



Vidyo®
Personal Telepresence

APPLICATION BRIEF

Hosted VidyoConferencing™

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Hosted VidyoConferencing™

Simplifying deployment and management of your video conferencing system

You recognize the incredible opportunities that your organization has to both improve productivity and lower operating costs through use of the high quality VidyoConferencing, but your organization may not have the IP bandwidth or IT resources necessary to deploy and manage it. You're not alone, but fortunately the flexibility of Vidyo's distributed IP architecture enables you to take advantage of a professional hosting service leveraging the ubiquity of the Internet. Hosting solutions can be very cost effective while enabling rapid deployment without the expense and hassle of on-site build out. Whether you choose to identify and negotiate a hosting arrangement with your own provider or leverage Vidyo's relationship with a top tier provider to get started immediately at very competitive prices, this application note has the information you need to save time and money in finding a provider that's right for you.



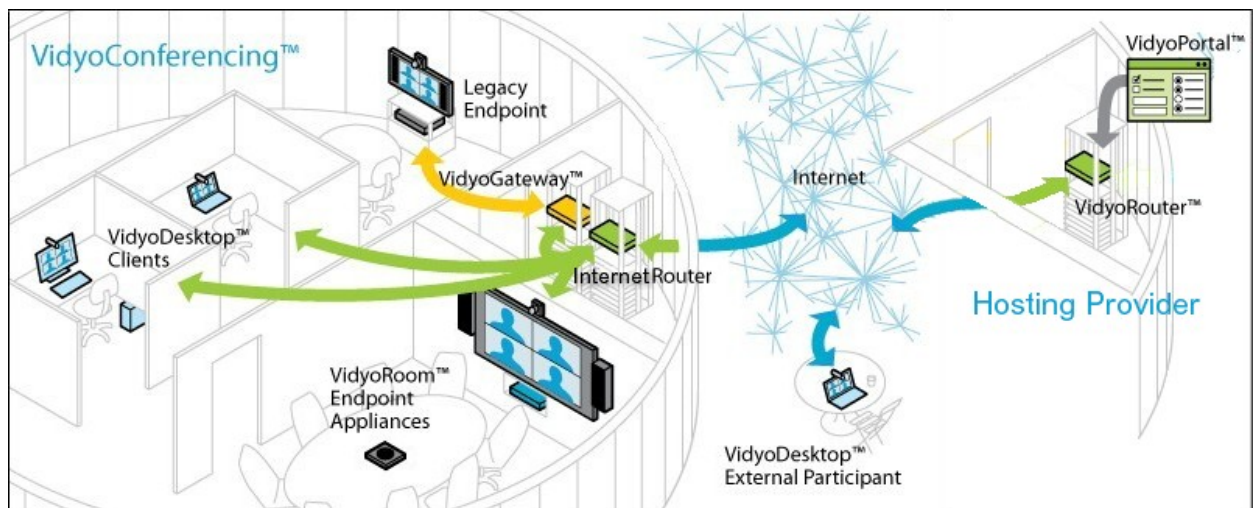
Hosting Basics

Hosting service providers have professional data centers dedicated to house and support server-based web applications. Traditional co-location hosting includes the rack space, power, data connectivity, and bandwidth necessary to support your VidyoPortal™ and VidyoRouter™. Fees typically include a one-time setup fee and a recurring monthly fee with term-based service agreements. Some providers may sell only the physical plant and power while providing you the opportunity to negotiate separately with bandwidth providers. Be aware that in such arrangements additional setup expenses and connection fees are commonplace. Hosting services and associated pricing varies widely from one provider to the next. Hosting providers may include, or optionally provide, on-site "Smart Hands" service, through which you can have the hosting provider's trained staff perform some basic hardware maintenance and troubleshooting functions without having to have your own personnel on site. While there aren't many occasions for which you would need to physically be on site to manage your system, this could become a

particularly useful feature if the hosting provider is located a significant distance from your internal support staff and there is a hardware failure that requires replacement.

