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REFERENCE PAPER

LifeSize UVC Platform:

A more efficient way to manage and deploy video infrastructure to fit any IT environment.

June 2012

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LifeSize® UVC Platform™

A more efficient way to manage and deploy video infrastructure to fit any IT environment.

Executive Summary

Despite the proven benefits of high definition video communications, many organizations have not been able to take full advantage of HD video due to the cost and complexity of implementing video infrastructure equipment. Traditional video infrastructure equipment is delivered in fixed-capacity hardware appliances, which requires huge upfront costs, dedicated personnel to manage and long deployment times.

To solve these issues, LifeSize is reinventing and radically simplifying the video collaboration infrastructure market with the LifeSize UVC Platform. LifeSize has completely restructured its infrastructure products to run on one common, integrated platform. This architecture simplifies the entire process of deploying video infrastructure equipment, providing efficient administration, flexibility and faster deployment. Ultimately, this allows LifeSize to reduce the cost of deploying video infrastructure by 50% or more.

Market Overview

The video conferencing market is projected to grow at a rate of 17.5% per year until 2015.[1] Organizations of all sizes are using HD video to enhance communications. HD video conferencing improves decision making and increases productivity while providing a more engaging user experience. At the same time, HD video significantly reduces travel costs.

Because of these benefits, organizations now want to expand their use of video communications—to make it pervasive. They want to enable their employees to communicate "outside the conference room" by allowing users to make and receive video calls from their computers and even via tablets and smartphones. Additionally, they want to be able to communicate not only with their colleagues inside their organizations, but also with their business partners and customers.

To implement pervasive video, organizations need to deploy video infrastructure. Video infrastructure is the underlying technology that enables employees to communicate over video, record video sessions, conduct large multiparty video calls, securely tunnel through firewalls, and manage bandwidth and other functions. For example, the following are infrastructure products that organizations typically deploy to enable widespread usage of video conferencing:

TABLE 1 Typical Video Infrastructure Products

Product	Functionality
Gatekeeper	Call control, bandwidth management and simplified dialing
Firewall traversal	Communicate easily and securely with people outside of your organization
Streaming and recording	Stream and record video conferences to expand reach and provide access to those who could not attend in person
Bridge	Multiparty video calling
Gateway	Integration between today's modern IP video conferencing systems and legacy ISDN-based systems
Management	Centralized administration and management of video infrastructure and video systems, as well as scheduling, monitoring and reporting
Desktop and mobile video conferencing server	Allow PCs, Macs, tablets and smartphones to seamlessly participate in video communications

[1] "World Videoconferencing and Telepresence Endpoints Market" (N863-64); Frost & Sullivan, April 2011

Infrastructure Today	LifeSize UVC Platform
» Single-purpose products	» Multiple software applications on one platform
» Deploy/configure each device separately	» Deploy/configure once
» Each product has a separate UI	» One common interface for easy administration
» Difficult to evaluate—requires shipping and deployment of physical hardware	» Try before you buy with virtual machine—minimizes risk and shortens buying cycle
» Rigid, fixed capacity	» Flexible capacity and pricing—pay for only the capacity you need today and buy more when you need it
» Sold mostly as hardware	» Available as virtualized software or hardware to fit any IT environment

Until today, these products were delivered as single-purpose, fixed-capacity hardware appliances. This one-size-fits-all model became the industry standard despite the inefficiencies and high costs of deploying and managing separate, nonintegrated products. For customers, this results in:

» **High upfront costs—**tens to hundreds of thousands of dollars, putting them out of reach of many organizations

» **High ongoing management costs—**requires a dedicated video staff, plus added costs for space, power and cooling

» **Long cycles to demo, purchase and deploy—**weeks or months to demo, install and configure

The current model for video infrastructure gives customers few options:

» Accept the fixed-capacity model (and pricing) of existing video conferencing deployments

» Avoid purchasing altogether and keep the status quo

LifeSize knew there was a better way and set out to revolutionize the world of video collaboration infrastructure. With innovative thinking, LifeSize created the LifeSize UVC Platform, a new software platform for video infrastructure—one that consolidates multiple products on one platform while also fully leveraging today's virtualization technologies.

Why is video infrastructure equipment so expensive and so time consuming to deploy and manage?

Separate deployment, management and installation

The lack of integration in the products results in excessive amounts of time to manage them. Each product has its own user interface, installation procedure, authentication and log-in. This also makes it extremely difficult to get a comprehensive overview of what is happening in your video network.

