

Arel White Paper

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[headline/title] Global Collaboration Is the Key to Market Success

While globalization is generally considered a vast expansion of the market, one of its most significant facets is in the development of a global workforce, one in which contributions from around the world need to affect product development, marketing tactics and organizational vision. As a result of globalization, enterprises are now faced with an ever-mounting pressure to maintain productivity while grappling with dispersed, national and international teams. The growth of outsourcing as a manufacturing strategy requires precise, immediate communications all along a dispersed supply chain. And at the same time, enterprises face a pressing need to shorten the cycle of communication to seize a first-to-market position.

Key to a winning global enterprise is the ability to empower employees, customers and suppliers around the globe to effectively and equally contribute to the dialogue and the hands-on tasks that drive that success. In short, a robust, immediate and global collaborative tool is essential for the global enterprise.

Callout: The global economy isn't just a global marketplace: it's a global workplace. The key is to empower each professional around the globe with equal access to the sight, sound, and tools in the discussion.

[subhead] The Road to True Collaboration

True collaboration wasn't an issue in the days when most employees worked at headquarters. Face-to-face meetings generated split-second decisions and the brainstorming that drives success. In fact, every technology devised to foster collaboration has attempted to approximate the impact of the face-to-face meeting.

Flying all participants from around the world into headquarters has been effective, but is prohibitively costly. Furthermore, even if corporate vision is determined during a global meeting, the tactical implementation of that vision cannot include global participants because of the costs involved in repeated meetings. As a result, the annual all-hands meeting has developed a detached aura, isolated in time-frame, while the daily tasks are devoid of global reach.

Frequent global phone meetings are uneven in their impact: face-to-face for the staff at headquarters, but frustrating, listen-only experiences for those in the field. Valuable input from outside of the office is limited by unequal access to the sight of the document being discussed, by the inability to annotate or collaborate on the document in question, or offer another, more relevant

document. Too often the result is a waste of valuable time and a reduction in insight, and even a feeling of second-class citizenship by non-headquarters personnel.

Webcasts allow application sharing and simultaneous slide deck viewing, but lack the immediacy and the essential cues generated by facial expressions and body language. Without video input, meetings are too often background noise while the attendee multi-tasks. Video becomes especially important when dealing with customer relations and sales presentations, where the importance of body language cannot be overestimated. The intimacy required for an effective sales presentation wasn't an issue when one sold during a local round of golf or a regional executive breakfast but tapping into the global marketplace requires access to the visual clues of a listener a continent away.

Video conferencing systems, while a true breakthrough in their day, are location-specific, and only connect those who have similar systems. They are prohibitively expensive to deploy at each desktop, barring employees from fast, easy collaboration with colleagues and vendors. Furthermore, they can connect headquarters to field offices, but cannot respond to the growing mobility of both the workforce and the prospect base. In today's enterprise, workers and customers use different endpoints for communication, from desktop systems, mobile phones, PDAs and laptops. Video conferencing systems cannot incorporate this spectrum of devices or locations.

[subhead] A Single Collaborative Platform Required for Efficiency

Callout: All technology to foster collaboration strives to mirror the impact of the face-to-face meeting.

Analysts predict that only a technology that incorporates audio, video and application sharing in a single collaborative platform can address the requirements of the global enterprise.

"In the future, organizations will demand integration of components, such as audio, video, calendaring and presence awareness, into the basic Web conference but will only accept an easy-to-use interface that is intuitive and fast in call setup and initiation," according to a recent Forrester Report. "With unified synchronized communications (USC), business communications are no longer location-specific (e.g. office phone, mobile phone, work email address, personal IM address)."

This unified platform is expected to "radically change the way people communicate in the next decade," the report maintains. "Within five to six years, (this platform) will become recognized as the new standard for effective business communications," according to Forrester.

Gartner Inc. predicts that "The growing demand within organizations for real-time and team-based collaboration technologies will drive the worldwide Web conferencing and team collaboration software market to \$681.7 million in 2005, a 16 percent increase over 2004. By 2008, the market is expected to reach \$1.1 billion."

Forrester expects the Web-based collaborative platform to meet the needs of both large enterprises and smaller organizations. "Web-based conferencing will continue to grow as a communications

tool among both small and large organizations. Expect growth to exceed 75 percent per year through 2008 as the technology continues to improve and becomes more mainstream."

Frost and Sullivan expects the move to this new technology to be "a massive transition that is changing the shape of the traditional conferencing market" and expects it to reach \$9.1 billion in 2009.

[subhead] Collaborative Platform Provides Efficiency Gains and New Services

In fact, the single collaborative platform offered by Arel Communications -- Arel Spotlight -- has been fostering productivity in large enterprises and organizations. "Arel offers a compelling value proposition for enterprises by offering secure video, data and Web conferencing all integrated inside one PC-based application that can be used both in the office and remotely over existing network infrastructure," according to Andrew Davis, senior analyst and managing partner of Wainhouse Research

Implementation of Arel's Spotlight system has allowed the Center for Technology and Innovation Management (CeTIM) with its Virtual Enterprise Lab (VE-Lab) to make significant progress in efficiency. CeTIM uses the VE-Lab for its own daily internal communication and collaboration among its work team, which is dispersed over ten locations in Europe including Germany, Switzerland, Holland, France and United Kingdom.

