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RADVISION®
an Avaya company

2013 North American Software-based Desktop Video Conferencing Product Leadership Award

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50 Years of Growth, Innovation & Leadership

Product Leadership Award
Software-based Desktop Video Conferencing
North America, 2013

Frost & Sullivan's Global Research Platform

Frost & Sullivan is in its 50th year of business with a global research organization of 1,800 analysts and consultants who monitor more than 300 industries and 250,000 companies. The company's research philosophy originates with the CEO's 360-Degree Perspective™, which serves as the foundation of its TEAM Research™ methodology. This unique approach enables us to determine how best-in-class companies worldwide manage growth, innovation and leadership. Based on the findings of this Best Practices research, Frost & Sullivan is proud to present the 2013 North American Product Leadership Award in Software-based Desktop Video Conferencing to Radvision, an Avaya company.

Significance of the Product Leadership Award

Key Industry Challenges

The economic environment, the need to reduce travel and conduct more 'productive' meetings, as well as the globalization of business are key factors driving customer interest in enterprise video conferencing solutions. Until recently, the traditional hardware-centric deployment model for video conferencing systems and endpoints had limited the addressable market and use cases for visual communications technology.

In order to expand the addressable market and to meet customer demands for more affordable and flexible solutions, the video conferencing industry is experiencing a period of unprecedented change that is affecting both technology development and vendor business models. Traditional providers and new market entrants have reshaped the competitive landscape, which has resulted in the availability of a diverse array of new architectures and deployment options and the emergence of subscription-based services, all aimed at making video conferencing a more attractive and attainable solution for a greater number of customers.

Among the thickening field of competitors, vendors providing cutting-edge features and functionality truly stand out. Vendors that earn product leadership status typically do so through a greater ability to recognize emerging customer demands and to leverage next-generation technologies to meet those demands effectively. Leading vendors do not wait for technology to be proven out by their competitors. Such vendors establish product leadership by introducing solutions that pave the way and set the standard for the broader market. By staying at the forefront of product development leading vendors launch advanced and innovative solutions early, enabling them to mature and become more robust and reliable than alternatives that follow. These attributes of product leadership establish a vendor as the preferred provider for customers and partners.

### Key Benchmarking Criteria for the Product Leadership Award

For the Product Leadership Award, the following criteria were used to benchmark Radvision's performance against key competitors:

• Product Features/Functionality

• Innovative Element of the Product

• Product Acceptance in the Marketplace

• Provides Customer Value Enhancements

• Product Quality

Decision Support Matrix and Measurement Criteria

To support its evaluation of best practices across multiple business performance categories, Frost & Sullivan employs a customized Decision Support Matrix (DSM). The DSM is an analytical tool that compares companies' performance relative to each other with an integration of quantitative and qualitative metrics. The DSM features criteria unique to each Award category and ranks importance by assigning weights to each criterion. The relative weighting reflects current market conditions and illustrates the associated importance of each criterion according to Frost & Sullivan. Fundamentally, each DSM is distinct for each market and Award category. The DSM allows our research and consulting teams to objectively analyze each company's performance on each criterion relative to its top competitors and assign performance ratings on that basis. The DSM follows a 10-point scale that allows for nuances in performance evaluation; ratings guidelines are shown in Chart 1.

Chart 1: Performance-Based Ratings for Decision Support Matrix
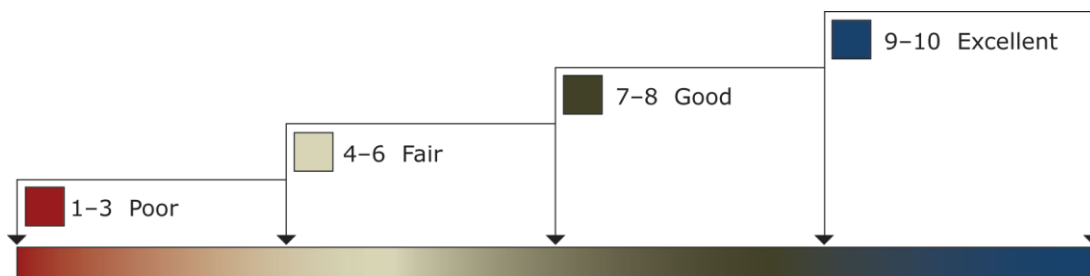
This exercise encompasses all criteria, leading to a weighted average ranking of each company. Researchers can then easily identify the company with the highest ranking. As a final step, the research team confirms the veracity of the model by ensuring that small changes to the ratings for a specific criterion do not lead to a significant change in the overall relative rankings of the companies.

Chart 2: Frost & Sullivan's 10-Step Process for Identifying Award Recipients

Best Practice Award Analysis for Radvision

The Decision Support Matrix, shown in Chart 3, illustrates the relative importance of each criterion for the Product Leadership of the Year Award and the ratings for each company under evaluation. To protect the interests of the award recipient's competitors, we have chosen to refer to them as Competitor 1 and Competitor 2.

