



# New Services and Business Opportunities

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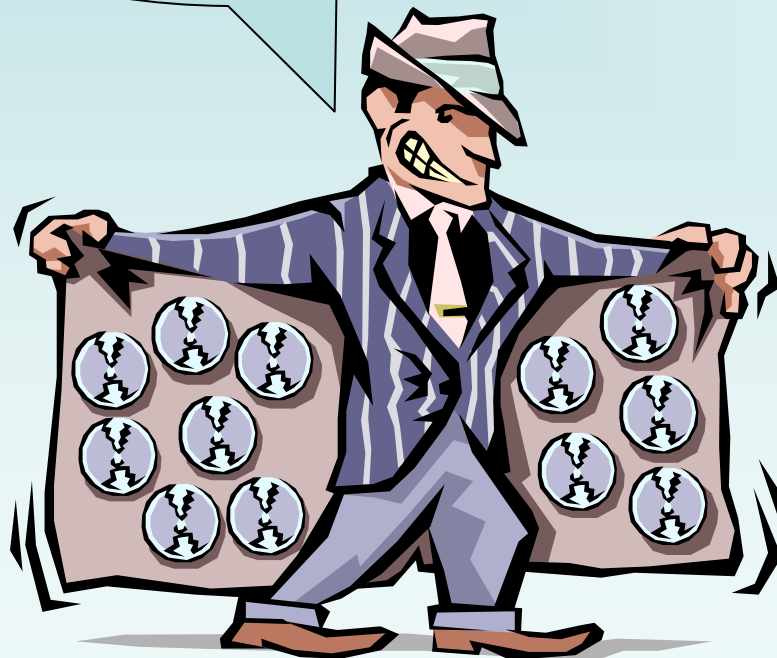


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# The Video Pusher

**ULI, JUST GIVE ONE OF THESE LITTLE DISCS TO EACH OF YER USERS, SEE...**



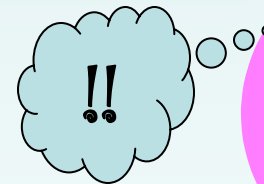
Oh, man. I just got our 5 endpoints all talking to each other, and the users not blowing into the mic...





## System Requirements

Mr. Uli, we have 25,000 students each semester plus 2 summer sessions. Any student with a library fine, parking violation or who has not passed the swim test will not be allowed to conference. It goes without saying that faculty and staff should have access, but faculty access will be slightly better. Alumni are not in the database but should be given access, as should local schools. Be sure that the system is impervious to hacking, backed up nightly, and privacy is compliant with FERPA guidelines. HIPAA must be observed at all times for medical users or patients and don't forget that passwords must be changed every 90 days. Whatever you do don't get us locked into a vendor so we can't switch systems if we need to. It should be plug and play for users. There's no money to hire those assistants you requested, plus I had to use your equipment budget to pay for anti-spam software.





## Users...



- Get married and change their names
- Move to a different address
- Get promoted and get a new title
- Change service plans
- Graduate
- Get fired
- Owe library fines
- Forget their passwords
- Need help configuring their endpoints
- Need to find other users
- Plug their USB cameras into the SCSI port



*But the call server is already installed and working. I thought I was finished.*





## Don't Grow Conferencing !!



- Zone administrators don't want conferencing to grow because they are not equipped to handle systems administration necessary for scaling.



- Zone administrators don't have system administrators because their services are new (nascent), and they typically don't serve enough users to warrant this expense.



- System administrators don't want conferencing as a new responsibility because they don't understand it and they are already too busy.