"Arel's Spotlight conferencing solution is central to the VE-Lab as we see real-time collaboration as one of the key aspects of new work flow processes and work routines," said Dr. Hermann Loeh, director. "Arel Spotlight is extremely powerful for application sharing, especially for CAD and graphic-intensive applications. We are making immense progress in setting the standard for effective and efficient workflow environments within an organization and Arel's technology is at the forefront, integrating both desktop and group collaboration."

Countrywide's Consumer Markets Division uses Arel's Spotlight, for "advanced collaboration such as e-learning and Web conferencing," according to Joe Anderson, managing director. "We selected Arel over its competitors because it is an all-in-one solution that easily integrated into our existing system without additional network costs," Anderson says.

Arel Spotlight™ was utilized by the French Government at the National Days of Summer Jobs event in Paris. The event enabled companies in the UK and France to leverage Arel Spotlight to interview over 60 prospective employees present at the job fair. The event allowed job seekers to connect with hundreds of recruiters across Europe. Jean François Lamour, Minister of the Ministry of Youth, Sports and Life, said that Arel Spotlight, "lis a unique application that facilitated real-time 'face-to-face' communication between applicants at the event and recruiters that weren't able to physically attend. We were excited to utilize this innovative technology and were pleased to help our young men and women find the employment they desire." Companies around the globe were able to conduct interviews in a natural environment at a fraction of the cost of an in-person interview. The ability to collaborate in real time, share documents, and record and archive the interviews for use later in the selection process were all added benefits of utilizing the Arel Spotlight solution.

[subhead] Arel Suite of Communication Solutions Provide Collaborative Answer

The Arel Spotlight application suite combines the critical aspects of verbal and visual communications – video and two-way audio—with rich content, collaboration, discussion groups, application sharing and live interaction, all in a single, scalable platform. This collaborative platform connects large numbers of people, or small groups, in real time, through any combination of satellite, video conferencing and internet/intranet networks. This enhanced conferencing and collaborative meeting solution can revolutionize the enterprise communication culture and enable companies to improve interactivity, drive productivity and reduce operational expenses.

Designed as an enterprise solution, Spotlight integrates seamlessly into the enterprise network environment without compromising security or quality of service. Deployed on-premise or with a Service Provider, Arel Spotlight leverages the enterprise network and does not conflict with network security. Arel Spotlight works over your company's existing corporate network (Intranet), and the Internet, utilizing very little bandwidth. Arel's application servers, Web servers and video/audio servers can be distributed geographically, saving enormous amounts of bandwidth and improving the user experience in regionally dispersed organizations.

Requiring only a webcam for full-featured operability, Arel Spotlight is easy to implement at any location on a corporate network or with an Internet connection. Users can start a meeting by just going through a few clicks in a Web portal, email application or instant messaging utility. In addition, Arel's open and flexible architecture enables participants to connect to Spotlight sessions using a traditional telephone, IP phone, mobile phone, PDA or videoconferencing endpoint.

Arel Spotlight impacts key business processes such as corporate and marketing communications, distance learning, product development, customer relationship management, and supply chain management. Allowing geographically dispersed users to work together in groups, attend webinars and panel discussions, participate in training courses, and have one-on-one meetings with customers or colleagues, from virtually anywhere, Arel Spotlight is a powerful tool for critical business communications.

As a collaborative tool, Arel Spotlight streamlines the process of communicating. Clients using Arel Spotlight report that they hold smaller meetings more frequently, which answers questions faster, and moves a group more rapidly to the next step.

Furthermore, Arel Spotlight is an interactive work environment. Arel enables multiple participants to simultaneously view and change documents, share applications in real-time, ask questions and conduct surveys, conduct research and group Web browsing, annotate files and whiteboard and share presentations. No other platform is as effective for conducting participatory meetings and inducing the exchange of ideas and information for remote participants.

LEVERAGED IN A BROAD SPECTRUM OF INDUSTRIES:

- Automotive
- Education
- Financial
- Government
- Healthcare
- Pharmaceutical
- Retail
- Technology

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Arel's Spotlight Application Suite

Spotlight Meeting

Ad-hoc or scheduled real-time conferencing and collaboration meetings for corporate work group communication, developed specifically to support the 'democratic' way work groups communicate.

Spotlight Webinar

Real-time and on-demand seminars led by a presenter for one-time knowledge delivery to any size audience. Developed to support moderator control with some degree of user-control capability.

Spotlight Campus

An instructor led distance learning solution for corporate training applications. This full-featured e-learning solution addresses all the aspects of an organization's corporate training needs.

For further information on the Arel suite of products, please visit www.arelcom.com or email sales@arelcom.com or contact Arel Communications & Software below:

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