Organizational Overview

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Voice to Video Market Adoption Barriers

• Video Network Islands
  – Islands exist between service providers and enterprise private networks
  – Transition to IP and the use of private IP networks has created these islands

• Video Technology Islands
  – A variety of open standard and proprietary solutions exist
    • Most of which serve a purpose, need to communicate with one another
  – Many vendors, many end points, many infrastructure elements
  – Lack a consistent and secure way to communicate

• Existing Industry Standards are Not Enough
  – Requirements not being addressed in entirety
  – No one vendor or service provider can solve the problem alone
  – Absence of complete integrated solution obstructs growth and adoption of video
OVCC Vision: Video as the new Voice

Any Network

Any Vendor

Any Device
What Is The OVCC All About?

- Independent incorporated non profit 501c
- Industry consortium lead by service providers
  - Supported by manufacturers of the consortium ecosystem
- Technical and commercial agreement to federate a common service between service providers worldwide
  - Defines a baseline service experience across member MSPs
  - Includes coordination of service activation between members
- Not another island – Not an Exchange
  - Agnostic to any 1 vendor or service provider
  - Federation of all member exchanges to/from one another
- NOT a standards body
  - Commercial endeavor to reach agreement on which standards to implement for the purpose of making money
OVCC Membership Structure

OVCC 15 Board Members

- Founders at launch
- Elected Sponsors post-launch

Management Services (Full Time/Outsourced)

OVCC Officers / Executive Committee

- President, Vice President, Secretary and Treasurer
- Executive Director (Inventures)

Technical Committee

Finance & Administration Committee

Marketing Committee

- Founder & Sponsor Members
- Founder, Sponsor & Participant Members

Architecture Work Group
Interoperability Work Group
Operations Work Group
Certification Subcommittee
Commercial Subcommittee
PR & Publicity Subcommittee
Events Subcommittee
OVCC and Standards Bodies

Determine standards to make products interoperable

ATIS  UCIF  SIP Forum  IMTC  GSMA

Manufacturers

Channels, Service Providers

Determine which standards to leverage amongst operators to make end-to-end video service

Enterprise, SMB Customers, Verticals

Purchase video dialtone directly from service provider members
OVCC Members

Founders

POLYCOM®  at&t  orange  verizon business

BT  T  airtel enterprise services  MASERY  BCS Global

Sponsors

Microsoft*  TATA  Teliris*  Sabre

Participants

aarnet  acme packet  Dialogic  Glowpoint

XConnect  SingTel  yoktel

* Board Member
## Step One: Achieving the Vision

### Create Best Practice (Cost Savings)
- Inter-carrier connections
- Consistent model for VNOC support when calls take place across carrier networks
- Determine settlement structure

### Define Baseline Service Specifications (Enablement)
- B2B exchange federation approach
- Interconnection
- Interoperability
- Service coordination

### Enable Baseline Service Across Membership to Drive Market Utilization (Revenue Generating)
- Inter-carrier implementation, governance and coordination
- Service certification with first wave in Autumn 2012
- Phase 1 to include meet me capabilities
- Phase 2 will support peer to peer
- Wholesale and resale models
- Service coordination
Inter Connectivity

Member MSP

- MSP 1
- MSP 2
- MSP 3
- MSP 4
- MSP 5
- MSP 6

MSP Virtual Mesh

MSP
- Provides all Video Services
- Provides access to the dial plan
- Delivers services in addition to OVCC

Customer

Internet

Guest

NSP

- NSP A
- NSP B
- NSP C
- NSP D
- NSP E

B2B Cust Interface

Customer

B2B SP Interface

Subscribing SP

NSP
- Provides QoS assured network access
- Enables interconnection of MSP’s
- Delivers services in addition to OVCC
Customer User Experience

• Call launch using a familiar user experience of dialing an access number and passcode
• Initially supporting scheduled meetings (ad hoc at a later date)
• OVCC directory identifying all the participating clients across managed service providers.
Phase 1 Use Case Meet Me Conference

Customer A
Hosts call on OBS bridge

Customer B
Calls Customer A bridge and passcode

Customer C
Calls Customer A bridge and passcode
Phase 2 Use Case Peer to Peer Dialing

Customer C
Calls Customer B
No MCU, dials direct

Customer B
Receives call from Customer C
Questions?