Fixed configurations

Because these infrastructure products tend to be delivered on dedicated hardware, organizations can increase capacity only in large, fixed increments. This results in sizable capital expenditures that overprovision capacity.

Difficult to trial

Because of this huge price tag, organizations naturally want to demo the equipment before purchasing. However, demo equipment is in short supply and often takes weeks or months to obtain. This slows the entire process.

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Major Trends in Infrastructure

IT staff today are charged with doing more with less. As computing environments become increasingly complex, organizations have realized that they can no longer continue with the status quo. As more and more technology is implemented, they simply do not have the resources to manage all of the servers and appliances this entails. And they are realizing that all of this equipment has hidden costs in terms of data centers and energy. In short, they need to simplify their environments and make them more efficient.

"Customers are on a treadmill of complexity and cost that limits the value IT delivers to the business. Virtualization is a key technology to help liberate IT."

–Andrew Lees
Vice President of the Server and Tools Business at Microsoft

Second, they need flexibility. They want infrastructure that exactly matches their requirements and budgets today and allows them to quickly adapt to changing needs.

A final trend IT organizations are wrestling with is speed. Business units are no longer willing to wait weeks, months or even years to roll out new functionality. They need to be able to deploy new functionality quickly in order to beat the competition. They want to demo the solutions in their own environment and transition to full deployment immediately if the product meets their requirements.

Rather than two months, a virtual server can be delivered in 20 minutes. This speed is a fundamental change in service delivery to the business.[2]

DEFINITION OF VIRTUALIZATION

Software that allows one physical server to run several individual computing environments, otherwise known as "virtual machines." In practice, it is like getting multiple servers for each physical server you buy.

Virtualization technology helps address many of these issues. In fact, these issues are so important and far-reaching that virtualization is the biggest trend in IT, according to Gartner.[3] Because of this, the market is maturing—the overall penetration of the server market (in terms of workloads virtualized) will be close to 70% by 2014.[4] And virtualization is not just a big company initiative; Gartner indicates that the penetration of server virtualization in midsize companies exceeds the Global 500.[5]

"Collaborating via video should be seamless, with technology so simple, so effortless, you hardly know it's there."

–Colin Buechler
Chief Executive Officer at LifeSize

While cost savings are typically the initial motivation to virtualize, once virtualization is deployed, the most important benefit of virtualization is speed of deployment and flexibility to react to change.[6] Company leaders realize that virtualization can transform the entire organization. It lets the IT team come out of constant firefighting mode and allows them to be more agile, to adapt more quickly to business needs and to ultimately become much more strategic.

[2-6] Gartner Group, Q&A: Six Misconceptions about Server Virtualization, July 29, 2010.

There are two primary focus areas for virtualization—hardware consolidation and software virtualization. Each has different benefits:

TABLE 2 Benefits of Virtualization

Focus Area	Capabilities	Benefits
Hardware consolidation	• Elimination of over-provisioned hardware • Reduced data center space • Reduced power consumption • Increased performance • Standardization of hardware purchasing	• Save 50-70% on overall IT costs[7]
Software virtualization	• Ease of provisioning new applications • Utility computing • Improved license flexibility	• Accelerate provisioning time by 50-70%[8] • Flexibility • Agility

An important factor to note is that progressive vendors are taking advantage of the flexible licensing options that virtualization offers. Since the software is not tied to specific hardware, much more granular performance increments are possible. No longer are customers forced to choose fixed-capacity hardware appliances, which require them to "step up" their capabilities in large increments, thus leading to massive overcapacity.

Beware of vendors who simply take their existing applications and run them on a virtual server.

While virtualization brings many benefits, virtualization alone does not solve all of the problems that IT organizations face. For example, it is not enough for a vendor to "virtualize" its software by simply creating a separate virtual machine image for each of its applications. This provides limited value because the management and the cost of multiple virtual machines adds up to as much, or even more, than the legacy deployments. Vendors need to truly integrate their applications in order for users to gain the maximum benefits.

Only a reduction in the number of virtual systems (rationalization) can provide true management improvements and cost reductions.[9]

Universal Video Collaboration

Overview

The ability to communicate with video anywhere, anytime, and from any device is what LifeSize terms "Universal Video Collaboration," which represents the guiding principles that LifeSize applies to all of its products and technologies. Universal Video Collaboration is the inspiration for the LifeSize UVC Platform as well as other recent innovations.

