Video Cloud Enablement platform
VaaS 2.0 update
План презентации

- Последние новости
- Схема продаж облачных решений
- Видео из облака от Avaya
  - Схема платежей
  - Прогнозы
  - Стратегия выхода на рынок
  - Механизм учета лицензий
  - Элементы решения
  - Коды заказа и цены
  - Условия договора с партнером
  - Пример учета лицензий
  - Сравнение с конкурентами по ценам
XT7100: spare up to 50% bandwidth with H.265

H.265 HEVC
High Efficiency Video Coding

H.264 Baseline Profile
720p30 @768Kbps
1080p60 @2.5Mbps

H.264 High Profile
720p30 @512Kbps
1080p60 @1.9Mbps

H.265
720p30 @256Kbps
1080p60 @1.1Mbps
XT4300 & XT7100: Proximity and Call Continuity (with Solution v8.3 FP2)
Cloud enablement licenses and hardware transitions

**SP-Distributor**
1) SP purchases required licenses and hardware from Distributor by CAPEX

1) Tier 1 partner agreement
2) Partner agreement amendment
3) Avaya activates required license volume with no charge
4) Avaya invoiced to SP monthly based on usage

**SP-Customer**
1) Customer orders a service from cloud
2) SP invoiced to the customer monthly based on usage
Avaya Enabling Video Cloud offerings

- **Video as a Service (VaaS) V1.0**
  - **Target:** Service Providers/System Integrators
  - **Model:** CAPEX
  - **Availability:** Released

- **Video as a Service (VaaS) V2.0**
  - **Target:** Service Providers/System Integrators
  - **Model:** OPEX (Usage based)
  - **Availability:** December, 15, 2014

The goal of the VaaS 2.0 solution configuration is to move the current VaaS 1.0 solution offered in a CAPEX only pricing model to an OPEX pricing model.

focused on Tier 1 CSPs Avaya partners who are interested in offering video-as-a-service to SMBs and enterprises.
Video Cloud Cash Flow

VaaS 1.0 (CAPEX)

Avaya

Service Provider

End User

$X

VaaS 2.0 (CAPEX+OPEX)

Avaya

Service Provider

End User

$X

$Y

$Z

Defined by market competitiveness

X >> x – initial CAPEX payment
Y – VMR Monthly Fee (End User -> SP)
Z – VMR Monthly Fee (SP -> Avaya)
Market Landscape

**Wainhouse** – market sizing and 5-year forecast, Apr. 2014

- **Infrastructure Market**
  - Grows Slightly
  - 6.6% CAGR (2012-2018)

- **VaaS Market**
  - Surpasses Infra market in Mid-2016
  - 48.1% CAGR (2012-2018)

http://cp.wainhouse.com
Channel Strategy and Sales Model

- Partners will purchase the solution **directly from Avaya** and not utilize a distribution model.
- The GTM approach is to work with the CSP’s directly through the **local account teams**.
- VaaS Partners sign **CaaS Amendment** to purchase as a Tier 1 Partner
- Follow UCaaS/ CCaaS process to obtain **New Company ID, Sold Tos, etc**
- Avaya SE uses **ASD** to design the system
- **APS** installs the Scopia/Avaya Control Manager (**optional**)
- **CSP**, to become authorized to purchase and offer VaaS:
  - 2 individuals who have completed the APSS-1401 Video certifications
  - 1 individual who has completed the APDS-2301 Video certification
  - 2 Individuals who have completed the ACSS-3103 Video certifications
  - Services assessment is also required
Sales leads are qualified and entered into Salesforce.

This is not a SAP issue. The accounting for licenses is manual!
Solution components

- **Public Network**
  - SCOPIA Desktop / Mobile
  - Endpoints

- **Access Network**
  - SCOPIA Desktop Servers
  - Load Balancer
  - SCOPIA Pathfinders

- **Data Network**
  - SCOPIA ISDN (H.320) Gateway
  - Lync Video Gateway
  - SCOPIA Elite MCUs

- **Customer Network**
  - Lync Server

- **Service Provider Network**
  - ISDN Endpoints
Solution Components

Mandatory:

- **Infrastructure:**
  - Scopia Management Multi-tenant With Internal Gatekeeper – VaaS edition
  - Scopia Elite MCU 6140 – VaaS edition
  - Scopia Desktop Server – VaaS edition
  - 3rd Party Load Balancer – **Radware AppDirector**, F5 BIG-IP

