



GLOWPOINT VIDEO

The Perfect Solution Versus Building Your Own Network

Why should you consider using Glowpoint instead of building your own video network?

Glowpoint is flexible for your business, as a complete outsourced solution or a compliment to your existing network. If you have the in-house expertise and resources to build your own video network, then we encourage you to build accordingly. Then consider using Glowpoint as an adjunct for connecting your private network to the outside world for bridging, co-location rack space for video/collaboration related hardware and gateway services, and for remote offices that may be off your LAN or do not have an existing video conferencing network.

However, when you are deciding whether it makes sense to build on your own network or use a service like Glowpoint, we encourage you to take the following into consideration.

Core Competency

Having the core competency of video expertise and network engineering is crucial to building a network. The IS departments in most corporations are understaffed and have limited expertise regarding video over IP. Glowpoint's core business is video conferencing solutions, so you don't have to divert resources from the core of your business (ERP, sales force automation, e-commerce, etc.) to build a video network. With our access to the engineering teams of all the major codec manufacturers, we can push changes and fixes more quickly than an individual codec customer could. Most importantly, we have the proven experience and customer base to show that we will deliver.

Required Investment for Network Improvements

Glowpoint runs an optimized network with homogeneous equipment. Most companies don't run a network or equipment of sufficient quality, as such there will most likely be a need to upgrade large portions of their network's infrastructure to support video. The cost of equipment alone can be high, not to mention the complex task of migrating a live network to newer equipment.

Business-quality video cannot be obtained on a local or wide area network just by virtue of having enough bandwidth. We have discovered a host of problems with network equipment and incompatibilities with video communications, which enables Glowpoint's service to operate with expertise - at maximum efficiency.

Bandwidth Requirements

One 384kbps video call, with overhead, uses approximately 500kb. Most companies have insufficient bandwidth to support video communications. The cost of upgrading bandwidth is only half the battle, how will they manage the use of that bandwidth? How will it scale? If you want to make a multiple point call using the FX multipoint feature, the bandwidth usage triples.



Interoperability between ISDN and IP systems

Extra capacity and equipment will be required to communicate with ISDN systems and other IP networks, unless a company wants a completely closed network, and will require multiple PRI's and gateways depending on traffic load. Once again the resources to support this and the costs of equipment can be high.

Bridging services

Bridging services tools cost upwards of \$100,000 to \$200,000 and require a substantial commitment of resources for support, and need the sufficient bandwidth to handle multiple calls. This is the main reason why most companies choose to use an outside bridging service. If you build your own network you would need to provide bridging services internally. Glowpoint gives you immediate access to bridging at a fraction of the cost.

Summary

Glowpoint has invested thousands of hours engineering a global network dedicated to IP video conferencing. We have expertise and experience with all video equipment and have overcome the significant hurdles in bringing fully integrated, QoS IP network and services online. Glowpoint's IP Video Solutions allow you to cut costs and maximize your productivity while maintaining high quality video communications, over a dedicated IP network.



The Glowpoint Comparison

Features & Services	Glowpoint Video Networking	Private IP Video Networking (Point-to-point T1 design)
Routers capable of delivering video QoS.	✓	Not included
CSU/DSU to terminate T1 facilities.	✓	Not included
Provisioned and maintained video over a private network of routers, switches, wiring, and facilities, without cost of ownership.	✓	Not available
Access to ISDN gateways, multipoint bridging services, other user's locations, video operator assistance, web streaming services, and store-and-forward recording services.	✓	Requires additional equipment, integration purchases, and further maintenance
End-to-end H.323 visibility by a maintenance service provider for trouble issues resolution (at no additional cost with OneCare).	✓	May not be available
Reliable QoS and IP data applications over the same WAN links.	✓	May not be available
Flexible month-to-month models for purchased infrastructure equipment, and long-term facilities cost investments compared to service providers.	✓	Not available
A private network design with scalability for future connectivity or feature service needs.	✓	May not be available
Monthly Network Access including termination routers for a flat rate monthly cost, inclusive of a minimum amount of network usage per month.	✓	Not available
512 to 1280Kbps calling bandwidth at each location, per pricing plan.	✓	Not available
Video Bridging, Audio Add-On, Call Launching, Managed Call Attendance, Web Streaming, Conference Recording (Store-and-Forward), Video Operator Assistance, Call Forwarding, and other H.323 video services on a pay-as-you-use basis.	✓	Not available
Web based scheduling of call launched, bridged calling, and managed services.	✓	Not available
Automatic access to a private web report which tracks video communications usage and features usage (on-line).	✓	Not available



GLOWPOINT VIDEO NETWORKING VS. PRIVATE IP VIDEO NETWORKING

Features & Services	Glowpoint Video Networking	Private IP Video Networking (Point-to-point T1 design)
Call other H.323 or domestic H.320 ISDN video users at the rate of \$0.09 per minute, per 64Kb channel.	✓	Not included
Call international locations at our web published, least-cost routed, International ISDN Gateway prices.	✓	Not available
Flexibility to select other advantageous pricing plans within the next 12 months.	✓	Not available
Access to the latest features and services developed for Glowpoint's IP Video Services.	✓	Not available
Easily connect with, and utilize, educational content providers via the Glowpoint network.	✓	Not available
Prepaid monthly extra usage Plans.	✓	Not available
Prepaid monthly bridge plans.	✓	Not available
Unlimited contract site monthly dialing plans.	✓	Not included