



DIGITAL WORKPLACE COMPETITIVE EVALUATION

A Competitive Evaluation of Prysm in
Multimodal Activity Based Workspaces

ALLENDEVAUX & COMPANY | UCC ANALYSTS



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April 2017

About this report: Prysm commissioned AllenDevaux & Company to analyze digital workplace solutions starting in January of 2017. Prysm provided guidance on vendor selection, but attributes and the ratings for each attribute were completed independently and the results recorded in this document are unchanged by any vendor, including Prysm.



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Scott Allen



Formerly senior vice president of AVI-SPL, Scott functioned as the company's technology evangelist, writing and speaking at events and tradeshows. Prior he served as chief executive of Iformata Communications, sold to Silver Lake Sumeru's AVI-SPL in 2012. Earlier, Scott was president of Destiny Conferencing, whose patent portfolio was licensed to Hewlett-Packard's telepresence division, leading to the creation of Halo. The company also created the Polycom RPX product line, with patents and manufacturing capabilities sold to Polycom in 2007. Scott served at Polycom thereafter ensuring a successful transition of acquired Destiny Conferencing.

As the CIO at TeleSuite, Scott directed the team that built one of the first H. 264 codecs and MCUs, and oversaw implementing video over ip, a leading edge and radical implementation to master at the time.

Rebekah Allendeaux



Rebekah has spent her career building scalable workflow programmes for service providers and enterprises worldwide. She founded Iformata Communications in 2003, which was sold to Silver Lake Sumeru's AVI-SPL in 2012 becoming its managed services entity for partners, channels and customers worldwide. Rebekah has written and developed 450 patent claims for process workflow automation of unified communications, video, audio, and conference management. The technology has been implemented by the largest service providers throughout the world including AT&T, InterCall, Cisco, Polycom, Orange Business Services, Siemens, AVISPL, and others. As regional vice president of AVI-SPL EMEA in London, Rebekah developed new partners and customers in European and Asian markets, building global service programmes for enterprises and large services providers alike.

Andrew Sanctuary



Andy has held many senior positions within global corporations responsible for developing and building channels. Latterly those capable of delivering collaboration solutions. His focus has and continues to be the enablement of the end user and how they derive value from such technologies. Earlier, Andy held positions at IBM focusing on Social Business solutions within the UK & Ireland, Siemens Enterprise Communications, building the global VNOC support desk and Tandberg (Cisco) where he was responsible for building presence within Global and EMEA Service Providers prior to role of General Manager Middle East. In addition, Andy has served as Country Manager for Dell, run his own consultancy business and worked for PriceWaterhouseCoopers in London.



NEXUS OF FORCES

- The digital workplace must extend:
 - Mobile
 - Cloud
 - Social
 - Information

EMPLOYEE ENGAGEMENT

- The digital workplace must deepen employee engagement, fostering a corporate culture of:
 - Autonomy
 - Accountability
 - Empowerment



CONSUMERIZATION

- The digital workplace should mimic consumer trends
- Delivering the services that employees need and expect

