Recipes for Managing Video Conferencing Services

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What’s the future of higher education?
The power of digital transformation…

- Consider what’s happening in the music industry:
  - The big Record Labels lose power
  - The consumer gains power
  - Small artists have a digital distribution channel
  - New partnerships emerge
  - Content is unbundled
  - Content delivery is personalized, mobile, on-demand & network-centric
What’s likely in higher education?  
New global network-based delivery models will become the norm

- Over 2.7 million students are studying abroad
- Europe (Britain, Germany & France) market share of international students = 31%
- USA market share of international students = 22% (down 4% over the last 5 years), contributing approx. $13 Billion to US economy
- 46 Countries sign the Bologna Accord to elevate higher education in EU
- 350,000 Chinese students study abroad – Demand is growing at 25% per year
- New distance education delivery models will emerge to address demand

Source: OECD Statistics 2007
What types of solutions are needed?
Innovative, affordable, effective, always-on

- Find ways to leverage top faculty – extend their reach without travel
- Enable effective collaboration between students and students & faculty
- Explore new business models that are affordable, easy to implement and manage
- Make the technology invisible to the user experience

Creativity Required
What can Nortel deliver?

**Nortel Multimedia Services**

- **Equipment**
- **Implementation Services**
- **Ongoing Management**
- **Network Connections**

**Nortel Ecosystem Partners**
- Polycom
- Tandberg
- VBrick
- Microsoft
- IBM

**Business Consulting**
- Solutions Design
- Architecture Design & Deployment

**Web-based reservations**
- Universal bridging
- Proactive testing & monitoring
- Recording/Archiving
  - 24X7 Help Desk
  - User satisfaction measurement

**Network Design & Expansion**
- Connection to Service Provider or Research Networks
Nortel Multimedia Services

- Customized end-to-end solution that offers 4 services, bundled or separate:
  - Video Conferencing – rooms/desktops
  - Webcasting - Live or On-Demand
  - Podcast – mobile/portable devices
  - Audio Conferencing
  - Web Collaboration & Web Services
Nortel Global Multimedia Service Operations

Toronto
- Podcasting
- eEvents Webcasts
- Video Editing
- Audio Conferencing
- eLearning
- Video Editing
- eLearning
- Video Editing
- eEvents Webcasts
- Video Conferencing
- MCS Desktop Video
- eLearning
- Video Editing
- eEvents Webcasts
- Video Conferencing
- MCS Desktop Video
- Audio & Video Conferencing
- eEvents Webcasts

London
- eEvents Webcasts
- Video Editing

Miami
- eEvents Webcasts
- Video Editing

Dallas
- MCS Desktop Video
- eLearning
- Video Editing

RTP, NC
- eEvents Webcasts
- Video Conferencing
- MCS Desktop Video

Frankfurt
- Video Conferencing
- eEvents Webcasts

Paris
- eEvents Webcasts

Beijing
- Video Conferencing
- Audio & Video Conferencing
- eEvents Webcasts

OTTAWA
Core Service Operations
A Potential Scenario
High Definition Distance Learning

- Campus in US wants to expand into Dubai
- Top faculty in US are not interested in relocation or regular travel
- HD Telepresence rooms are set up in US and Dubai to allow for distance learning model
- Student collaboration is enabled through unified communications solution – IP telephony, IM, presence, conferencing & application sharing
- Playback of lectures are available on-demand
Summary
Realizing Your Dream

The End Goal – Engaged Successful Students

- Start with a student-centric vision not with the technology
- Consider multiple distribution models & recipes: podcasting, webcasting, desktop, room-based & mobile video solutions
- Opt for open standards solutions that will interoperate with what you have
- Leverage partners to support and extend your team