 15

A person in a dark suit is seen from behind, sitting in a black office chair. They are looking at a large, glowing digital display that fills the room. The display is filled with binary code (0s and 1s) and various data points, including names like "JONES" and "SMITH", and numbers like "13.1", "2.15", "32-15", and "10.7005". The overall scene is illuminated with a blue and green light, creating a futuristic, high-tech atmosphere.

Unified Communication: the Asterisk  
VoIP technology improves the Desktop  
Video Conference Service.

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# Who we are

## Pika Technologies Inc:

- Founded in 1987 in Ottawa, Ontario, Canada
- Privately held, growing, no third party financing
- Other products: CT Boards

## Klarya S.r.l.:

- VoIP and Open Source specialists since 2004
- Klarya is part of ATS Group, Modena, Italy:
  - 3 Business Units, 60 people total
  - mainly focused on Telecommunications.





# What we do

Embedded Appliance for Linux and for Asterisk:

- Up to 32 concurrent calls, 75 IP endpoints
- Integrated yet optional FXO, FXS, BRI, GSM modules
- Target customer: developer / VAR / carrier, for SME segment
- Applications: PBX, IVR, call recording, UC

Network appliance solutions for:

- VoIP / IP Communication
- Unified Communication
- Desktop Video Conference & Collaboration
- Custom Projects (government, carriers)





# What we'll cover today

- Unified Communication (UC) Trends.
- Desktop Video Conference system - definition
- How an Open Source iPBX can improve the Desktop Video Conference session.
- Example of a modern UC system: a Fixed-Mobile Convergent iPBX used as telephony gateway for a real Desktop Video Conference platform.
- Where's the money?



# Unified Communication

## Gartner, Magic Quadrant for Unified Communications 2007

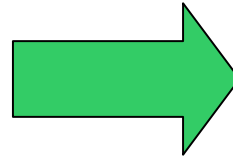
A Unified Communication System (UC) coordinates multiple communication channels (MQUC2007).

A Unified Communication System:

- Respects the enterprise culture
- Improves business processes

# Video Conference Trends

Gartner (MQUC2007): “like in many other application fields, in the UC market the software choices are driven by bottom-up dynamics.”. Users are the driving force.



# Video Conference Trends

- The Video Conference solutions are changing from specialised technologies for few users to an enterprise-wide collaboration tool (Desktop Video Conference)

Says Gartner:

From 2009, the 40% of newly installed video conference systems will be “on-premise” (daily use of audio/video meeting)

From 2010, video conferencing is standard facility for 75% of new enterprise installations (compare with email, presence, IM).

“There’s demand out there.”