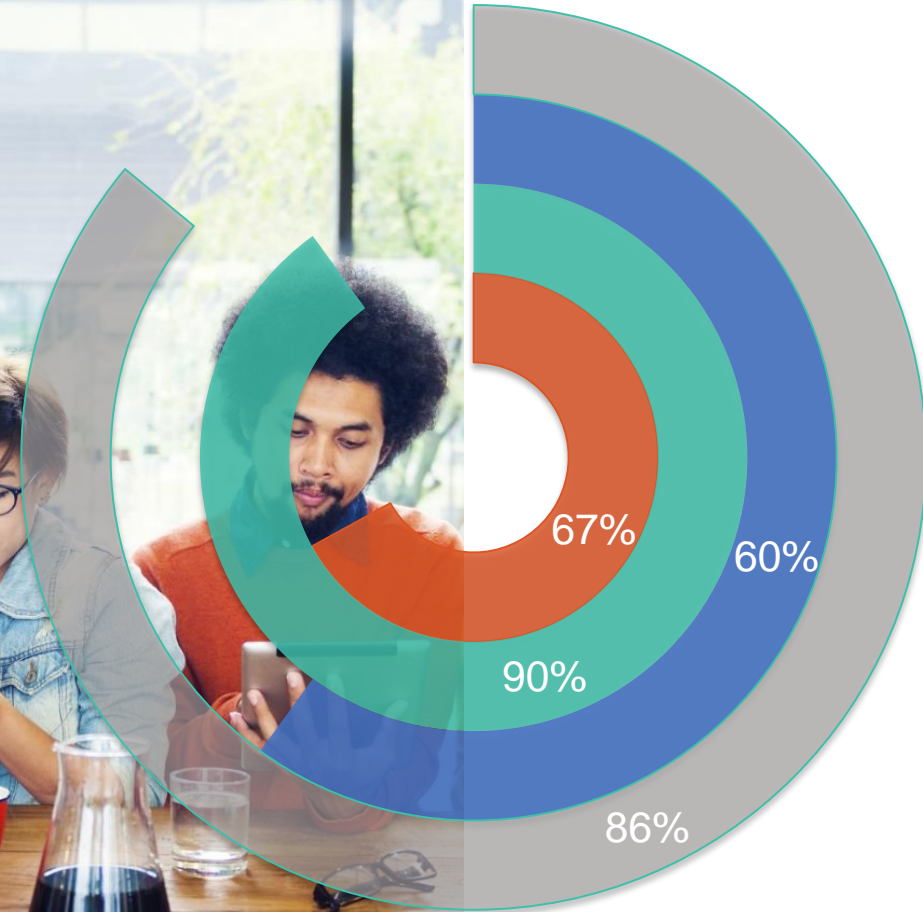
Culture | The digital workplace and the **Nexus of Forces**

Mobile: 67% of Millennials use smartphones or tablets for workplace activities, compared to 18% of Baby Boomers. (InformationWeek, 2015)

Social: Over 90% of Millennials use social media daily, and prefer to employ social messaging with collaborating team members compared to 36% of Baby Boomers. (Forbes, 2016)

Cloud: Millennials and the cloud seem to be a perfect match. 60% of Millennials and 56% of Gen X business owners utilize SaaS applications including Google Drive, Dropbox, Instagram and iCloud for collaboration. Versus, only 38% of Baby Boomers. (KAVI Workspace)

Information: Millennials consume information, and part of that is video. Cisco (2016) says to prepare for the Zettabyte era, because 86% of all traffic measured by bits are rich-media, and the trend is growing. Millennials want rich-media.



Culture | The digital workplace and **employee engagement**

Employee engagement is a property of the relationship between an organization and its employees. An **engaged employee** is defined as one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization's reputation and interests.

Engagement encourages a corporate culture of **autonomy, accountability, and empowerment**. This is the mainstay of the digital workplace initiative. (Gartner, 2016)



Culture | The digital workplace and consumerization of IT



67% of Millennials use smartphones or tablets for workplace activities, compared to 18% of Baby Boomers. (InformationWeek, 2015)

77% of Millennials desire more opportunity for mobility, and believe the added flexibility will boost productivity (Deloitte, 2016).

Digital workplaces should exploit these consumer trends

- enterprise file-sharing with mobile access and synchronization
- indexing and focused searching
- personal analytics dashboards for employees to track progress
- Integration with O365, Google, etc.



