



# Vidyo®

Personal Telepresence

## **VidyoNow™ for Business Continuity** *Preparing for Success in Uncertain Times*

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# Is Your Organization Prepared for Catastrophic Events?

We all wish it never happens, but what would happen if tomorrow the majority of your company's human resources were unable, or unwilling, to travel to company facilities to work due to pandemic outbreak, terrorist activity, natural disaster, or other catastrophic and unforeseeable event? How long could your organization survive such conditions? How much would that kind of business interruption cost your organization? In most cases, the answer is "too much." More than 70% of businesses facing these conditions disappear within three years. That's why it is critical to have a Business Continuity Assurance (BCA) plan in place **before** a business threatening event takes place.

## *The Cost of Failing to Plan*

- Loss of Sales for Weeks or Months
- Salaries & Fixed Expenses without Productivity
- Temporary Premise/ Equipment Rental
- Recovery Financing Costs

## *VidyoNow Overview*

- Enable workforce to communicate effectively & remain productive following catastrophic event
- Average cost of \$31 per user
- Obsolescence proof, software-based ports activated within 48 hours on-demand to defer up to 81% of cost until event occurs
- Both product-based and service-based solution options available
- Scalable to tens of thousands of users
- Available to end users within hours of catastrophic event
- Leverages employees' existing broadband Internet connections
- Industry leading low latency, HD video conferencing to the desktop for natural visual communication experiences
- Can be upgraded to "always available", cost saving, productivity tool at any time

## VidyoNow™ Business Continuity Solution

Imagine on the day you found out your organization's offices were shut down for pandemic or other unforeseeable circumstances, that with a single phone call you could have everyone in your organization connected to one another, within 48 hours or less, from the safety of their own homes, via HD quality multi-point video conferencing, using computers they already have and standard broadband Internet connections. That's the power of the VidyoNow Business Continuity Assurance Solution that only Vidyo can deliver.

Vidyo provides the industry's only multi-point, HD quality, business grade, video conferencing system that can easily and rapidly expand and reduce capacity on-demand. Unlike hardware-based legacy video conferencing systems, VidyoConferencing™ software-based ports may be enabled or disabled remotely via license keys on the VidyoRouter™. As a result, Vidyo is uniquely positioned to help organizations implement cost effective Business Continuity Assurance (BCA) plans via VidyoConferencing on a moment's notice, with minimal up-front capital expense and total cost that is an order-of-magnitude less than competitive solutions.

## Why Should I Choose Vidyo?

When considering which video conferencing solution will best meet your organization’s Business Continuity planning needs, the key factors include total cost of implementation, cost deferred until actual event, scalability, time to implement, latency and multi-point performance.

	Vidyo	Legacy MCU-based
<b>Average Cost per User</b>	<b>\$31</b>	<b>\$766</b>
<b>% Cost Deferred Until Crisis</b>	<b>81%</b>	<b>22%</b>
<b>Scalability</b>	<b>Tens of thousands using on-demand software ports</b>	<b>Limited to number of installed, obsolescence-prone, hardware ports</b>
<b>Deployment Time during Crisis</b>	<b>Hours</b> <ul style="list-style-type: none"> <li>• Enable software ports</li> <li>• Leverage existing broadband connections to employee homes</li> </ul>	<b>Weeks</b> <ul style="list-style-type: none"> <li>• Installing hardware</li> <li>• +Establish QoS IP links to employee’s homes</li> </ul>
<b>Latency</b>	<b>Comparable to Wire-line Phone Service</b> <ul style="list-style-type: none"> <li>• Natural Interaction with as low as 180ms of latency</li> </ul>	<b>Comparable to Satellite-Routed Call</b> <ul style="list-style-type: none"> <li>• Unnatural Interaction - Latency in excess of 400 ms</li> </ul>
<b>Multi-point Performance</b>	<b>HD at All End-points</b> <ul style="list-style-type: none"> <li>• Clean, non-transcoded video quality</li> <li>• Encode up to 720p30</li> <li>• Decode up to 1080p30</li> </ul>	<b>Mix of SD and HD end-points</b> <ul style="list-style-type: none"> <li>• Degraded video quality due to transcoding</li> <li>• Max encode/ decode on HD endpoints – 720p30</li> </ul>

Vidyo’s ability to deliver remarkable multi-point performance over the public Internet from standard PCs, utilizing software-enabled ports on its VidyoRouter, uniquely positions the Vidyo solution to be live in minutes, servicing thousands of participants for nearly a tenth of the cost of MCU-based solutions. Legacy MCU-based solutions do not scale well, take significant effort and time to bring online, and are very expensive to implement. Additionally, since they need to be purchased in advance and sit idle until crisis, Legacy MCU-based system hardware ports may become obsolete and have to be replaced before ever being used. The deployment time for these systems is also lengthy, as the system requires expensive QoS IP links to each user’s home in order to perform at an acceptable level. Imagine the time it would take to coordinate the order and install of such facilities for each of your employees in their geographically diverse residences.

