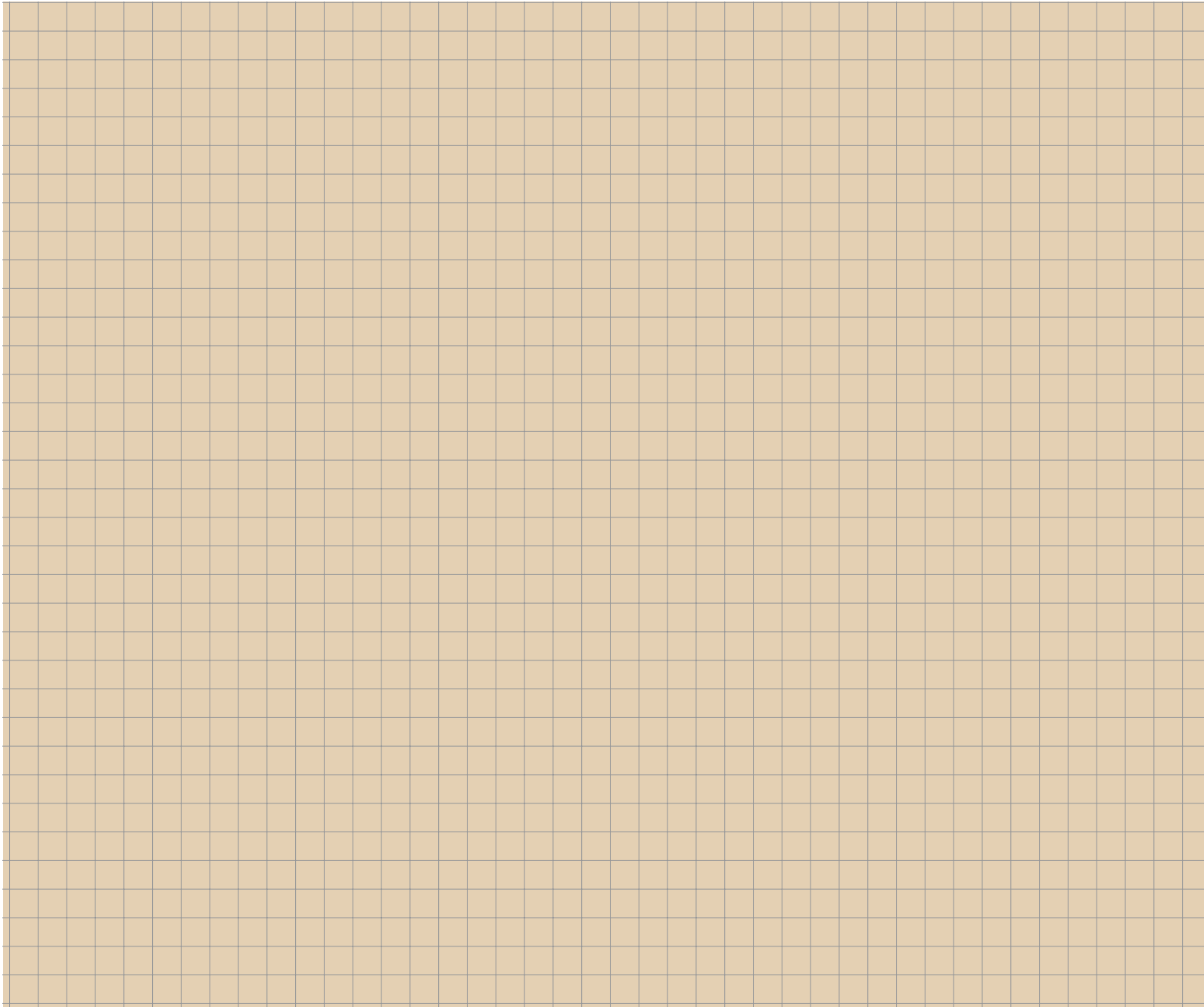




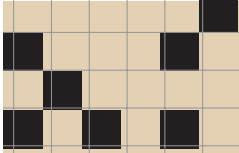
Tidel Park, Chennai.