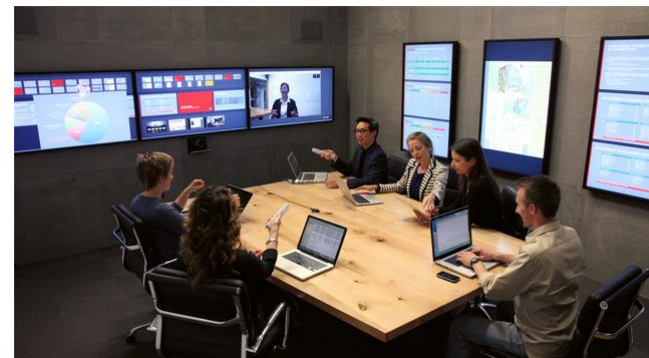
 Microsoft
Surface Hub



 bluescape



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 OBLONG

Definitions

Term	Definition	Term	Definition
Skype for Business	Microsoft application	Private workspaces	Workspace that is private from other users unless invited to join the session
H323/SIP Video Endpoints	Video conferencing codecs	Public workspaces	Workspace that can be setup in a way where anyone who joins can see what's taking place in the meeting workspace
Mobile Desktop Clients	Mobile and desktop software client for communicating and collaborating	AD integration	Active directory integration for user authentication
Multisite Collaboration	Ability for collaborative use of a single workspace across several locations	Overall Ease of Use	Level of complexity of the given system for a novice user to understand and master
Office Suite Extensibility	The capability of the given visual collaboration solution to extend Microsoft Office into the visual collaboration environment.	Impact to Implement	Obstacles to implement each platform in a legacy environment.



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ATTRIBUTES ANALYZED

Interop with Skype for Business

Private workspaces

Interop with H323/SIP Video Endpoints

Public workspaces

Interop with Infrastructure & Soft Client

AD integration

Multisite Collaboration

Overall Ease of Use

Office Suite Extensibility

Impact to Implement



Evaluating Attributes



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Gartner Group Style Comparative Analysis

As part of the measurement process, attributes were evaluated using a Gartner Group style comparative analysis. This exercise was completed by leveraging a simple measurement scale seen here in an effort to assign qualitative values for each requisite.



Numeric Rating	Term	Description
1	Poor	Most or all defined requirement not achieved.
2	Fair	Some requirements not achieved.
3	Good	Generally meets requirements; may exceed some, not fully achieve others.
4	Excellent	Meets or exceeds requirements
5	Outstanding	Significantly exceeds requirements

Interoperability Matrix

Interop Attribute	Prysm	Microsoft Hub	Oblong Mezzanine	Bluescape
	4.0 Native Skype for Business, login to Prysm platform, login to SfB.	5.0 Native integration, inherent feature	3.0 Extends end users BYOD environment. There is not native support on the Mezzanine appliance	2.0 There is not native support within the Bluescape workspaces. Users have to run separate SfB sessions on BYOD or bridge SfB using legacy MCU
H.323 & SIP Endpoints	4.0 Agnostic support, HDMI in and out, 16*9	2.5 Interoperates with SIP and H323 endpoints dependent upon cloud or enterprise transcoding video service	4.0 Agnostic support, 5 hard wired and 5 ip based inputs for a total of 10--6 outputs 1920x1080	2.0 Not integrated within Workspace. Screen can be used as Video conference display or Workspace session can be output as "content" for VC shared content meetings
Infrastructure & Endpoints Interop (Soft Clients)	4.5 No impact to workflow, integrated capability as well as extension of capabilities from BOYD	1.0 Cannot use Acano client on the Hub. The Hub is limited to SfB client, and interoperates via the Acano Core	4.0 No impact to workflow, extends existing capabilities from BOYD	2.0 Bluescape includes integrated audio/video collaboration as SaaS service within the Workspace license. The VC environment does not bridge to other extrenal VC environments (Uses WebRTC)



Interoperability Matrix

Interop Attribute	Prysm	Microsoft Hub	Oblong Mezzanine	Bluescape
Multisite Collaboration Does this solution possess a feature for collaborative use of a single workspace across several locations?	4.5 Teams can work in flexible ways on multiple projects, with workspace mirroring in real-time up to 10 connections or 15 soft client collections	3.0 Supports a One-Note white board collaboration space that can be used collaboratively between several sites, although the test failed	4.5 Supports working in a multi-screen mirrored workspace in multiple locations	4.5 Supports working in a multi-screen mirrored workspace in multiple locations
Office Suite Extensibility Does this solution have any Microsoft Office integration?	4.5 BYOD and extend Office to actively edit from there. Or import files to the workspace where it's transcoded and locked down. All sites can view and actively markup documents. Prysm does not interact with versioning or saving within the interface	5.0 Microsoft Office is fully built into the Surface Hub as a part of the system. You can open an Office document and present it from the device	4.0 BYOD, if x has office suite, then suite can be extended into the environment via the device. Upload PowerPoint deck to workspace and view seamless transitions across several screens in real time	4.5 BYOD and extend Office to actively edit from there. Or import files to the workspace where it's transcoded and locked down. All sites can view and actively markup documents. Office apps can be edited within a Chrome browser within the Workspace or on the PC and uploaded to the Workspace
Private Workspaces Does this solution provide a workspace that is private from other users unless invited to join the session?	4.0 Every workspace is unique to creator; can add or delete users to the project, including from other admins through AD or LDAP	1.0 The workspace is the only workspace for that session and is always deleted after every session; there is no differentiation of public, private or user based spaces	4.0 Yes user accounts may be created locally or via LDAP, AD, or SAML	4.0 Every workspace is unique to creator; can add or delete users to the project. Also creator can send links to external parties who get access to "view" only the workspace



