

Quest[®] STRATEGIC ADVISOR

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Cloud HD Videoconferencing — Ready for Primetime

Sometimes change has a habit of sneaking up on the ways we work, especially when that change occurs in small, apparently discreet increments. Then something (another's unanticipated success, perhaps) provokes us to notice those increments, add them up — and voila! A whole new world of opportunities spreads out before us, not just discernible but down-right obvious.

Siloed stepchild no longer

It's happening right now with videoconferencing solutions, which are fast evolving from a siloed stepchild of those in the executive suite to a mainstream communications/collaboration capability that's becoming deeply integrated into day-to-day business processes and infrastructures.

"Today's videoconferencing solutions are a classic example of what happens when demand meets exactly the right

kind of supply at exactly the right time," says Quest CEO Tim Burke. "And organizations of all sizes can take advantage of the moment."

When demand and supply converge

On the demand side, Tim points out, "We all do business in a globally interdependent economy with increasingly distributed, mobile workforces which operate under serious budget constraints. That means we're interested in any affordable technology that helps us reduce travel costs. It also means we care about effective ways to make collaborative teams more productive and make meetings more effective."

Advances in videoconferencing have spawned key capabilities that meet these demands in some exciting new ways.

Tim explains this in terms of Quest's Cloud HD Video Conferencing solution: "We make a truly reliable hi-def videoconferencing experience possible for anyone with any PC, laptop, smartphone, or tablet — as well as most classic telepresence-enabled conference rooms. We can do this for them no matter where they are as long as they have a link to the Internet, either wired, 3G, 4G, or Wi-Fi."

Meeting face-to-face without hassles
Quest's Cloud HD Video Conferencing solution provides what its users want most: Smooth, jitter-free image and

CLOUD HD VIDEO CONFERENCING (Cont. on p. 2)

THE BOTTOM LINE

Quest's Cloud-powered HD videoconferencing solution makes breakthrough face-to-face collaboration easy and affordable for anyone with an Internet-linked PC, laptop, tablet, or smartphone.

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CLOUD HD VIDEO CONFERENCING (Cont. from p. 1)

voice quality with breakthrough low latency — and delivered via an intuitive, easy-to-use web-based interface with self-service convenience. No tech experts required just to set up a meeting.

"This is what it takes," Tim notes, "to achieve the spontaneous, near face-to-face experience that's so essential to efficient, effective collaboration."

"Cloud-based HD videoconferencing has a clear first-order ROI that's easy to do."

What's more, the Quest Cloud HD Video Conferencing experience can be scaled to hundreds of endpoints, thanks to an architecture that's able to network multiple videoconferencing routers.

Videoconferencing for the real world "This is videoconferencing for the real world," says Tim. "It's based on the latest Scalable Video Coding standard and is designed to perform in lossy network environments. So it works — and works really well — without pricey network upgrades or complicated bandwidth management."

In fact, Quest's Cloud HD Video Conferencing solution does not require dedicated bandwidth at all. It produces smooth images and sound with only a decent bandwidth allocation. Video streams are dynamically optimized to the capabilities of each individual endpoint as well as network conditions.

And because it's software-based, clients are free to choose any device loaded with Quest's Video Conferencing portal software, which offers users the chance to set personal preferences and customizations and also moderate their own meetings, access the public directory, and create groups and speed dial lists.

FROM TIM BURKE...

What's Happening to the IT Department?

Where once IT departments were the sole source when it came to technology implementation, today technology is finding its way into corporate America through nearly every department.

Marketing folks may have been among the first to leave the IT department fold when they ditched cumbersome CRM systems for easy-to-use Salesforce.com, but they were just the tip of what has grown into a pretty big iceberg.

Virtually every day sees a new app available to help workers be more productive — and those workers aren't hesitating to download those apps and get on with business.

So, what does that mean for today's IT department? And what does it mean for the CEO and CFO trying to extract the most out of every resource and asset, including the IT department? Has the IT department become irrelevant?