## Directory Enabled Processes



- Leverage existing central identity management systems for

- User information
- Authorization, groups, flags



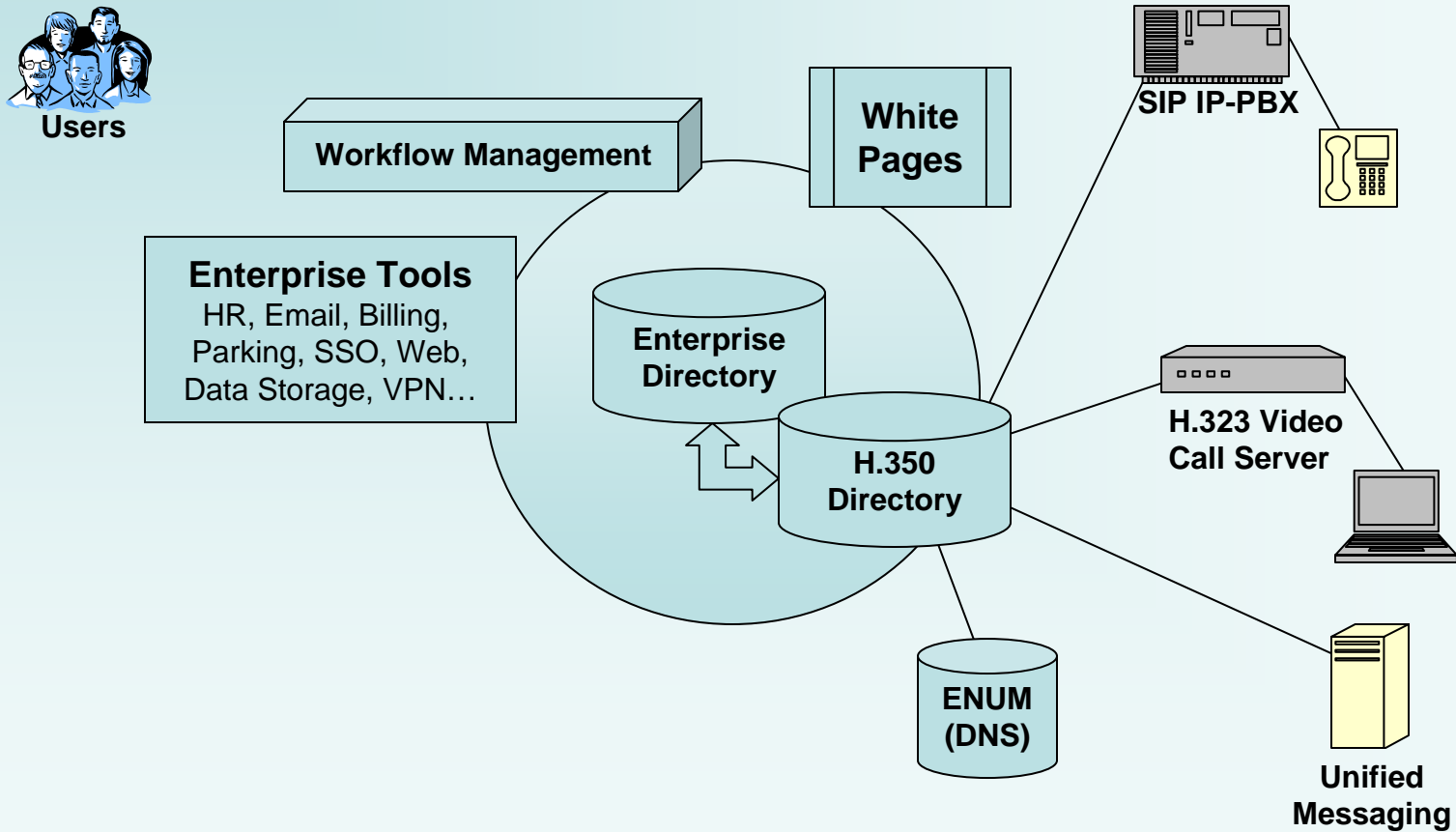
- Central database for all call servers
  - Allows migration without re-working business process
  - H.350.6 fancy call forwarding and preferences