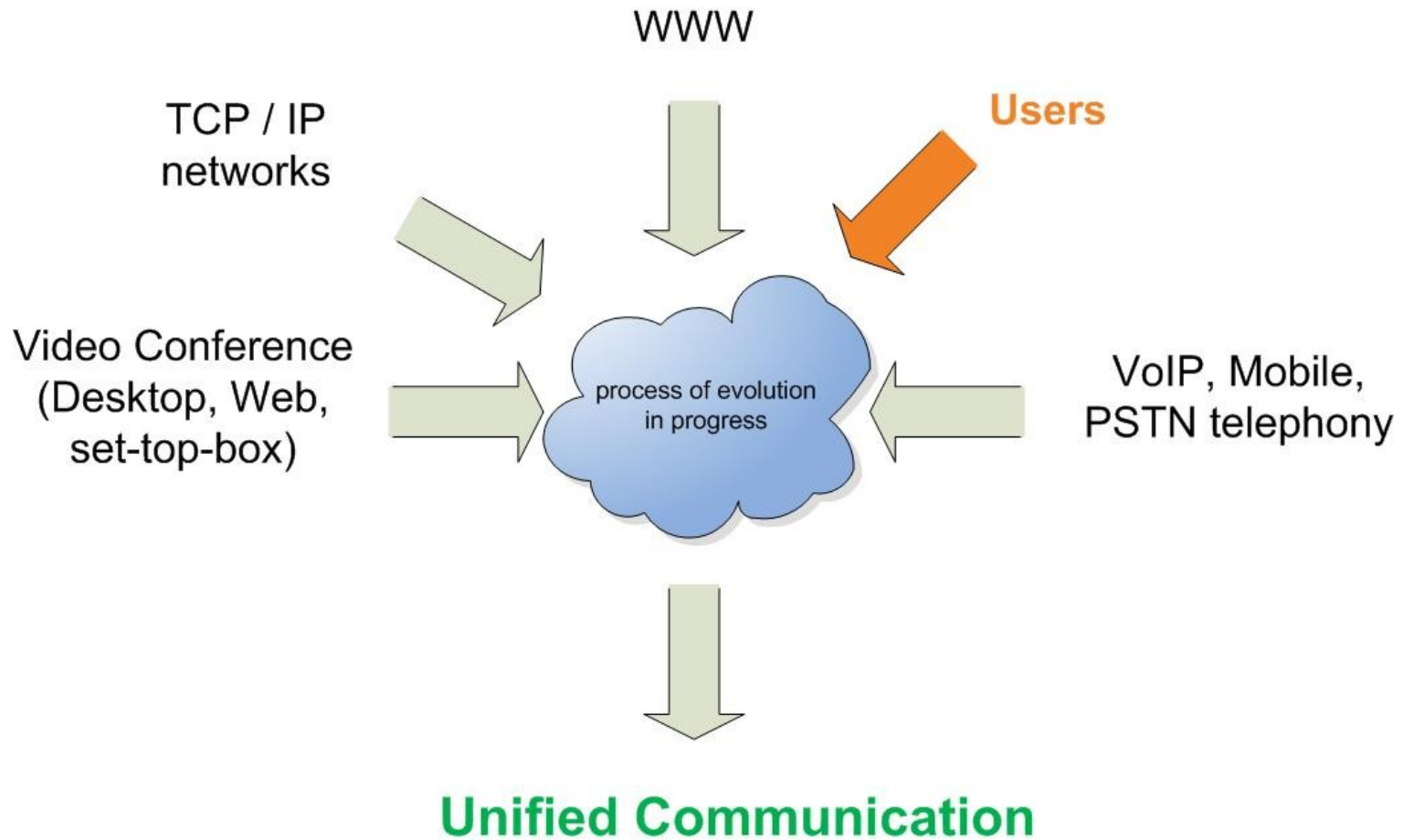
# From Voice&Video To UC

Important issues:

- You remember
  - The 20% of what you hear
  - The 30% of what you see
  - The 70% of what you hear and see
- Your working space is where-ever you create value for your Company (office, home, hotel, airport, etc...)
- Quality of the end user experience - voice and video are one



# UC Trends





# What the market wants... and needs !!!

Enterprise users may accept an (i)PBX & separate Video  
Conference platform

BUT

a Unified Communication Suite doing VoIP, (Desktop) Video  
Conference & Collaboration increases usability / reach.