Chart 3: Decision Support Matrix for Product Leadership Award

Measurement of 1–10 (1 = lowest; 10 = highest)	Award Criteria					
	Features/Functionality	Innovative Element of the Product	Product Acceptance in the Marketplace	Provides Customer Value Enhancements	Product Quality	Weighted Rating
Relative Weight (%)	**20%**	**20%**	**20%**	**20%**	**20%**	**100%**
Radvision, an Avaya Company	10	10	8.5	9	9	9.3
Competitor 1	8.5	8	9	8	8	8.3
Competitor 2	8	9	7	8	7	7.8

Criterion 1: Product Features/Functionality

Software-based desktop video conferencing provides business customers with affordable and flexible endpoints that facilitate higher utilization rates and a broader variety of use cases than traditional fixed hardware-based endpoints. These characteristics compel customers to deploy video conferencing more extensively in support of different user roles and locations. Due to growing customer interest and adoption, the number of providers and available solutions is rapidly expanding. With more choices available to them, customers that are serious about reaping the benefits of desktop video conferencing are becoming more selective. They expect the greatest value for their investments in terms of robust features, quality, and reliability.

Due to its breadth and depth of feature functionality, Scopia Desktop is a multi-purpose collaboration tool that delivers the additional value, which informed customers seek in a software-based desktop video conferencing solution. Scopia Desktop outclasses the video features of competing solutions with its support for high definition (HD) meetings with continuous presence for up to 28 participants. Customization of Scopia Desktop layouts (including drag/drop adjustment, optional self-view, video or content focused, full screen side-by-side, automatic, and other options) gives users greater ability to personalize their experience compared to the more rigid one-size-fits-all user interfaces. Further, the Scopia Desktop collaboration feature set far exceeds alternatives, which typically offer too few capabilities for effective information sharing. Scopia Desktop provides screen and application sharing; annotation; recording and playback of audio, data and video content; offline content viewing; a unique collaboration review feature; directory integration; presence-enabled contact lists with favorites; text chat for group or private conversations with emoticons; as well as numerous user and host controls.

Criterion 2: Innovative Element of the Product

Both established vendors and new entrants continually bring innovative technologies and solutions to the market. Several emerging providers have recently gained a lot of industry attention for their solutions, which promise to help bridge the islands of video conferencing users and expand utilization by connecting different systems and endpoints. While some of these solutions may hold significant potential in the future, their immaturity shows in their limited functionality as well as lackluster quality and reliability.

In comparison, Radvision's solutions effectively combine innovative capabilities with reliability, security and other benefits of a mature technology. Scopia Desktop leverages embedded firewall and NAT traversal to allow professionals to seamlessly, securely, and reliably connect with colleagues and guests outside of the corporate network, and to do so with full feature functionality. Via a lightweight plug-in for a variety of popular web browsers, users can join Scopia Desktop video conferences simply by clicking on an embedded link in calendar invitations or e-mails. Unlike alternatives, there are no other

required pre-meeting arrangements that add unnecessary complexity or confusion. Informed customers should recognize that Scopia Desktop holds a product leadership position with business-to-business (B2B) and external participant support that has long been delivered as core functionality.

Criterion 3: Product Acceptance in the Marketplace

Scopia Desktop has become more than the value-add on top of Radvision infrastructure that it was originally designed to be. Scopia Elite multi-point control unit (MCU) customers can license available Scopia Desktop ports at low cost. Depending on utilization, resolution, and other factors, the average Radvision Scopia Desktop customer has provisioned twenty soft clients per MCU port. In 2011, customers purchased over 30,000 Scopia Desktop ports, a number that has increased each year since Radvision launched the solution.

Scopia Desktop is already well established for B2B and guest participation. Radvision reports that, on the average call, most Scopia meeting participants join from remote locations using Scopia Desktop rather than from the typical corporate office. It is clear that Scopia Desktop is fast becoming a driving factor for customers to choose Radvision video conferencing solutions.

Channel partners are also embracing Radvision solutions, including Scopia Desktop. Avaya acquired Radvision in mid-2012, bringing complementary video conferencing assets to Avaya's well-established UC portfolio and partner ecosystem. Avaya acted quickly to onboard its channel partners that are eager to sell and support Radvision products. By the end of 2012, more than 25 distributors and nearly 200 resellers were qualified to sell Radvision video conferencing solutions.

Criterion 4: Provides Customer Value Enhancements

Many software-base desktop video conferencing solutions available today compete based on low cost. However, low pricing is commonly achieved by sacrificing features and quality, which decreases overall usefulness and value to the customer organization. Conversely, other competing solutions are offered as a rather costly add-on to existing video conferencing infrastructure. This may bring certain operational benefits, but, upon investigation, customers will find that such solutions from leading competitors are immature and generally lack the feature set delivered by Scopia Desktop.