The LifeSize UVC platform allows LifeSize to reduce the cost of deploying video infrastructure by 50% or more.

LifeSize UVC Platform

The LifeSize UVC Platform is an integrated, virtualized software platform for video infrastructure. It consolidates the capabilities of multiple single-purpose products and makes them instantly available from one common interface.

[7] http://www.vmware.com/virtualization/why-virtualize.html
[8] http://www.vmware.com/solutions/consolidation/index.html
[9] Gartner Group, Best Practice: Virtualize Your IT Systems Incrementally to Reduce Costs, September 23, 2011.

TABLE 3 LifeSize UVC Platform Applications

	LifeSize® UVC Video Center™ is the most powerful one-button, HD streaming, recording and auto-publishing solution on the market today.
	LifeSize® UVC Access™ is a standards-based gatekeeper that provides intelligent routing and call control of H.323-based video networks of any size or complexity.
	LifeSize® UVC Transit™ is a complete, secure firewall and NAT traversal solution to enable video calls within and across enterprises.
	LifeSize® UVC Video Engine™ for Microsoft® Lync™ works with LifeSize 220 Series and LifeSize Passport to deliver continuous-presence HD video calls with Microsoft Lync.

Designed for ultimate control and flexibility, the LifeSize UVC Platform is the most efficient way to manage and deploy video infrastructure in any IT environment, for any size organization. At the highest level, the UVC Platform provides the following functionality:

1. **Integrated platform**—Brings multiple infrastructure products under one common architecture, administration and user interface. This provides enormous efficiencies in time, resources, space, energy and costs.
2. **Flexible purchasing options**—Customers can purchase licenses for the UVC application that they can load on the freely downloadable UVC Platform, or they can purchase the UVC hardware appliance with the software preinstalled. Additionally, the UVC Platform's granular licensing lets customers purchase only the capacity they need now and easily add more when they need to expand. Finally, customers can choose which feature sets they need today by choosing between Standard and Enterprise editions.
3. **Future-proofed technology**—New applications will be added to the platform in the future, further increasing its value. Organizations can continue to leverage current infrastructure investments while moving to the UVC Platform, and they can add capacity, applications or feature sets simply by purchasing new licenses.

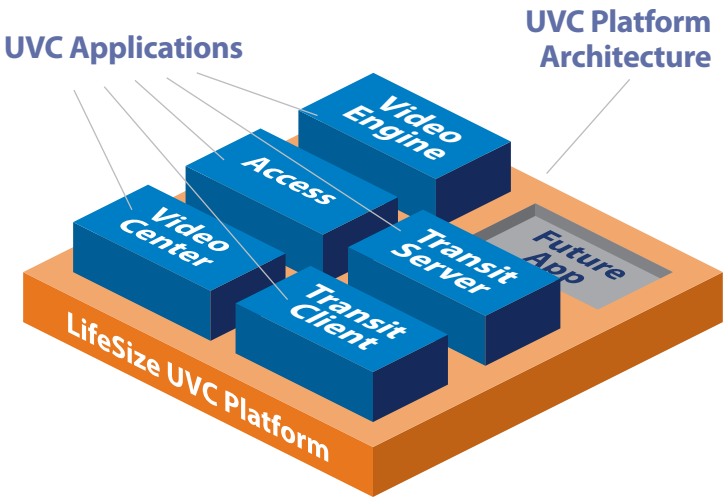
LifeSize UVC Architecture

The LifeSize UVC architecture is built from the ground up as an integrated platform. At the heart of the system is the underlying platform, which provides one common architecture across all UVC infrastructure applications.

For example, the platform provides a common architecture for the following capabilities:

- Software stack (operating system, web server and database)
- Administrative interface and passwords
- User management—integration with LDAP/Active Directory
- Networking [IP addresses, host names, DNS, Network Time Protocol (NTP)]
- Security (SSL and SSH certificates)
- RAID storage
- Installer/upgrades
- Licensing
- Backup/restore

The applications run on top of the base architecture and can be deployed in a variety of combinations. Again, each application leverages the base platform to provide enormous efficiencies in setup, management and hardware utilization.