Hardly. What's really happening is that the IT department's role is evolving from tactical to strategic — from the in-the-trenches crew that assembled and delivered all of an enterprise's information technology to a strategic orchestrator of streamlined technology planning, acquisition, delivery, and support.

This new way of doing IT has enormous implications for productivity and cost-effectiveness. And CEOs and CFOs need to be as aware of the shifting nature of what the IT resource means to their business as does a CIO. If you're wondering how this dynamic new IT model will impact your business, seek out a trusted technology advisor for a chat.

CHECK OUT MORE OF TIM'S THINKING AT www.questsys.com/ceoCorner



A killer app

"Many IT capabilities deliver bottom-line value in subtle ways that are challenging to immediately justify," says Tim. "But Cloud-based HD videoconferencing has a clear, first-order ROI that's easy to do — just calculate business travel costs before and after implementing it. Some customers see payback literally after the first use."

Tim emphasizes that there's a great deal more than this to Cloud HD Video Conferencing ROI.

"The hard-to-pin-down productivity of better, faster communication and collaboration, for one," he says. "And the ways it encourages employee mobility and bring-your-own-device, both of which can reduce overhead. Not to mention how using Cloud services shifts costs from CapEx to OpEx. But start with the travel budget. It's the fastest way to wrap your head around what a killer app Cloud HD Video Conferencing really is."

Quest's No-Charge Assessments and Reviews:

16 Ways to Improve Your Technology Capabilities — for Free

The best way to learn how effectively your technology serves your business is to get expert advice from people with deep experience and a solid grasp of what today's leading-edge technologies can do — and get it for free.

Quest now offers 16 no-cost assessments, reviews, scans, and try & buys, each of which is designed to check to see how well your technology addresses your needs. And each includes analysis of any weak spots and recommendations about how to put things right.

Quest's no-charge assessments, reviews, scans, and try & buys cover the technology gamut:

Cloud and virtualization

- ▶ *Cloud Feasibility Assessment* — reviews your goals, determines your cloud-readiness (infrastructure, security, privacy, compliance),
- ▶ *Virtualization Assessment* — review/analysis of data gathered from one of your desktops, followed by discussion and recommendations,
- ▶ *Desktop-as-a-Service Proof-of-Concept* — try out DaaS for 10 days with your own endpoint devices.

Security

- ▶ *Malware Assessment* — find out how well you'd weather a malware attack,
- ▶ *Application Security Scan* — 1 application extensively scanned from a hacker point-of-view to help identify any security gaps or vulnerabilities,
- ▶ *Firewall Review* — a remote scan via secure communication followed by recommendations,
- ▶ *Security Review/Security for the Half-Day* — a vulnerability scan followed by discussion and Quest recommendations.

Backup, replication, disaster recovery

- ▶ *Online Backup/Replication Try & Buy* — 3 months free,
- ▶ *Disaster Recovery for the Day* — including a tabletop, test, recommendations, and a Q&A with Quest experts.

Network and communications

- ▶ *Network Health & Performance Try & Buy* — 30 days of free Quest analysis,
- ▶ *Unified Communications Stability Assessment* — analysis and report on UC reliability, scalability, performance and optimization.

Database performance

- ▶ *Database Health Check & Analysis* — identifies server bottlenecks that reduce application response times,
- ▶ *Database Performance Service Try & Buy* — 3 months free.

Physical security

- ▶ *Video Surveillance Assessment* — looks for vulnerabilities, potential failures, effective coverage,
- ▶ *Physical Security Assessment* — identifies areas where your site is vulnerable to security breaches,
- ▶ *Threat Vulnerability Review* — addresses IP video surveillance, biometric and physical access control.

Contact Quest whenever you need help keeping your technology healthy, secure, and competitive.

DID-YOU-KNOW?

Remote Workers Are More Engaged? Yes!