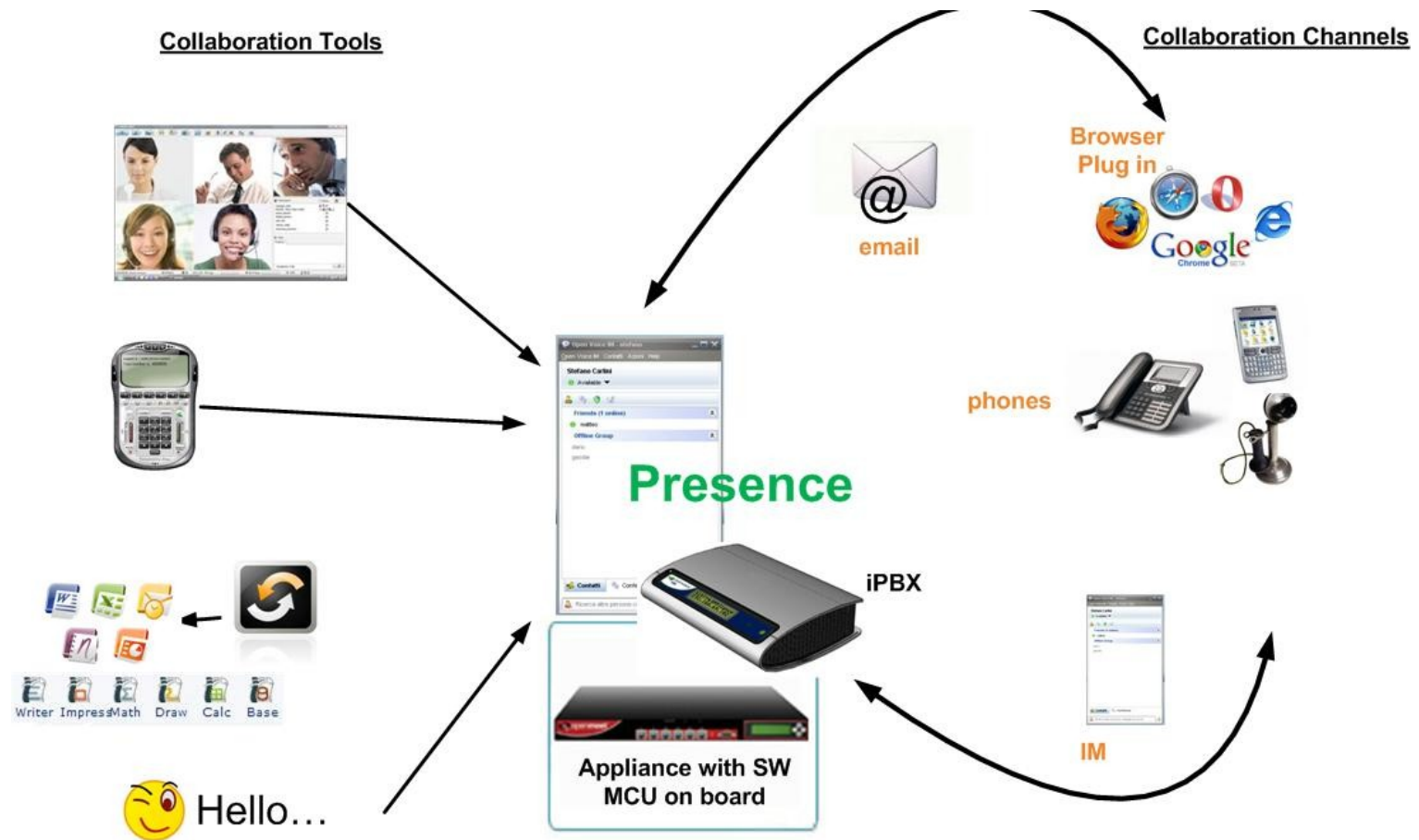
All analysts agree: “the core of any modern UC solution is the  
Online Presence service.”



# Unified Communication Suite

- Most installed Video Conference suites are MCU hardware / set-top-box systems. Limited set of specialised vendors (ex: Polycom, Tandberg).
- New market scenario: add networking vendors and manufacturers of IP Telephony systems.
- OPPORTUNITY: the core of a UC Suite is a VoIP PBX with Presence and IM functionalities via the SIP protocol.
- The Video feature is provided by Software MCU.

# Fullfilling Collaboration

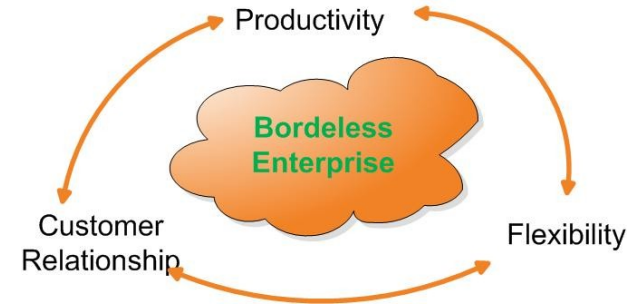


IM + Data + Voice + Video for a Real Time UC

# The mantra is: “Anytime, Anywhere, Anyplace... & AnyDevice”

This means **Mobility**:

- real time collaboration
- immediate access to critical information



So, challenges:

- operational
- commercial
- maintaining quality, end-to-end



# I forgot Asterisk?

We said:

- Dedicated video conferencing systems turning into Desktop Video Conference capabilities
- Telephony and Video are converging into Unified Communication
- The core feature of UC is the Presence online application
- A modern UC suite is an iPBX with Presence

Hence:

**YES - an Asterisk-based system in the heart  
of a modern Unified Communication Suite**

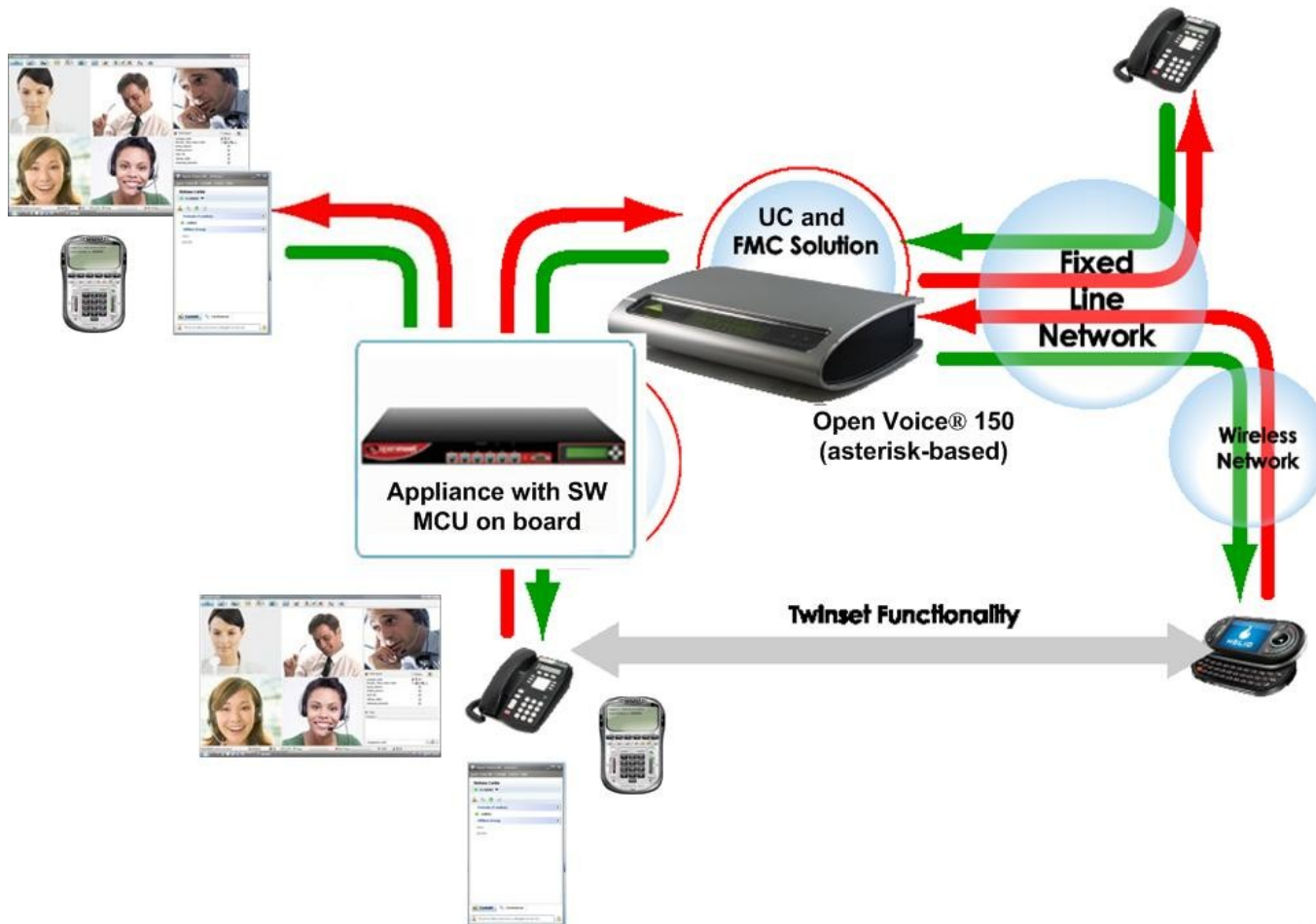


# What Asterisk can do.

Asterisk inside a UC Suite can provide at least the following services (example short-list):

- Presence online and Instant Messaging (XMPP)
- Voice, of course...
- Extended Audio Conference
- Conferencing gateway for VoIP, PSTN, GSM and Skype
- Conferencing gateway for H.264 SIP Client

# A modern UC system: Fixed-Mobile Convergence (FMC) for SMB.





# Where's the money?

- Value proposition up the ladder
  - Increased technical complexity
  - Scalability / compatibility
  - Channel partners / distributors; capabilities, market reach
- Market penetration of existing systems high at board level, financial sector, large corporates, followed by governmental organisations.
- Video increases customer loyalty (influence in users' micro-cosm).
- For hosted SP's: likely increased bandwidth usage.



# The Last Slide (almost)

Question time



**PIKA TECHNOLOGIES INC.**

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[www.klarya.it](http://www.klarya.it)