JUST ANOTHER MEETING...





Gandhi Nagar, Hyderabad



Discover the power of communicating seamlessly across distances. Conduct interviews and meetings and have face-to-face dialogues with people without actually meeting them! Save a fortune in terms of cost and time, interact more frequently at the shortest notice and make split-second decisions - over time and geographical space.

**Sify** video connect™  
enterprise video conferencing

# INCREASED SAVING AND PRODUCTIVITY – LIKE YOU NEVER THOUGHT POSSIBLE

## REDUCTION IN COSTS

In the Indian context, the concept of video conferencing is a relatively new one. Hence, no precise method of accounting, for the cost savings accrued, has been formulated. But in the international context, a 1998 study conducted by Worldcom indicates that the total savings achieved by converting a business travel meeting into a video conference is more than \$2,130 a month.

Taking the optimal escalation of 10% per year in the hard costs (flights, hotel, car service, food) and the soft costs (cost of saved employee time) the total saving can be estimated to be \$3,120 which is equivalent to about Rs. 1.5 lakh. This figure, multiplied by the number of employees who need to travel, generates a quantum of cost saving that is hard to ignore. Also, this survey estimates that an employee who converts 50% of business travel meetings to video conferencing can gain an additional 20% effective work time.

Video conferencing is ideal for a country like India where offices are spread over large geographical distances and the benefits accruing due to cost reduction will be several times more.

## SALES AND COLLECTION REVIEWS

Sales Managers have to visit sales offices and dealerships all over the country, often located in remote areas. The expenditure on travel is huge, as is the time spent in getting there. Connecting offices through video conferencing makes inventory analysis and sales meetings possible wherein Head Office and Branch can interact face-to-face, over distances.

## BUSINESS REVIEWS

Meetings between the Board of Directors and executives in the middle and lower rungs of the management ladder often happen at a location convenient to all, but end up being very expensive affairs due to extensive planning, travel and hotel accommodation. Moreover linking offices all over the country through video conferencing gives everyone a chance to contribute and participate equally in the managerial process.

## PRODUCTION PLANNING REVIEWS

Interactions between the Head Office and various manufacturing units across the country usually entail travel by the Production team and permit only limited discussions. Video conferencing, apart from being cost-effective, facilitates instant decision-making across all levels, which enables quicker response to challenges in the market place, thereby enhancing competitive advantage for the enterprise.

## HUMAN RESOURCES AND ADMINISTRATION

While resumes give you limited information, interview panels that recruit people from across the country are expensive and are limited in their ability to reach a wider audience. Video conferencing on the other hand allows direct interactions where interviewers can actually meet and talk to every applicant. This helps to meet large sets of candidates very quickly and ensures you find the right candidate for every job.



# ALL YOU EVER WANTED TO KNOW ABOUT SIFY VIDEOCONNECT

## SO MUCH MORE TIME ON YOUR HANDS

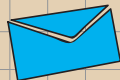


Forget about those endless drives to the airport, the never-ending wait for tickets and the unnecessary delays between meetings. With Sify's VideoConnect™, you can conduct all your meetings, in person, without moving out of your office.

## YOUR WALLET FEELS A LOT HEAVIER



While you save on all that time, just think of all the money saved too. No more hotel rooms and taxi fares, zero spending on setting up and arranging interviews in other cities.



## WORK FASTER THAN EVER BEFORE

No more delays and hold-ups in sending documents from one office to another. No more waiting for replies. Connect face to face and discuss instantaneously.