If you worry about the consequences of allowing employees to work remotely, check out a recent *Harvard Business Review* blog by Scott Edinger: "Why Remote Workers Are More (Yes, More) Engaged" (at http://blogs.hbr.org/cs/2012/08/are_you_taking_your_people_for.html).

The author's conclusion — embodied in the blog's title — is based on consulting work he did involving "a 360-degree feedback process" at an investment firm, which concerned both worker commitment and how workers rate their leaders. According to the author, the results show that:

- *Proximity breeds complacency.* Sometimes the possibility of easy communication with someone in the same building, or even just a few feet away, is too much taken for granted — and leaders end up using email.
- *Absence makes people try harder to connect.* And when leaders try harder to connect, they pay more attention to what they say and how they say it.
- *Leaders of virtual teams make better use of tools.* These leaders are more adept at videoconferencing, instant messaging, e-mail, voicemail. And, of course, the phone.
- *Leaders of far-flung teams maximize the time their teams spend together.* They tend to socialize more, filter out as many distractions as possible.

Well, well — don't those last three sound a lot like boosted productivity?

Coming in the next issue of *Quest Strategic Advisor*:
CLOUD SECURITY: WHAT TO WATCH OUT FOR

What's New...

Quest's excellence gains notice on two fronts

Top 50 Channel Program of 2012

Quest has been selected from more than 200 nominees as a Top 50 Channel Program of 2012 by readers of Channel Partners magazine.

More than 700 qualified channel partners voted in July, ranking their preferred carriers, service providers, resellers, hardware and software vendors, and master agents according to criteria that included ease of doing business, quick quoting, responsiveness, extra support, higher commissions, and better SPIFFs.

"We're gratified that Channel Partners magazine readers understand and appreciate our efforts to enhance opportunities for them as the convergence of IT and telecom channels accelerates," said Adam Burke, Director of Quest's Technology Partner Program.

Record DaaS growth

Also, Quest has seen record growth in adoption of its Desktop-as-a-Service (DaaS) offering. In just six months of delivering cloud-hosted virtual desktops, Quest has added thousands of seats across more than 50 new customers.

"More and more clients are coming to us for help managing a multitude of devices," said Quest CEO Tim Burke. "We deliver DaaS as a simple, affordable way to give our clients always-on access to their desktops, regardless of the device. We've seen interest soar as enterprises realize the value of DaaS for reducing TCO while enabling end-user productivity."

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IN THE MEDIA ROOM

VISIT QUEST CEO TIM BURKE'S BLOG

(www.questsys.com/CEOCorner/)

THE QUEST YOUTUBE CHANNEL

(www.youtube.com/QuesTechUSA)

Master Your Disaster, parts 1-4

DR for the Day ... and much more

QUEST WEBSITE VIDEOS

(www.questsys.com/media.aspx)

Who We Are: Colleagues describe how Quest helped them.

Service Delivery Centers: They're why you can count on Quest.

Business Resumption Center Online Tour: Secure, seismically-stable 24x7x365 availability – Quest's BRC is the ultimate in disaster preparedness.

Business Continuity Planning/Disaster Recovery: More than 25% of businesses damaged from natural and/or man-made disasters never recover. Ensure your future.

DR for the Day®: Find out if you're ready – at NO CHARGE.

Data Security: The FBI, security experts, and your peers on today's security issues and how Quest can help protect you.

Overview of our Infrastructure Services

QUEST EXECUTIVE BRIEFS

Getting the Most from Cloud Computing (3-part series):

Learn what it is and how it can help your business thrive (<http://www.questsys.com/getMostCloud/>).

10 Strategic Essentials for Boosting Business' IT Security:

Key strategic security steps every organization should take (<http://www.questsys.com/BoostITSecurity/>).

Protecting Your Critical Business Data: The Data Loss Prevention Payoff: How data loss prevention (DLP) technology can protect corporate data from misuse, malicious or otherwise (<http://www.questsys.com/PowerofDLP/>).

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