Benefits

The LifeSize UVC Platform brings truly revolutionary functionality to the video infrastructure market. With that functionality comes enormous benefits:

Functionality	Benefits
Completely restructured, integrated platform that leverages virtualization	• Provides efficient administration, dramatically lowering costs • Saves on initial deployment time—one of the most time-consuming tasks with video infrastructure • Enables LifeSize to deliver new capabilities much more rapidly
Single, unified user interface	• Reduces learning curve, saving valuable IT time and resources • Provides better visibility into the video network by providing one consolidated view, which helps with troubleshooting and capacity planning • Note: Other fragmented products require administrators to piece together reports from multiple different products, making it exceedingly difficult to determine usage patterns, troubleshoot issues, and so forth
Flexible purchasing options	• Buy what you need now and scale as you grow—eliminates wasteful capacity overprovisioning • Offers a lower entry-level purchase price and an upgrade purchase price
Flexible deployment options	• Offers virtual machine software for those utilizing virtualized technologies and turnkey hardware appliances for those without virtualization expertise • Leverages volume hardware purchasing with existing server vendors • Standardize on hardware to stock spares—virtually eliminating downtime in the event of a hardware failure
Easily "turn on" new applications	• Instantly add new UVC applications by purchasing a license
Flexible feature sets	• Standard Edition for those requiring basic features, Enterprise Edition for those requiring advanced features • Upgrade easily from Standard to Enterprise by simply purchasing an upgrade license
Instant trial	• Speed evaluation time with a trial license, available by downloading the UVC Platform virtual machine software (on the LifeSize website) • After the trial, simply purchase an application license and you will be up and running—no need to configure the system twice • Existing customers can demo new applications on their existing platform
Common functionality across all UVC Platform applications	• Shortens the learning curve and eliminates repetitive tasks with each new product • Increases visibility by accessing, for example, all logs from one central platform • Accelerates time to market for new functionality from LifeSize engineering
Highly secure	• Encrypted SSL and SSH administrative interfaces
Supported in ten languages	• Ensures that infrastructure can be rolled out worldwide

Total Cost of Ownership

The savings that the LifeSize UVC platform provides are astounding. To demonstrate, let us compare the costs for implementing and managing video infrastructure to support base functionality for effective business collaboration over video. The table below lists the costs for entry-level gatekeeper functionality, firewall traversal and recording and streaming capabilities from LifeSize and then compares the costs for comparable offerings from two other vendors, to whom we will refer as Vendor A and Vendor B. The following table summarizes the upfront cost and the total costs over three years for LifeSize and these two primary competitors.

LifeSize UVC provides 50% or greater savings compared to the competition, both on the initial purchase price as well as for total three-year costs.

LifeSize is able to achieve these cost advantages because the UVC Platform is one integrated platform that can reside virtually on the server or servers of the organization's choice. From this one platform, multiple applications can be trialed and deployed quickly with no time spent on lengthy and costly implementations. No large upfront capital expenditures are needed nor do long costs need to be incurred to separately manage and maintain multiple single-purpose servers to run the video infrastructure in the organization.

Again, these figures are for a business looking to implement video infrastructure to get started on video collaboration. For businesses with greater needs or larger organizations with sizable deployments, the benefits multiply exponentially.

Functionality	LifeSize	MSRP	Vendor A	MSRP	Vendor B	MSRP
Recording and streaming	UVC Video Center (Enterprise Edition)	**$12,499**	Recording and streaming	**$48,300**	Recording and streaming	**$22,500**
	1 year AMS	**$2,860**	Upgrade option for better resolution	**$11,600**	1 year service	**$1,400**
			1 year service	**$3,200**		
	Total	**$15,359**	**Total**	**$63,100**	**Total**	**$23,900**
Firewall/NAT traversal solution	UVC Transit Server	**$5,999**	Traversal offering	**$13,600**	Traversal offering	**$13,000**
	1 year AMS	**$1,320**	1 year service	**$1,800**	1 year service	**$900**
	Total	**$7,319**	**Total**	**$15,400**	**Total**	**$13,900**
Gatekeeper/Call control	UVC Access	**$1,499**	Gatekeeper offering	**Included in traversal offering**	Gatekeeper offering	**$15,000**
	1 year AMS	**$330**	1 year service	**$0**	1 year service	**$1,800**
	Total	**$1,829**	**Total**	**$0**	**Total**	**$16,800**
Total upfront cost		**$24,507**		**$78,500**		**$54,600**
Software maintenance		**$8,000**		**$10,000**		**$8,500**
Electricity (US) 3 year*		**$2,500**		**$5,000**		**$7,500**
IT labor 3 year		**$30,000**		**$60,000**		**$60,000**
Total ongoing cost		**$40,500**		**$75,000**		**$76,000**
Total 3 year cost		**$65,007**		**$153,500**		**$130,600**

*Electricity assumes $.10/kWhr, 500W 1U server, Power Usage Effectiveness (PUE) factor of 2, http://www.electronics-cooling.com/2007/02/in-the-data-center-power-and-cooling-costs-more-than-the-it-equipment-it-supports

Organizations have a choice and can select the deployment model that best fits their needs and environment.