## HOW IT WORKS FOR YOU – DETAILS OF THE VIDEO CONFERENCING INFRASTRUCTURE

- Your company will own the video conferencing equipment
- Sify will provide additional bandwidth for the video conference application between the various points of the existing VPN network
- This bandwidth will be separate from the Data Services bandwidth
- The last mile will be on Leased Line or Broadband

## VIDEO CONFERENCE EQUIPMENT

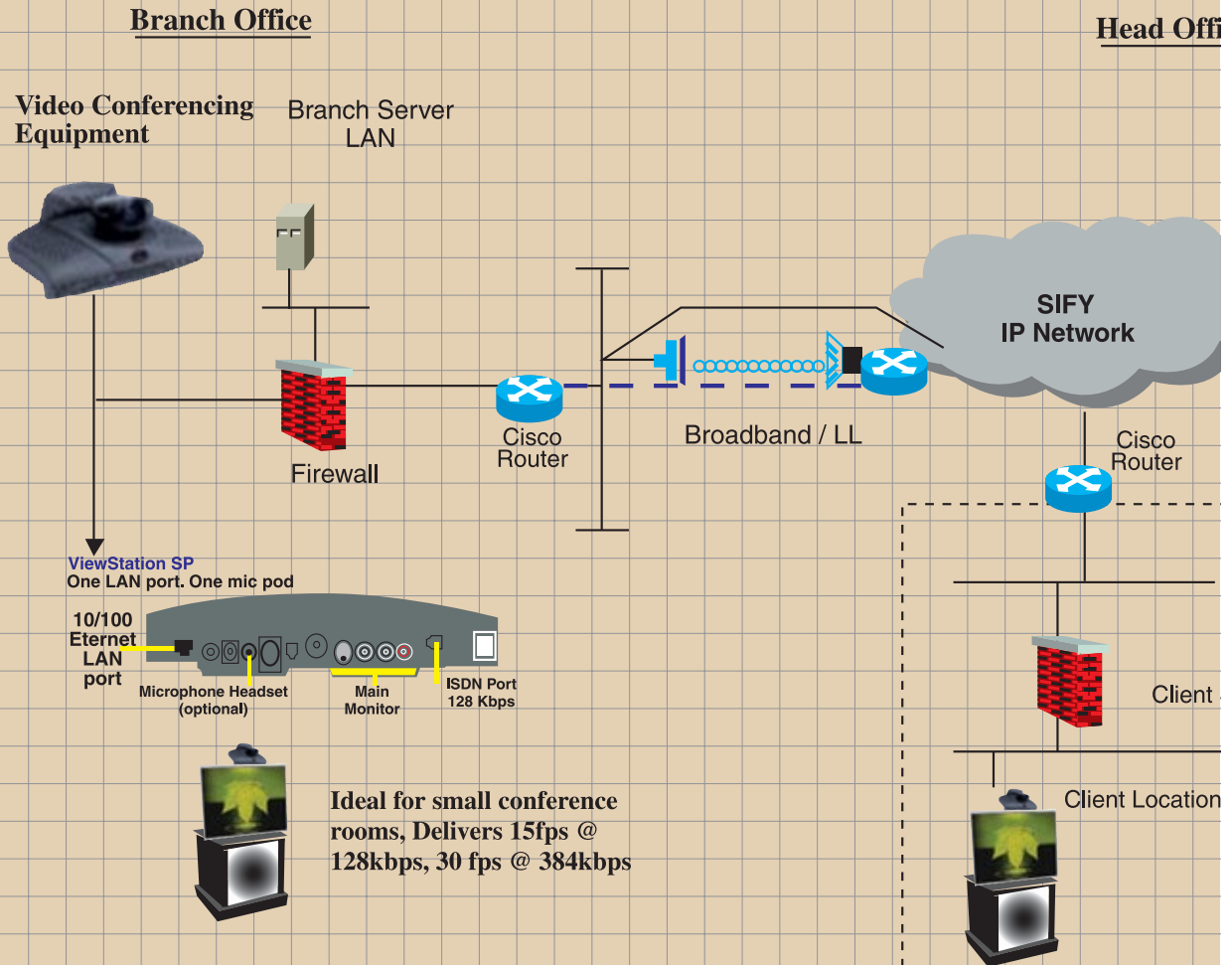
The equipment basically includes a TV, camera, microphone and a box for connecting to the Internet. Connectivity to the internal LAN is optional. Sify can facilitate your purchase of Video Conferencing Equipment from Polycom, Tandberg and D-Link.