Optional:

- **Infrastructure**
  - Redundant Scopia Management Multi-tenant + internal gatekeeper V8.3 FP1 – SP Edition
  - SCOPIA ISDN 320 GWs V5.7
  - Scopia Lync GW V7.7
  - Scopia PathFinder V8.3 FP1

- **Clients/End Points:**
  - XT Series
  - 3rd Party Endpoints from Cisco, Polycom, LifeSize and any standard based H.323/SIP endpoints

*Strongly recommended, is Scopia Management dies, all solution dies.*

*Needed in case there's more than one ScopiaDesktop server*
Multi-Tenant Management

Two Management Paradigms

1) SCOPIA SDK Toolkit and API
This option might require more time to rollout, it provides highest level of flexibility and interoperability with the existing Service Provider’s backend systems.

2) Out-of-the-Box Multi-tenancy
Provides a much shorter rollout time due to the use of predefined user roles, and built-in integration into the SCOPIA infrastructure.

VNOC Admin
- Network Management
- Org Management
- Device Management
- Meeting Monitoring
- Resource Management
- Device Monitoring
- Billing & CDR’s
- Reports

Tenants
- Users Management
- Terminal Management
- Directory Integration
- Dedicated Video IVR
- Org Address Book
- Virtual Rooms
- Scheduling Services
- Reports & Statistics
## Related material codes and pricing

<table>
<thead>
<tr>
<th>Material Code</th>
<th>Description</th>
<th>Price</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>55547-00025</td>
<td>SCOPIA ELITE 6140 HW ONLY SRVR (VAAS)</td>
<td>$50,000</td>
<td>Requires 88547-00005 or 88547-00805 for activation</td>
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<tr>
<td>55547-30025</td>
<td>SCOPIA ELITE 6140 HW ONLY SRVR (VAAS) - PH</td>
<td>$50,000</td>
<td>Similar to 55547-00025, different Country Of Origin (COO). Requires for countries/regions who will not buy made in Israel.</td>
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<tr>
<td>88547-00005</td>
<td>VAAS SCOPIA ELITE 6140 LICENSE /S</td>
<td>$0</td>
<td>Support 720p double capacity</td>
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<tr>
<td>88547-00805</td>
<td>VAAS SCOPIA ELITE 6140 NE LICENSE /S</td>
<td>$0</td>
<td>Similar to 88547-00005 w/o encryption support</td>
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<td>88591-00015</td>
<td>VAAS SCOPIA MANAGEMENT LICENSE/S</td>
<td>$0</td>
<td>To be used with Scopia Management multi-tenant, 55591-00012. Supports max number of ports and mobile seats</td>
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<tr>
<td>88591-00035</td>
<td>VAAS SCOPIA MANAGEMENT ALTERNATE LICENSE /S</td>
<td>$0</td>
<td>Similar to 88591-00015, to be used with Alternate with Scopia Management multi-tenant, 55591-00014.</td>
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<td>88892-00025</td>
<td>VAAS SCOPIA DESKTOP LICENSE/S</td>
<td>$0</td>
<td>Supports 250 ports</td>
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<td>88892-00825</td>
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Billing example – small deployment (~1600 VMRs)

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<tr>
<th>Material Code</th>
<th>Description</th>
<th>Quantity</th>
<th>Price</th>
<th>Total Price</th>
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<td>55591-00012</td>
<td>Multi-tenant SCOPIA Management For Service Providers with Internal GK</td>
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<td>55678-00610</td>
<td>SCOPIA Pathfinder 10 Ports</td>
<td>2</td>
<td>$15,275</td>
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**Total Price**

$130,550

**Total Price after discount**

53%  

$61,358
VaaS Business Case – Competitive VMR Prices

- **StarLeaf** - $99
- **easymeeting** - $95
- **Orange** - $99
- **BlueJeans** - $49
- **Cisco Webex** - $49
- **LifeSize** - $25
- **FUZc** - $20
- **Zoom** - $10

Total: $35-$75
VaaS 2.0 – Suggested pricing

Support Advantage for Software is included in the VMRs monthly recurring fee

Support Advantage for Hardware needs to be purchased
VaaS 2.0 – ROI

ROI In less than 1 Year!!!