There is yet another level of service that some hosting providers offer called Managed Hosting or Platform Hosting, by which you can outsource complete care and management of the system to the provider. This level of service becomes costly and is typically overkill for the VidyoPortal and VidyoRouter, both of which may be remotely administered and are largely hands off once deployed and operating.

VidyoConferencing Solution using a Hosting Provider



As illustrated above, the only difference between locally and remotely hosted VidyoConferencing solutions is the location of the VidyoRouter and VidyoPortal. The difference is completely transparent to end users and their experience is identical, regardless of which deployment option is chosen.

The VidyoConferencing solution includes important technology which makes a hosted solution viable, such as the VidyoProxy™ firewall tunneling, and it's inherently low latency and highly error resilient technology.

Choosing a Hosting Provider

There is no shortage of options in terms of hosting providers and choosing the right one can be a daunting task without some way to filter the field of candidates. Here are some things to consider when choosing a hosting provider for your VidyoConferencing system.

Quality of Facility – be sure that your hosting provider's facility includes a minimum set of features such as fire detection and prevention; climate control; secured entry points and cages; filtered, smoothed and battery backed up power; and that the building itself is in good condition.

Access to Bandwidth – providers who give multi-homed access to the Internet help to ensure that your system remains on-line even if one or more of the bandwidth provider's experiences network downtime. Additionally, if the hosting provider has its own backbone, data rates may be cheaper and the quality of the bandwidth may be better. Ask about setup and connection fees as they pertain to bandwidth to avoid surprises and get a true picture of the start up and on-going costs.

Services Offered – make sure that the hosting provider is able to give you everything you want and nothing you don't. Some providers will only sell space in full rack increments while others will sell per 1U of space. Remember that while Smart Hands service may come in handy in a pinch, it is not a frequently used service and therefore should either be included as a free extra in your monthly service or offered on an a la carte basis. If a provider boasts very high power density per rack, but you only need a couple of U worth of space, that feature is of no value to you (unless you have significant growth plans and intend to consume a full rack at some point).

Location – while the Vidyo technology introduces almost no latency, mitigating this issue to a large extent, the greater the distance between the VidyoRouter and the end points, the more network delay is introduced. With good quality bandwidth, the host may be located anywhere in the continental US, for example, and service all end points in the US without any noticeable affects from latency. However, if Smart Hands service is not included, you may want to choose a provider close to your office.

Commercial Viability – you want your host to be reliable and grow with your business and needs. How long has the provider been in business? Are they carrying a lot of debt that requires servicing and will be passed through to you in the form of inflated fees? What do their customer's say about their service?

Price – hosting providers will offer different packages of hosting service. The key is to distill the packages down to two key numbers, the cost per 1Mbps of bandwidth and for 1U of powered rack space. Pricing in the industry varies wildly. As a guide, average monthly pricing is around \$30/ Mbps and \$150/ per 1U, but you can find and/ or negotiate deals well below these averages.

Making it Simple

If you don't have the time or inclination to research and establish a relationship with a hosting provider yourself, you can leverage Vidyo's relationship with a world class hosting and bandwidth provider to get up and running quickly and cost effectively. The available hosting package includes backed up and smoothed premium powered rack space, 24/7 Smart Hands support, and data connectivity and bandwidth. The hosting entity has been in business for 20 years, has a number of Fortune 500 customers and owns all of its infrastructure, including its own fiber backbone that spans the US, Europe and Hong Kong. Their state of the art facility in California boasts high security access, climate control and disaster prevention systems. In addition to their own network, the provider's connection to the internet is multi-homed to provide greater reliability. Current monthly pricing for rack space is \$130 per 1U and \$12 per 1Mbps of

bandwidth. Pricing is subject to change without notice. Please check with your Vidyo sales engineer for latest pricing and additional details.

Conclusion

All the effort and challenges potentially associated with the deployment and maintenance of a new VidyoConferencing system may be eliminated or significantly reduced by using the right hosting service. Initial installation and system growth can be as easy as placing an order for a system, or specifying the number of additional ports. All of the physical plant and bandwidth engineering can be done behind the scenes, leaving your organization with nothing to do but manage bandwidth to your end points and increase productivity using Vidyo's personal telepresence solution

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