



Eight Pitfalls to Blockbuster Video Conferencing

The votes are in, and the results have been tabulated. According to a recent Nemertes study, a whopping 75% of companies polled indicate they're putting greater emphasis on video conferencing this year. This confirms our ever-growing trend towards the time- and cost-savings of video conferencing.

For enterprises that are looking to reduce costs by limiting travel, video conferencing offers an effective alternative – if it's done right. As enterprises begin to roll out high-quality desktop video conferencing (often utilizing the WAN for cost and flexibility reasons), they face many issues that can result in less-than-stellar performance, including frozen video, out-of-synch video and audio, and dark blocks or “artifacts” that mysteriously enter the picture.

To successfully deploy video conferencing services, avoid these seven common mistakes, then sit back, relax, and enjoy the show:

- 1 Improper Assessment:** Make sure you have the right script
Going blindly into adoption – without first sizing-up your network's readiness for video conferencing – can be devastating.
- 2 Disruptions From Other Apps:** Don't let your video stars be upstaged
Improper management of recreational traffic or other aggressive (or bursty) applications can leave little bandwidth for delay sensitive, real-time video conferencing and other business-critical apps. The result will lead to freeze frames, and a frustrating, non-collaborative experience.
- 3 Low Bandwidth Provisioning:** Better yet, shoot for the stars
Be realistic about how much bandwidth video conferencing sessions will take. Without adequate amounts, there will be no happy ending.
- 4 Lack of Real-Time Monitoring:** Watch the dailies to ensure quality
If you can't monitor the quality of each video conference session, you'll be unable to quickly zero in on the source of problems that affect critical session performance.
- 5 Failure to Proactively Troubleshoot:** Turn up the volume on quick fixes
When you can't respond to video conferencing problems on-the-fly, you're going to suffer from sessions that go from bad to worse exactly at the wrong time – when you go live!
- 6 Unprotected Session Set-Ups:** Don't let set delays throw off schedules
Lack of dedicated bandwidth for set-up transactions will cause significant delays when new video conference sessions are started.
- 7 Infrastructure Woes:** Fast-forward to acceptable levels
Don't suffer quality setbacks when you come face-to-face with infrastructure limitations – it takes the right set-up to power video conferencing.
- 8 Using the Router to do QoS:** Don't miscast this veteran performer
Routers lack critical functionality needed to assign proper quality-of-service (QoS) for video conferencing (including Layer 7 visibility, intelligent policy control, and in-bound rate control). They simply don't have the application visibility or intelligence for the job.

About Blue Coat Systems and Video Conferencing

Blue Coat Systems is the technology leader in Application Delivery Networking. Blue Coat offers an Application Delivery Network infrastructure that provides the visibility, acceleration and security required to optimize and secure the flow of information to any user, on any network, anywhere. This application intelligence enables enterprises to tightly align network investments with business requirements, speed decision making and secure business applications for long-term competitive advantage.

Blue Coat offers solutions to ensure your video conferencing deployment is a success. The fact is, your existing network equipment (such as routers) will not be enough to manage the quality of real-time video conferencing. With Blue Coat PacketShaper appliances, IT managers can monitor performance and set bandwidth levels to ensure video conferencing sessions work over existing networks with quality that emulates in-person interaction. The ability to prioritize applications, also allows IT managers to ensure that video conferencing sessions don't compromise the performance of other critical business applications.

Blue Coat also helps in the delivery of on-demand video. This helps companies get immediate results from video while preparing the network for live video conferencing. For additional information, please visit www.bluecoat.com.