- Single point of entry for users / administrators



# Directory Enabled Architecture



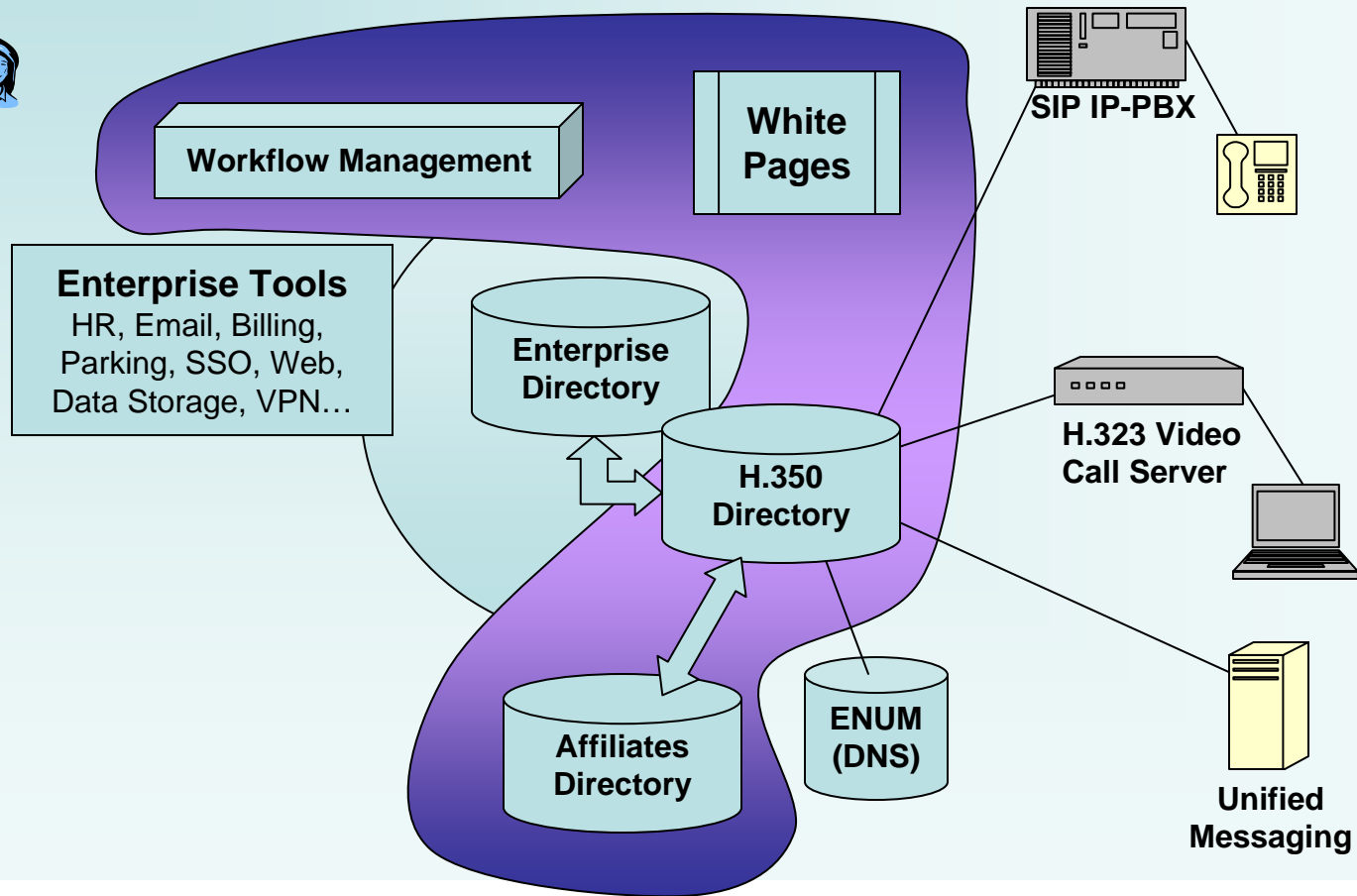


## The Killer App: Conferencing Identity Management

- Workflow and Customer Relationship Management Tools
- Directories
  - H.350 directory for multiple services
  - People directory for affiliates
  - Links to ED for native users
  - Migration path from separate to native
  - White pages
- Workflow
  - User interface
    - Update personal info
    - Reset password
    - Request / delete account
    - Support
      - Configuration
      - Test call
      - Resources
      - Contacts
  - Admin interface
    - Service tracking
    - Number pools, Alias rules
    - Eligibility tests, alias rules
    - Portal management
    - Auto deletion
    - Authorization



# Integrated Conferencing Identity Management System





## Directory Enabled Call Servers

- Preconditions
  - Call server (CS) securely binds to H.350 directory and has privileged access
  - HTTP Digest or H.235 Annex D mode
- Endpoint (EP) sends registration request to call server, including user name
- CS searches H.350 directory for matching user name
- Directory returns matching commObject entry
- CS retrieves \*all\* information (alias, UID, password, forwarding, etc.) from H.350 directory
- CS registers EP with data from H.350 directory
- CS disregards aliases sent with registration request



## Self Configuring Endpoints

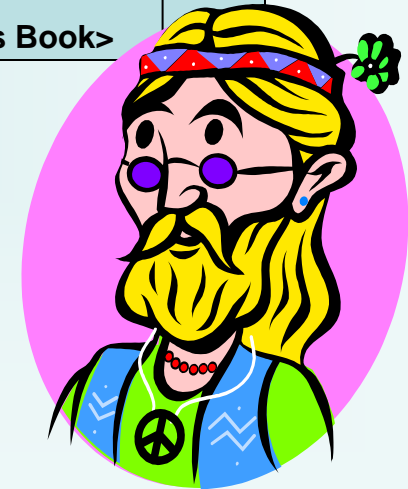
- Process
  - Endpoint binds to enterprise directory
  - Endpoint retrieves a list of commURIs and allows the user to choose one
  - Endpoint retrieves selected commObject data from H.350 directory
  - Endpoint configures itself using retrieved data
  - Endpoint registration occurs normally
  - See H.350 Implementers Guide for authentication issues
- May include proprietary extensions to schema for endpoint specific data, or a pointer
- May not be necessary in some cases
- Perhaps sufficient to provide tech support web service



# Caller ID – Reverse Lookup



<b><u>Incoming Call From:</u></b>	
Moonflower Wolfstone <a href="mailto:mflower@earthnet.com">mflower@earthnet.com</a> +1 (505) 833-1973 428 Meadow Dr. Santa Cruz, CA 72633 sip:flowergrrl@im.net <a href="http://www.earthnet.com/mflower/">http://www.earthnet.com/mflower/</a>	
<OK>	<Save To My Address Book>





## H.350.6 – Fancy Preferences



### **Wolfstone**



**Message Center for:**  
**Moonflower Wolfstone**

**'I'm not in right now.'**

**<Click here> to leave me  
a text message.**

**<Click here> to see my  
paintings.**





# Directory Portals

- Large commercial directory portals
- Special interest portals (e.g. education)