Interoperability Matrix

Interop Attribute	Prysm	Microsoft Hub	Oblong Mezzanine	Bluescape
Public Workspaces Does this solution provide a workspace that can be setup in a way where anyone who joins can see what's taking place in the meeting workspace?	4.0 Integrated Skype for Business allows for inviting an outside user who can then view content through h.239. All access direct access to workspace is controlled via AD or LDAP	1.0 The workspace is the only workspace for that session and is always deleted after every session; there is no differentiation of public, private or user based spaces	4.0 Public Workspaces are located on the local mezzanine, however any subsequent connection to other mezzanines extend the public workspace to each connection as a local copy. Each connection thereafter provides update to workspace reflective of changes, with versioning	4.0 As every workspace is unique to creator; can define if "All" get access to the workspace. Creator can also define if individuals are able to modify/edit or view only
AD Integration Does this solution support active directory integration for user authentication?	3.5 Appliances are windows based and allow deep level of AD at machine and appliance level. Skype for Business credentials are passed through	5.0 Native support	3.5 LDAP, AD, SAML. User inputs their credentials to browser and is enabled to click through to their workspaces	2.5 Bluescape uses Okta single sign on today. Integration to AD is on a "per client basis", but expect "out of the box" 1H 2017

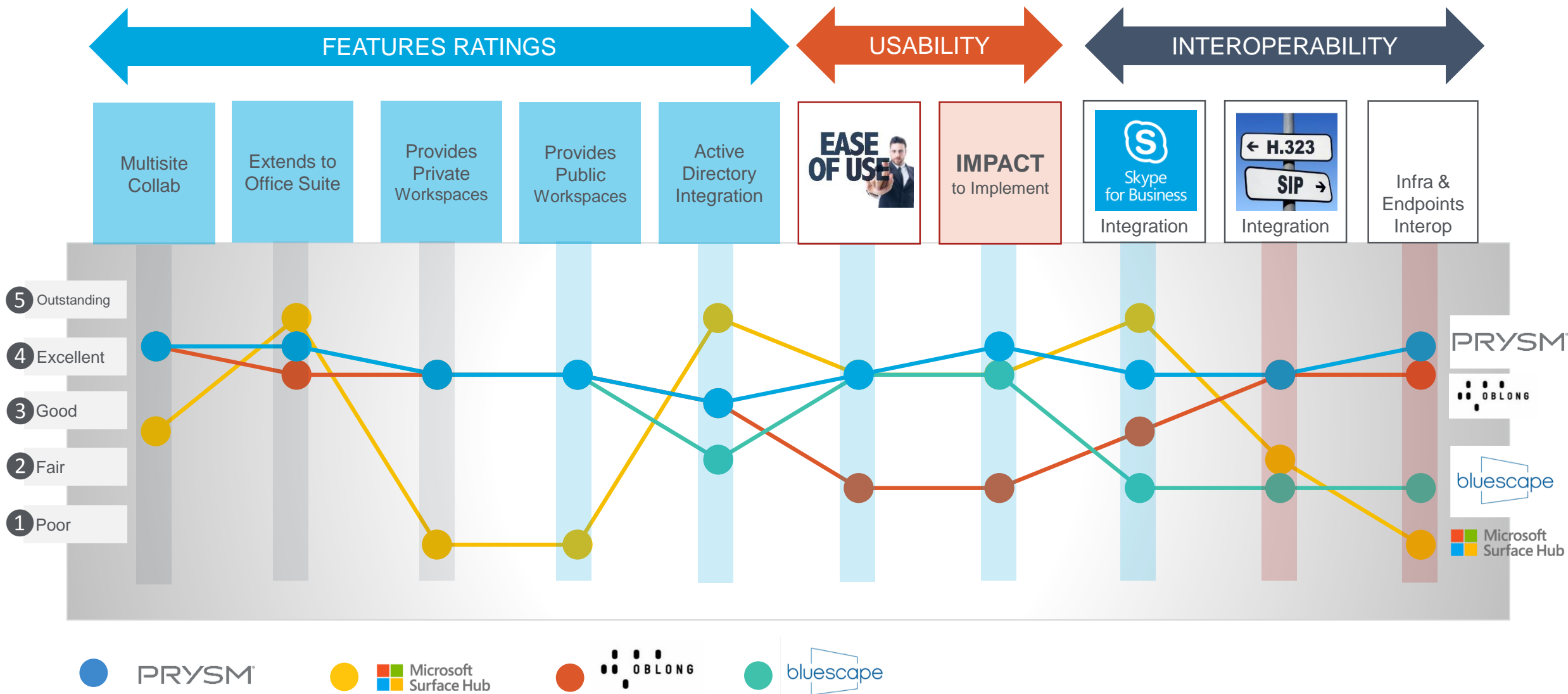


Interop Attribute	Prysm	Microsoft Hub	Oblong Mezzanine	Bluescape
Ease of Use How simple or complicated is the system for a novice user to understand and master?	4.0 Primary UI is very intuitive; 90 seconds to understand. Secondary functions part of primary UI 5 minute training at most. Advanced features deeper training, not on the fly or in a meeting	4.0 Based off of Windows 10 and therefore is very quickly understood by any Windows user with minimal instruction	2.0 Significant learning curve (2 weeks of solid use or training). Does not meet itinerant trainer use cases. Wired or wifi presentation options. Digital signage prompts user of first steps/actions to take to interact with the environment. Takes some basic training	4.0 UI very easy in the Workspace. Comprehensive and easy to use help functions
