

# We keep the promises technology makes.

Keys to a successful collaboration strategy

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# Why bother?





# Three things to consider:

- People
- Operations
- Technology



# People

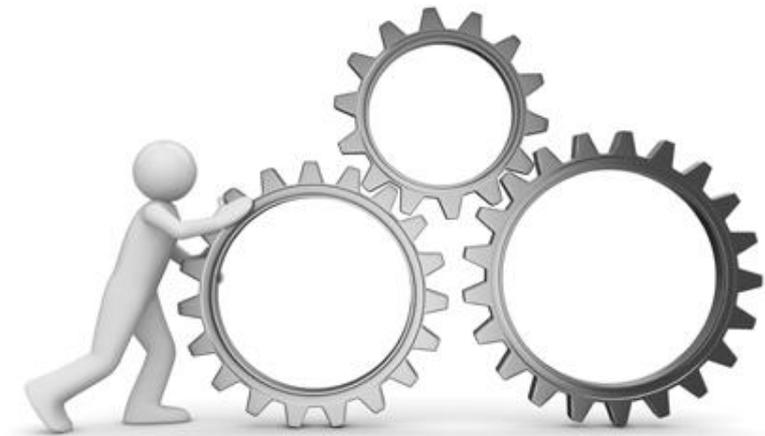


# The road to success is determined by the **people**

- Understand how they work
- Understand your culture
- Get them onboard!
- They won't change overnight

