Interoperability between telepresence and videoconferencing makes sense

Sanjay Bansal, Chairman of the Board & Managing Director, Business Octane talks about the potential for the telepresence in the Indian market and how Business Octane is looking to capitalize on the opportunities in a conversation with Rajendra Chaudhary.

Isn't it true that telepresence solutions are rather expensive and at current prices only a handful of large enterprises can truly afford it?

Yes, these solutions are expensive, but at the same time, one must also bear in mind the fact that large enterprises possess the financial bandwidth to be able to invest in telepresence. Our solutions are priced between $ 75,000 – $ 4,00,000 and customers can choose a customized Immersive Telepresence suite according to each meeting space requirement, across their enterprise. We have clients like Vedanta who have deployed our solutions across as many as nine locations in India and two locations worldwide.

Having said that, keeping in mind the budgetary constraints at smaller enterprises, we have also come up with solutions that cost considerably less. The recent launch of our affordable Immersive Telepresence suite viz. CollaboratorPOWERMAX is an example of that. Our Enterprise Customized Collaboration solutions bring more flexibility and meet cost expectations of smaller and mid-market segment. These solutions offer near Immersive Telepresence experience and are designed to retro-fit in clients existing conference rooms.

Telepresence vendors sell the technology as something that addresses top executive concerns and saves them a lot of money. But, we still don't see vendors provide concrete data on RoI. Why?

The ROI differs across different organizations as travel requirements will vary as per the quantum of meetings/reviews being conducted with nationwide/worldwide teams. The deployment of Business Octane's Immersive telepresence suites can help enterprises scale up the quantum along with effectiveness of such meetings and reviews, as the same can be now be easily conducted, on demand, from anywhere, without incurring any travel costs, bringing a distinctive advantage to their business.

Our telepresence suites provide a clear edge in terms of RoI by substituting business travel and customers can start reaping returns on their investment within 3 to 6 months. RoI on our telepresence suites can be measured further in other terms like more effective and frequent reviews, accelerated decision making, faster time to market, and strategic time gain for management teams to focus on new opportunities etc. All these factors combined together play a pivotal role in sharpening an organization's competitive edge.

Most telepresence solutions today don't talk to the standard video conferencing solutions. Isn't there a need for better interoperability between telepresence solutions and videoconferencing solutions?

Yes, seamless interoperability between telepresence solutions and videoconferencing solutions does make the adoption of telepresence in enterprises more viable. Business Octane suites are equipped with a new revolutionary user interface SimpliUSE+ that incorporates TeleconnectWIZARD for connecting

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multiple locations with extreme ease of usage and without any external help.

Business Octane's TeleconnectWIZARD empowers users to connect instantly multiple locations. Now, easily and instantly establish a telepresence call over Immersive Group Telepresence or Immersive Dynamic Telepresence mode or a combination of both, with extreme simplicity. Clients can also add any legacy video conference meeting room or multiple audio participants. The interface also empowers participants to connect using their desktops alongside multiple Business Octane's Immersive Telepresence Suites. This means that all locations, irrespective of the conferencing set-up, can easily join in the call, anytime and from anywhere. The solution allows any non-technology user to connect all the participants over MPLS/Internet/ ISDN on-demand. In-built ad-hoc dialing capability further empowers companies to connect to any remote participant, enabling them to reach all participants simultaneously without any downtime. ∎