## TYPICAL VIDEO CONFERENCING EQUIPMENT

Some key features of the Video Conferencing Equipment:

- Video Bridge for up to 4 locations on IP
- Internal Bridge with the Video Conferencing equipment
- Network flexibility for PRI, V.32 and LAN networks up to 2 Mbps (optional)
- Up to 4 sites @ 384 Kbps IP Video Conferencing equipment
- ITU-T H.320 (px 64); H.323-ready
- Automatic Voice Tracking Camera - Tracks the voice of the person speaking and automatically focuses on him
- Digital Microphone - Pod 360 degrees coverage
- 10/100 Ethernet Hub, and Embedded Web Server
- High resolution XGA graphics
- IR Remote control
- Highest Video Quality at 30 fps (frames per second) at 384kbps

# SCHEMATIC FOR VIDEO CONFERENCING



ce



### Video Conferencing Equipment

Site Firewall



## SIFY'S OFFERINGS IN VIDEO CONFERENCING

- Sify offers three different models of Video Conferencing –
  - a) **One-to-One** – This is the application that will enable 2 offices to have a Video conferencing session with each other. The call initiating office will dial the number or ID of the office. This will be intimated to the gatekeeper server, which will start the billing once the session starts. This will not involve the MCU.
  - b) **Multiparty Video Conferencing** – This application will enable concurrent video conferencing sessions between the various branch offices of an enterprise. The call initiating office will dial into the MCU through the gatekeeper by means of a prefixed ID. All the other offices would then dial into the MCU thus initiating the concurrent video conferencing session using the MCU.
  - c) **Offices to iWay** – An enterprise can also carry on a video conferencing session in case it wants to do video conferencing with its partners and travelling executives. Sify has established its network of iWays at different parts of the country wherein the concerned official can register and carry on video conferencing sessions with the office. The respective office will call into the iWay at a specified time and thereby do a VC session. However the applicable charges to the franchisee at the iWay end need to be paid locally.

## SIFY'S ROLE IN VIDEO CONFERENCING PROCESS

- Sify will monitor sessions and log their usage time. Sify will monitor the location that initiates the Video Conference call and that location will be billed. Since each location will be provided with 384 kbps only, if any of your offices wants to establish two simultaneous sessions, there are two options that they can choose:
  - i) Use the same 384 kbps for both the sessions (i.e., each session will use 192 kbps - resulting in a compromise on the quality of video conferencing
  - ii) Ask for 384 kbps X 2 = 768 kbps for those locations with two simultaneous sessions
- However, Sify will monitor the bandwidth (in multiples of 384 kbps) being used and usage time
- In case external parties/clients need to be included, the IP address of that particular location will need to be intimated. Calls will first be made into the MCU from where the external party needs to be called. Calls can be initiated only from Sify location to the external point and not vice-versa.
- Sify will capture the following information and then bill the customer accordingly at the end of every month.
  - a) Start time of Video Conference
  - b) End time of Video Conference
  - c) Which IP Port initiated the conference call (Caller location)
  - d) What is the total time for which Video Conferencing was carried

The last mile connectivity, broadband and installation charges will be one-time and the recurring charges will be purely based on actual usage.

## VIDEO CONFERENCING VS. IP APPLICATIONS

As compared to IP based applications, Video Conferencing is a far more difficult application to handle. Here's why:

- The service requires limits on total end-to-end latency and jitter, that results in packet loss
- A 1% packet loss may produce blocky video or audio loss
- A 2% packet loss may make video unusable
- It is a real time application
- It needs much higher bandwidth
- Firewall traversal of video traffic

## THE SIFY ADVANTAGE

The Sify backbone is capable of handling such delay sensitive traffic because of the following reasons:

- DS3 backbone in the CORE ensuring adequate bandwidth availability on all trunks
- Tier One equipment in the CORE: CISCO 12404 GSRs ensure high speed processing of traffic
- MPLS backbone ensures proper prioritization of video traffic
- Customized network management system ensures proper load balancing on all trunks

Give your business the advantage of Video conferencing and enjoy the convenience of long-distance communication, like never before.

**Sify** video connect™  
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