Operating expense is also a consideration. Since the VidyoRouter can support up to 100 simultaneous ports in a 1U form factor as compared to an MCU that can support a third or less ports and frequently consumes 2U or more, the cost of hosted rack space for the Vidyo solution is a small fraction of that of an MCU based solution.

Both Vidyo and Legacy MCU-based systems will create greater bandwidth demand wherever the VidyoRouter or MCU are located. However, with the Vidyo architecture, the VidyoRouters may be

strategically placed in dispersed hosting facilities where bandwidth may be grown on demand to help minimize or eliminate the impact of sudden growth in video traffic on your organization's IP network.

## Choosing the Option That's Right for Your Organization

Depending upon whether or not your organization has, or plans to have, a VidyoConferencing network deployed, VidyoNow has two cost effective Business Continuity Assurance options to choose from. Whichever option best meets your organizations needs, you can invest with confidence knowing that you have the industry's best quality desktop video conferencing solution backing up your business operations for about one-tenth of the cost of implementing a lesser quality legacy MCU-based solution. With Vidyo's distributed desktop topology, you benefit from individually dedicated residential broadband connections to your employees' homes, which often provide twice the bandwidth of a T1 commonly found at branch offices and shared by many users.

### *VidyoNow Business Continuity Assurance Options*

Whether you own, or want to own, a VidyoConferencing system and are looking for the ability to grow capacity on-demand, or just want access to a rapidly deployable video conferencing desktop service as part of your business continuity plan, Vidyo has the solution that meets your organization's needs and budget.

#### **VidyoNow BCA Product Option**

- Deploy additional VidyoRouters in your Business Continuity data centers for redundancy and provide platform on-demand growth
- Purchase low cost, 6 week, BCA port licenses for on-demand growth during crisis or catastrophic event
- Source distribute webcams and headsets for would be participants in BCA program

#### **VidyoNow BCA Service Option**

- No equipment to buy from Vidyo
- Independently source webcams and headsets from approved devices list
- Subscribe to service from Vidyo Conference Service Provider (CSP) partner for a per user fee
- Choice of multiple CSPs provides higher level of redundant protection

## Product-based VidyoNow Option

For customers who prefer to own and control the VidyoConferencing network, implementing the cost effective VidyoNow solution involves installing additional low-cost VidyoRouters in your existing BCA data centers and outfitting the target members of your organization with webcams and headsets so they are available in homes when needed. If an event or situation occurs that requires you to implement your BCA strategy, simply contact Vidyo support with the number of required temporary BCA ports on your VidyoRouters and they will be remotely enabled along with 30 temporary seats and 10 VidyoDesktop client downloads per port so your organization can continue to communicate and collaborate from the safety of their homes within 48 hours. If an event never takes place, you don't pay anything more unless you decide to grow your user base within the organization to enhance day to day productivity, at which point you can leverage the existing BCA servers and simply purchase the number of additional port and client licenses required.

## Service-based VidyoNow Option

If you would like to implement VidyoConferencing as part of your Business Continuity Assurance plan, but don't want to own and control the VidyoConferencing network, Vidyo has you covered. As the industry leader in video error resiliency, Vidyo performs brilliantly over the lossy public Internet, making VidyoConferencing easily deliverable as a service. Through a network of Conferencing Service Provider (CSP) partners, you can subscribe to a business continuity assurance service package for the number of employees that you may need to provide collaborative video communication services to, should a disruptive event take place.

With this option, your organization will need to independently source webcams and headsets from the Vidyo-recommended list of devices, but there is no need for you to purchase, install or maintain the VidyoConferencing infrastructure. You simply subscribe to the VidyoNow service from your chosen Vidyo CSP for a one-time per user setup fee and distribute the webcams and headsets to target employees to complete your preparation. Then you only pay for the actual service if and when needed via a single phone call to the CSP to activate the required personnel and a small annual per subscriber renewal fee at the end of the year. If at any point you decide to take advantage of the VidyoConferencing service as a productivity tool in your day to day operation, you can easily convert employees from inactive VidyoNow stand-by accounts to full access subscriptions through your CSP.

The fact that there are multiple VidyoConferencing service providers in the network provides yet another level of redundancy and protection for your organization in case of a disruptive or catastrophic event.

To find a participating VidyoConferencing CSP near you, visit [www.vidyo.com/csp\\_partners](http://www.vidyo.com/csp_partners).

## Conclusion

Your organization can't afford to be caught unprepared for unpredictable, disruptive events. Making VidyoNow a core part of your Business Continuity Assurance plan will help ensure that the members of your organization remain both productive and safe in their homes during times of crisis. With the VidyoNow solution, your upfront costs are minimized and when a disruptive event does take place, the implementation cost is a fraction of what other video conferencing providers can offer. Best of all, the VidyoNow solution is fully extensible to a productivity tool for day to day operation within your organization, helping you maximize your return on investment. Telepresence quality with webconferencing convenience. That's Personal Telepresence. That's Vidyo!

**For more information: [www.vidyo.com/1.866.99.VIDYO](http://www.vidyo.com/1.866.99.VIDYO)**