— OR —

UVC Virtual Machine Software	UVC Hardware Appliance
» High level of IT expertise	» Low to moderate level of virtualization expertise
» Currently working in virtualized environment	» Currently working in hardware environment
» Prefers added control of installing as software on their own servers	» Wants convenience of hardware ready to install
» Seeks benefits of virtualization and has staff to manage those functions	» Has staff to enable physical hardware or will utilize LifeSize Global Services

Deployment Flexibility

1. Choose your UVC applications. Currently, the following applications are available (with more to come in the near future):
   - **LifeSize UVC Video Center**
     Video streaming and recording
   - **LifeSize UVC Transit (Server and Client)**
     Firewall/NAT traversal
   - **LifeSize UVC Access**
     IP routing and call control (gatekeeper)
   - **LifeSize UVC Video Engine for Microsoft Lync**
     HD video calls with Microsoft Lync
2. Choose a deployment model that fits your environment
   - LifeSize UVC virtual machine software running on your own servers
   - LifeSize UVC hardware
3. Choose your feature set per application
   - Standard Edition
   - Feature-rich Enterprise Edition
4. Choose your capacity
   - Select the capacity that meets your needs and budget today, with the ability to instantly add more as your needs grow.

The LifeSize UVC Platform makes life easy for the IT team, saving enormous amounts of time and resources so IT can focus on additional strategic initiatives.

What Does the Future Hold?

LifeSize will continue to provide innovative new solutions and applications on the UVC Platform, thus maintaining its lead as the infrastructure of choice for organizations of all sizes. Companies, institutions and nonprofits benefit from faster development cycles, easier and less time-consuming administration and lower overall costs. The LifeSize UVC Platform is the future of video infrastructure.

CASE STUDY A

Global enterprise customer enabling pervasive video communications

This large corporation has widely deployed room systems, as well as bridging and firewall traversal infrastructure. They upgraded their bridges in the past year to increase performance and capacity, so they would like to leverage this investment. However, their firewall traversal infrastructure is several years old and is a major headache to maintain.

The company's executive management has issued an edict that all knowledge workers should be able to participate in video conferences from their desktops, mobile phones and tablets by the end of 2012. They also have a goal to communicate via video with all of their business partners and customers. Video should be the default communication mechanism, unless it is not possible for some reason. In addition, there is a hiring and budget freeze in the IT organization, so they cannot hire additional resources, nor can they contract with outside resources to deliver this functionality. The IT staff lacked a vision for how this could all be accomplished.

Then they heard about the LifeSize UVC Platform. The company made a large investment in virtualization technology starting three years ago to consolidate its data centers from five to two. Thus, the organization is extremely familiar with virtualization and all of its benefits. They decided that the LifeSize UVC Platform really was their best—and possibly only—chance for success.

Like most IT organizations, they wanted to take the LifeSize UVC Platform out for a "test drive." This was as simple as going to the LifeSize website, downloading the LifeSize UVC Platform virtual machine software, installing it and accepting the trial license.

The company found that the firewall and NAT traversal capabilities of the LifeSize UVC Platform were exactly what they needed. It worked seamlessly with their firewall infrastructure—the security team did not have to make any changes. After a two-week demo, they purchased both the LifeSize UVC Transit Server and the LifeSize UVC Transit Client.

During the trial period, they noticed the LifeSize UVC Video Center functionality and decided to demo it. Streaming and recording was something they had considered, but they never thought they would have the time or resources to implement it. With the amount of time they saved with the LifeSize UVC Transit deployment, they could now consider other options. Additionally, they had thought that the workflow to enable this would be much too complicated for their users. Without the ability to trial the software easily, they never would have known how simple it is to use.