Radvision takes an approach that offers the best of both worlds. Low-cost port licenses for full-feature Scopia Desktop collaboration are bundled with the Scopia Elite MCU platform. Scopia Desktop is licensed on concurrent basis, which gives the organization flexibility in how infrastructure resources are utilized. It also does not require individual user licenses, simplifying installation and deployment. Furthermore, Scopia Desktop is tightly integrated with Radvision infrastructure from the management, control, and security

perspectives, creating inherent operational benefits compared to deploying another silo in the customer network.

Radvision gives customers the openness and flexibility they need to drive utilization and achieve return on investment. Scopia infrastructure supports H.323 and SIP environments, and enables desktop and mobile endpoints, executive endpoints, room and immersive telepresence systems, and unified communications clients to participate on the same call. Scopia Desktop supports a number of meeting types, including un-moderated, moderated, or personal rooms, as well as seamless escalation of two-party sessions to multiparty meetings for users inside and outside of the corporate firewall.

Criterion 5: Product Quality

Radvision introduced Scopia Desktop to the market in 2007. Since then all of Radvision's long-time video conferencing competitors have retrenched and totally overhauled their software-based desktop video applications, and most of these competitors have undertaken their initiatives in the last two years. Also within the past five years, numerous start-ups entered the market with promising, yet unproven solutions offering limited functionality.

Radvision has continually strengthened Scopia Desktop since its launch. Today, it is the most mature and robust solution in its class. It offers a unique and compelling blend of innovative functionality and proven technology. It leverages enhanced processing capabilities and network awareness, supports H.264 scalable video coding (SVC) for network tolerance to deliver high-quality HD video and presentation up to 720p resolution, and it supports standards-based H.239 for data collaboration. As both traditional and startup competitors continuously tinker with their solutions to get them right, Scopia Desktop already offers reliability and quality that are be difficult to match.

Conclusion

The enterprise video conferencing market is undergoing rapid evolution. The transition to software and services is reshaping the industry. As participants come and go with fits and starts, enterprises will continue to seek out established providers with the vision to anticipate their needs and the commitment to continually add value. Based on Frost & Sullivan's independent analysis, the 2013 North American Product Leadership Award in Software-based Desktop Video Conferencing is presented to Radvision, an Avaya company.

The CEO 360-Degree Perspective™ - Visionary Platform for Growth Strategies

The CEO 360-Degree Perspective™ model provides a clear illustration of the complex business universe in which CEOs and their management teams live today. It represents

the foundation of Frost & Sullivan's global research organization and provides the basis on which companies can gain a visionary and strategic understanding of the market. The CEO 360-Degree Perspective™ is also a "must-have" requirement for the identification and analysis of best-practice performance by industry leaders.

The CEO 360-Degree Perspective™ model enables our clients to gain a comprehensive, action-oriented understanding of market evolution and its implications for their companies' growth strategies. As illustrated in Chart 5 below, the following six-step process outlines how our researchers and consultants embed the CEO 360-Degree Perspective™ into their analyses and recommendations.

Chart 4: The CEO's 360-Degree Perspective™ Model

Critical Importance of TEAM Research

Frost & Sullivan's TEAM Research methodology represents the analytical rigor of our research process. It offers a 360-degree view of industry challenges, trends, and issues by integrating all seven of Frost & Sullivan's research methodologies. Our experience has

shown over the years that companies too often make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Frost & Sullivan contends that successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. In that vein, the letters T, E, A and M reflect our core technical, economic, applied (financial and best practices) and market analyses. The integration of these research disciplines into the TEAM Research methodology provides an evaluation platform for benchmarking industry players and for creating high-potential growth strategies for our clients.

Chart 5: Benchmarking Performance with TEAM Research
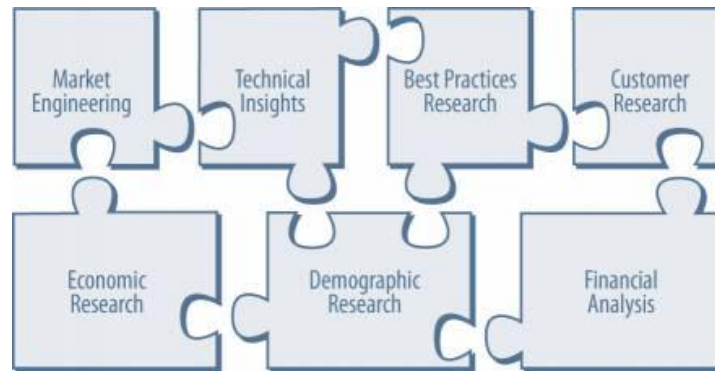
About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 40 offices on six continents. To join our Growth Partnership, please visit http://www.frost.com.