Impact to Implement What are the obstacles to implement each platform in a working environment?	4.5 Solution is simple to implement in standard form, especially 85" display version. Custom implementations have a deeper impact to implement and deeper training required. Adoption strategy is key	4.0 Solution is fairly simple to implement. It is integrated with Skype for Business and is able to be a mobile system. Will require VIS server to work with Cisco equipment	2.0 Implementation requires a site survey. Generally takes about 5 days to install. Bandwidth validation 15 up/down at each location. System has some additional complexity with sensors on ceiling and displays on walls, which need cable/power run to them	4.0 As Bluescape is a SaaS, all peripheral devices either have to be sourced or can be used from those existing within customers meeting rooms. Each system has to be "set-up" with the registration of individual devices being used. The choice is the customers



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Scorecard





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Comparative Analysis | Average Ratings

Prysm

4.2

Strengths:

- Rich workspace collaboration
- Skype for Business integration
- Microsoft Office integration
- Codec agnostic

Weaknesses:

- Some learning curve

Oblong

3.5

Strengths:

- Rich workspace collaboration
- Codec agnostic
- Extends user's environment

Weaknesses:

- High learning curve
- No integrated video capability

Bluescape

3.4

Strengths:

- Rich workspace collaboration
- Integrated Audio & Video
- Microsoft Office integration
- Easy to use

Weaknesses:

- Lack of legacy systems integration
- Per customer AD integration

Microsoft

3.2

Strengths:

- Microsoft Office native integration
- Skype for Business integration
- Ease of use

Weaknesses:

- Limited workspace collaboration
- Not codec agnostic
- Security Vulnerabilities

