

## Media Release

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## **DIMENSION DATA UNVEILS WORLD'S 'FIRST TRULY GLOBAL' MANAGED SERVICES FOR VISUAL COMMUNICATIONS**

**Singapore, 14 February 2012** - Exploding interest in visual communications is accelerating user adoption and speeding up the drive to connect seamlessly to a broadening variety of environments which range from the corporate office, B2B, home, mobile users and even consumers. As a result, the technology is fast becoming a top priority for IT departments. This is because businesses realise that sound visual communication strategies are imperative to cost cutting and in improving sustainability. In fact, user adoption and usage is the number one challenge facing organisations that have invested in video systems.

Nagi K, Head, Converged Communications and Customer Interactive Solutions, [Dimension Data Asia Pacific](#), says, "Organisations are also realising that they will require the support of a partner who can ensure the smooth and efficient adoption of services in order to realise a return on their investment." "If video doesn't work within what we call the 'golden two minutes' – then employees are likely to revert to an alternative method of communication which is usually the telephone. They probably won't try it again and if employees don't use it, then their colleagues or clients won't either. The cause could be a problem with the technology, poor quality calls, user's unfamiliarity to operate or a technical issue that was not quickly solved. Consequently the business as a whole will not derive the benefits for which the video technology was purchased to deliver," he explains.

Nagi says that organisations need an effective management solution. Otherwise their IT departments will struggle to keep up with patches and upgrades, and thus return on investment will be unquantifiable.

"Just keeping the lights on with video requires massive investments in the necessary management platforms, systems, expertise and experience. While it's possible for organisations to handle video in-house, it is costly, time consuming and extremely burdensome for companies that don't manage video as a business."

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Launched in Asia Pacific today, Dimension Data's Managed Service for Visual Communications is believed to be the world's first truly global service that takes the headache out of video management because it's focused on maximising end-user adoption and consequently return on investment.

Nagi added: "In the past 18 months, we've seen a dramatic rise in interest in video in general. Many of our clients are re-evaluating their video strategies and beginning to plan and deploy large-scale visual communications projects. However, they want a single provider to support their needs globally. We thus made the decision to invest in and expand in order to support video globally, since we already had the global footprint, and the services and certifications to support our clients."

"With Managed Services for Visual Communications, our clients can now offload their entire video estate to Dimension Data to manage, rather than use multiple small, local AV companies," said Nagi.

## Research

Research carried out in 2010 by Dimension Data among 809 respondents revealed that most organisations (66.6%) are choosing a managed services provider to manage their on-premise video equipment, with 18.9% going the hosted off-premise route, and 14.6% are choosing to own and manage their platform by themselves.

When asked what challenges they expect to face if their company implemented visual communications, 43.5% of the 809 organisations said user adoption. Other reasons included executive support (27.1%); IT support (20.1%); and network readiness (36.7%).

Nagi says Dimension Data's video conferencing services are targeted at every business segment. "Our focus is on large national, multinational and global enterprises of which a majority is video conferencing adopters. Optimising return on investment in existing visual communications assets is critical to sustainability."

The benefits for organisations wanting to use managed videoconferencing services are compelling:

- **Focus on Core Technologies:** In most organisations, visual communications is seen as a tool that helps their business. The adoption of managed services enables IT departments to focus on their strengths and out-task the management of the visual communications estate to a third party in a cost-effective manner.

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- **Reduce Operational Cost:** The adoption of managed services negates the requirement to recruit, train, manage and retain visual communications specialists globally.
- **Eliminates Cost Barriers to Entry:** Deploying a visual communications infrastructure is expensive and requires a “build it and they will come” approach towards deployment. Managed video services provide a low-cost entry point into visual communications adoption, providing access to a full range of operational services.
- **Improved User Experience:** Traditionally, users have found visual communications to be unreliable and difficult to use. Managed Services utilise the providers’ expertise to ensure that reliability issues are identified and dealt with, and ease of use is optimised to such a level that calls are pre-launched by the Video Network Operating Centre (VNOC). Users just need to turn up and meet.

### Future of video

According to Nagi, in the next few years there will be a significant uptick in managed services for video, and as organisations finalise their global video strategies and tie up their sustainability initiatives, they will need the support of an experienced partner to ensure adoption and enhance their return.

“We will also see more complex commercial models as clients choose to purchase using different options and look for customised consumption models,” explains Nagi and points out that there’s a fundamental shift in the way businesses are looking to deploy visual communications. “This in turn means the experience that client demands will also shift,” he concludes.

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### About Dimension Data Asia Pacific

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