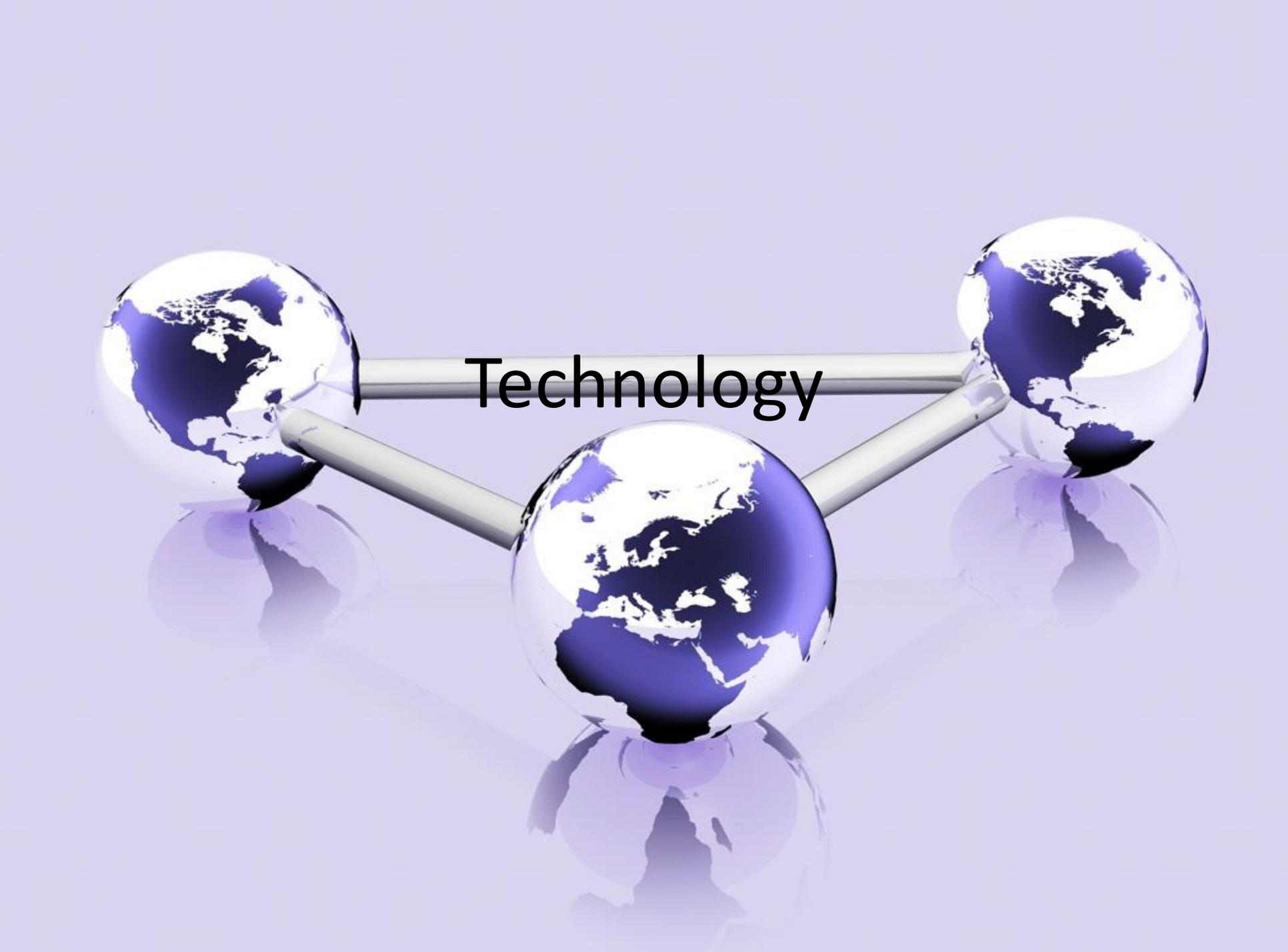


# Operations



- Understand how they do what they do
- Identify areas for improvement
- Identify key partners and experts



The image features three realistic-looking globes of Earth, each showing the Americas. They are arranged in a triangular pattern. A network of three thick, metallic-looking lines connects the centers of the globes, forming a triangle. The word "Technology" is written in a bold, black, sans-serif font across the horizontal line connecting the two top globes. The entire scene is set against a light blue background with a subtle gradient and soft shadows beneath the globes.

Technology

An aerial photograph of a highly complex, multi-level highway interchange. The image shows numerous lanes of traffic, overpasses, and ramps, creating a dense and intricate network of roads. The perspective is from directly above, looking down on the highway system. The text "Simplicity Drives Adoption" is overlaid in the center of the image.