Poor

1

Fair

2

Good

3

Excellent

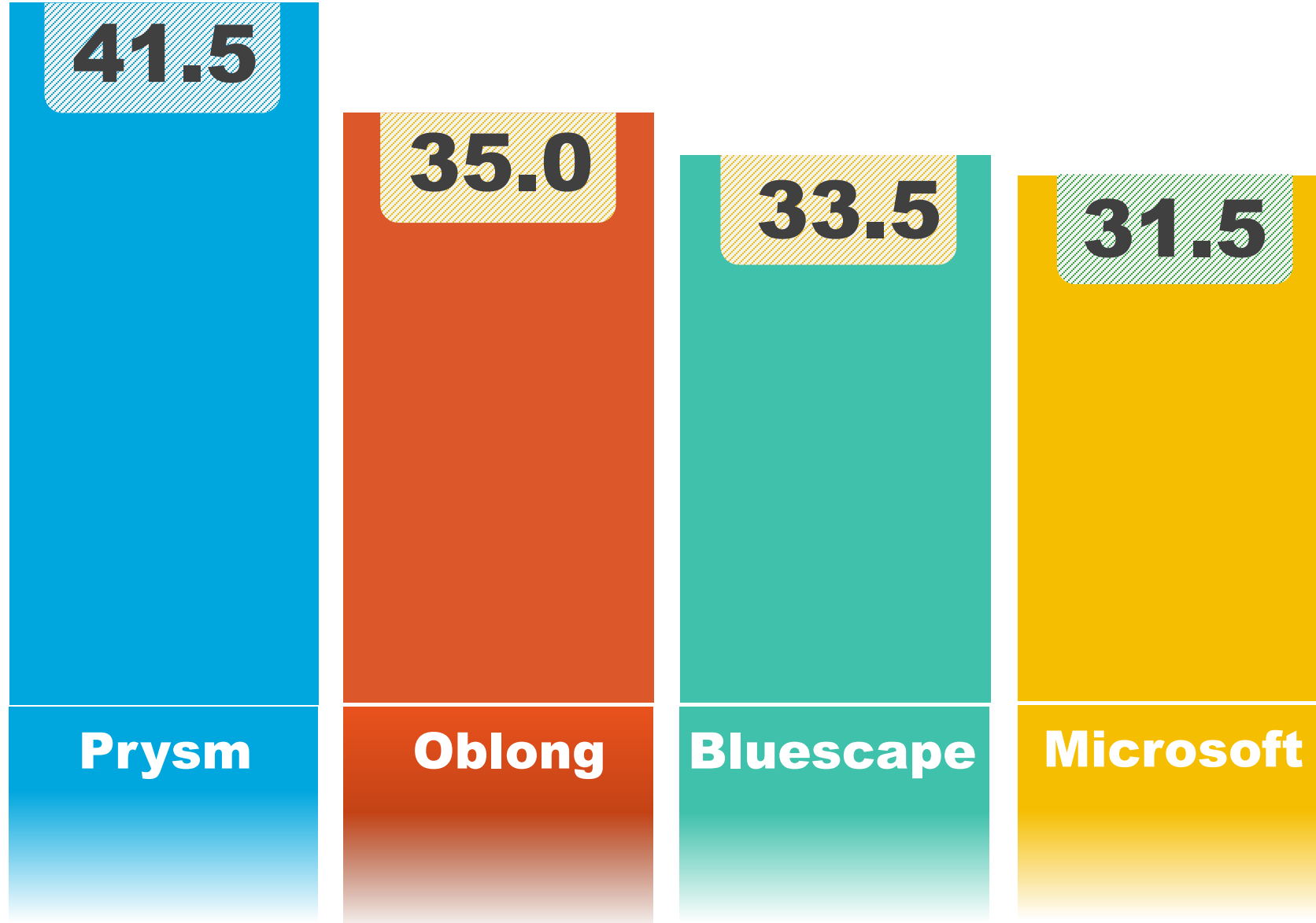
4

Outstanding

5

Score TOTALS

Each product could score a 1-5 on each feature. The total scores for each capability has been added up and shown on the right.





PRYSM®

Prysm is a leading provider of cloud-based, digital workplace solutions to many of the world's largest global enterprises. The Prysm digital workplace platform drives a new era of digital transformation and enterprise agility. By enabling individuals and teams to explore all their data, content, applications and tools on hyper-visual, always-on digital canvases, Prysm ignites innovative thinking, drives decisions, accelerates productivity and transforms presentations into experiences. Customers using Prysm benefit from an open, enterprise-grade solution that integrates with existing collaboration tools and scales to hundreds or thousands of users.

Founded in 2005 in the Silicon Valley, Prysm has over 450 employees with offices worldwide. Learn more at prysm.com.

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