They trialed the software for 30 days and then determined that they could begin to support it on a limited basis. They remembered that one of the business units requested such a system six months ago, so they approached that unit about a preliminary rollout. With LifeSize's flexible licensing plans, they were able to purchase a low introductory capacity for a reasonable price. After proving the model, they plan to purchase additional capacity and roll it out company-wide.

CASE STUDY B

Midsized professional services firm expanding rapidly

This midsized law firm until recently had two primary offices, but because of its success and growth strategy, it now has expanded to ten offices worldwide.

The firm has been using video on a limited basis, having deployed two room systems that were underutilized since the lawyers "couldn't get it to work." Despite these previous challenges, the firm wanted to provide video capabilities to all employees in the original office and in the new offices—in the conference rooms and also at desktops. They see video as a key competitive advantage to improve their customer service and to maintain their company culture despite their aggressive expansion plans. They also want the ability to collaborate via video with their large corporate clients who already have video systems installed. And finally, they want to be viewed as innovative, cutting edge and easy to work with, which will ultimately improve results for their clients.

The IT staff knew they needed to keep the system simple or the lawyers would not adopt it. They had seen that happen far too often with other technology investments.

Additionally, they needed to ensure that video calls would be secure and that their strict firewall policies would not block the video traffic. They needed it to "just work."

The firm deployed LifeSize UVC Transit, which worked beautifully to enable calling with their business partners. They could not believe how easy it was to deploy since they had previously had to pay someone to set up each call.

Additionally, they rolled out LifeSize UVC Access to make calling as simple as dialing a phone extension. They used the zone and bandwidth management capabilities to make sure that the limited bandwidth for each of their offices did not become overwhelmed with video traffic.

The best news was the cost—less than half that of competitive quotes! UVC flexible licensing allowed them to deploy only the capacity that they needed today, knowing that future upgrades required only obtaining additional licenses. They were able to install the software on one of their existing virtual servers, so they did not have any additional hardware expense. Finally, they rolled out the entire service in one month. Competitors indicated that a project of this scope would have taken at least six months.

CASE STUDY C

High tech startup embedding video into everyday business

This technology startup has experienced rapid growth over the past year. The company is expanding beyond its U.S. headquarters and is now opening a development office in India. A key part of their expansion plan is to work with large partners who already use video in their daily activities. The partners are recommending an aggressive rollout of the partner strategy using video as a primary communications tool. Moreover, the company has a young workforce that is exceptionally comfortable with video technology and is frustrated with the lack of support for this capability in the corporate setting.

Because many employees are in distant locations or on the road, LifeSize room-based video systems as well as mobile video applications were key requirements for the company. Since they may be calling from anywhere, enabling firewall and NAT traversal and ensuring secure communications were of the utmost importance.

Furthermore, the time zone difference with India requires everyone to participate in calls outside of office hours. The company's engineering teams meet often to exchange detailed drawings and specifications, but not everyone can attend every meeting.

The organization wanted the ability to record the meetings (including the presentation materials) so those who could not attend could watch the recorded session on demand.

The firm has an extremely lean IT organization. They required a turnkey system that they could place in their data center and get operational immediately. Therefore, the organization decided to place an order for the LifeSize UVC hardware appliance. They implemented the LifeSize Transit for firewall traversal and security at the same time. In short order, they were up and running, with their partners and employees participating in video conference calls from their homes, the airport, or wherever they happened to be. Since the company is growing rapidly, a significant benefit is that as business requirements dictate, they can easily expand the system by purchasing additional licenses.

Finally, they implemented the LifeSize UVC Video Center functionality to record their engineering meetings. They discovered a side benefit—the executive team can now communicate with the entire organization via video. They began holding town hall meetings so that everyone could be on the same page, even during this period of rapid growth. Also, the product managers started delivering live channel and customer training using the system. The flexible licensing allowed them to start small and grow the system as they increased their usage.

Universal Video Collaboration

About LifeSize, a division of Logitech

LifeSize is a pioneer and world leader in high-definition video collaboration. Designed to make video conferencing truly universal, LifeSize solutions are simple to buy, adopt, support and use. Offering video conferencing systems and software applications as well as a full line of video infrastructure, available on premises or in the cloud, LifeSize is committed to universal video collaboration. With LifeSize, customers can participate in large, multiparty HD calls, live streaming and recording, and collaboration on any mobile device on any network, all at the highest level of quality. LifeSize was founded in 2003 and acquired by Logitech in 2009.

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