Simplicity Drives Adoption

# Architecture Matters



# Standards-based vision...why bother?

Standards drive pervasive video

Broader collaborative capabilities

Investments are future-proof

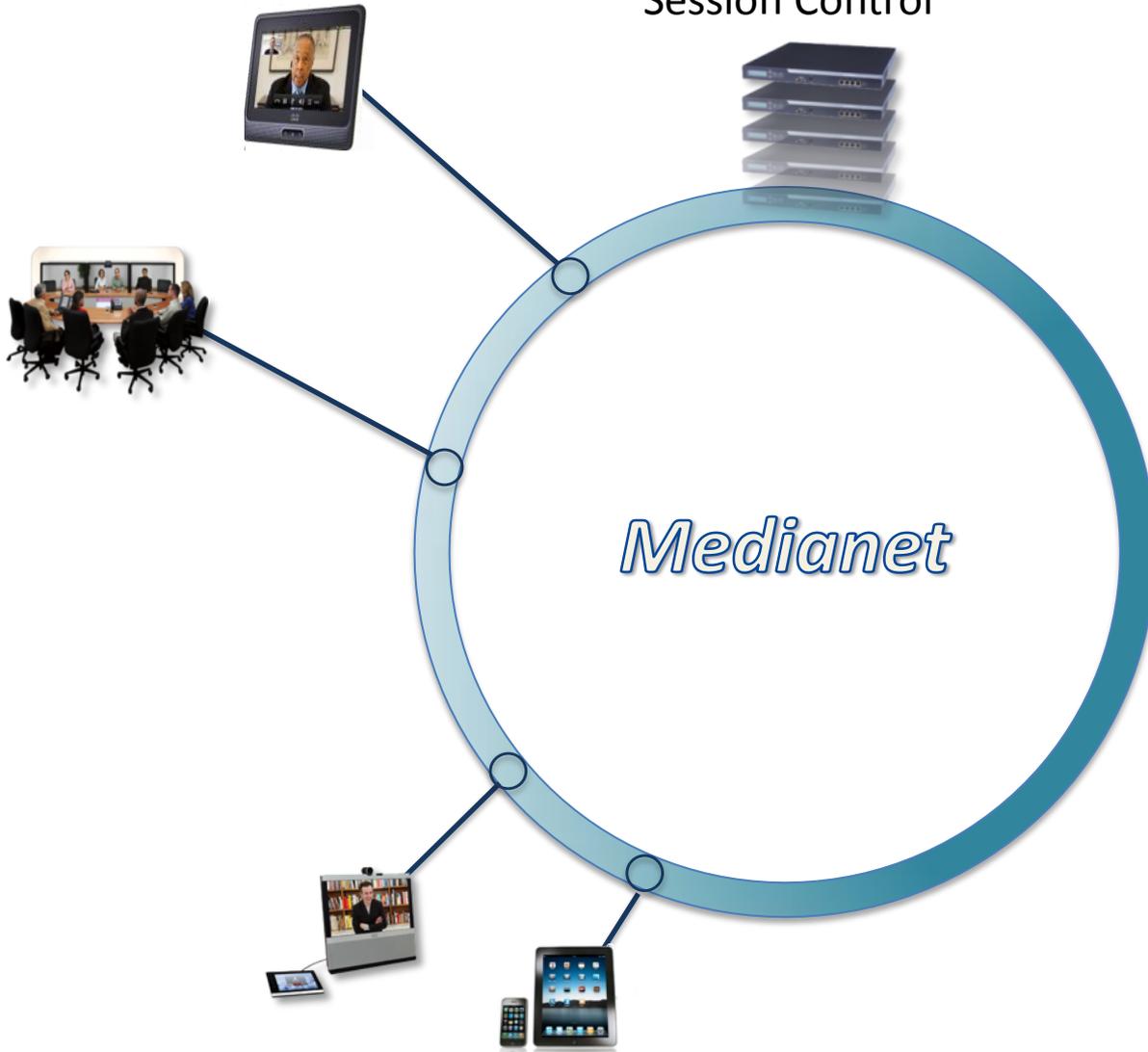




← **H.323**

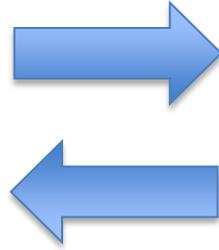
**SIP** →

Session Control





*Voice*



*Video*

Session Control



*Medianet*

Call Control



Extend the

BOUNDARIES

A photograph of a concrete wall with the word "BOUNDARIES" painted in yellow, slanted upwards. A yellow-painted structure, possibly a railing or barrier, is in the foreground, partially obscuring the wall.

Session Control



Management



Multipoint



Media Services



*Medianet*

Call Control



Proxy Server



Firewall transversal



Session Border Control



# Things to remember

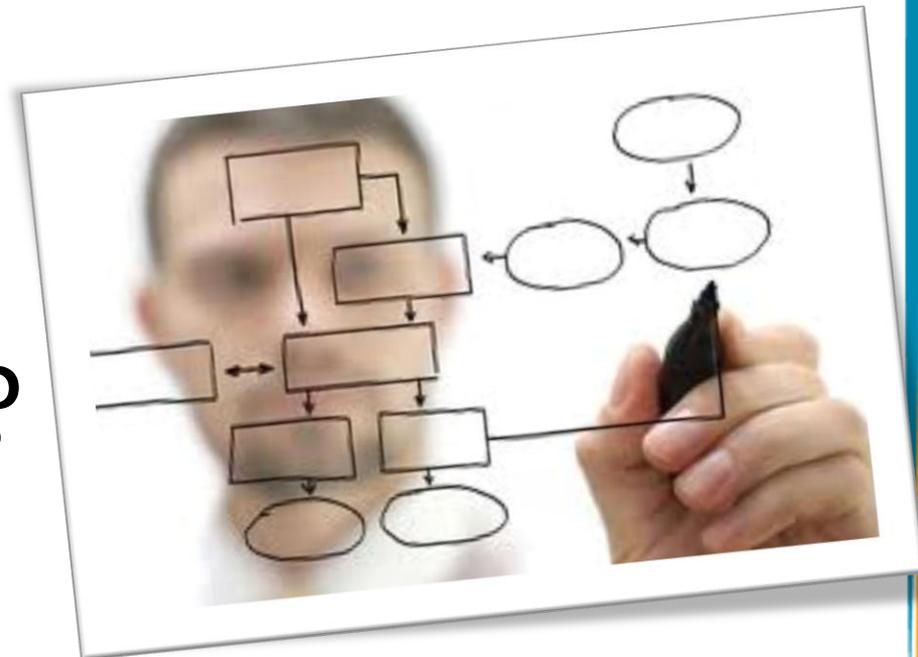




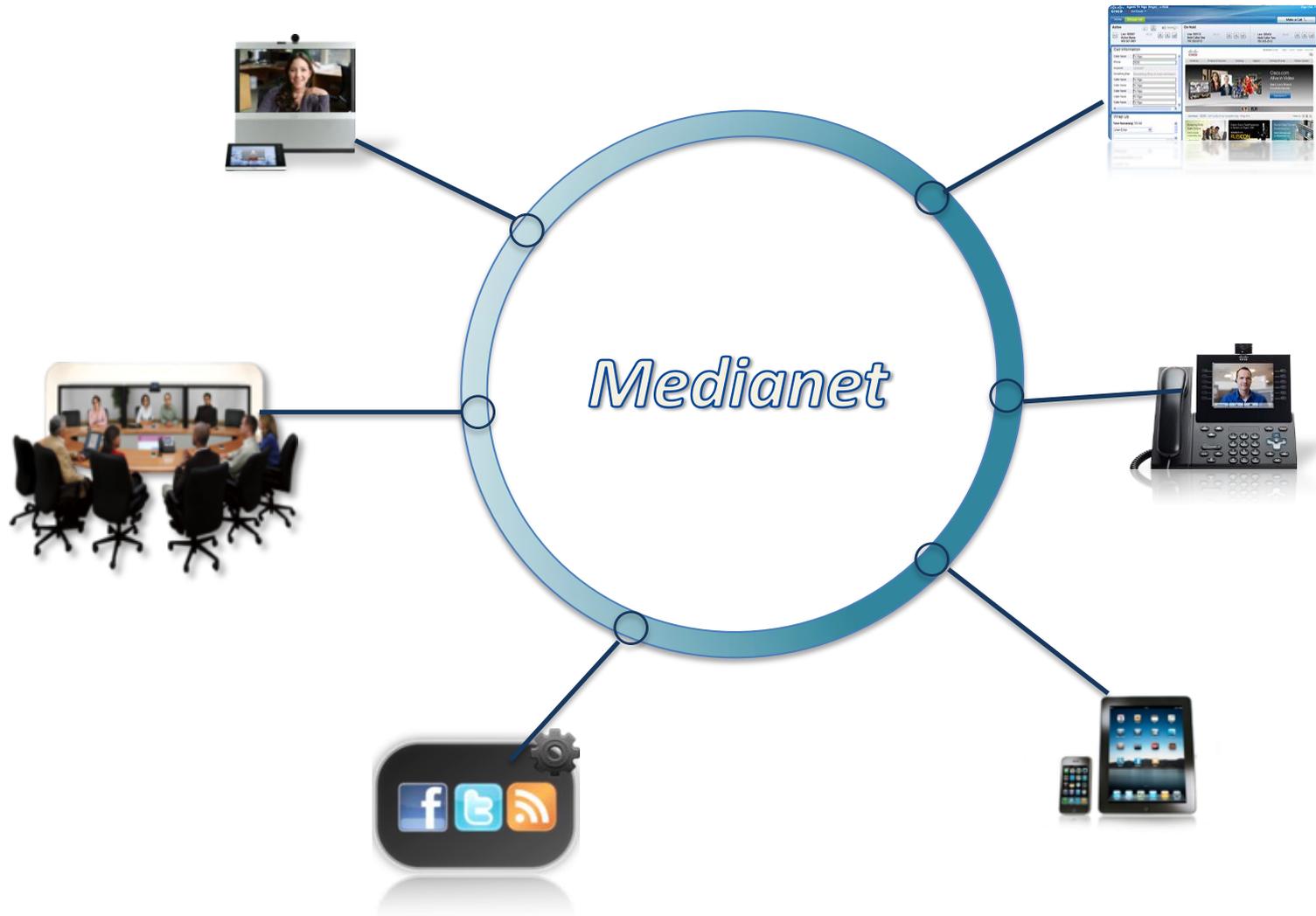


Don't forget the  
people

How do they do it?



# Network as the Foundation



Break the boundaries



got simple?

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