SYNERGY SKY

Making Business Video Meetings Easy

ACROSS VENDORS AND TECHNOLOGIES

Video meetings is the new normal for all business collaboration. With this rising popularity, users are meeting and collaborating over video with their internal teams as well as external organizations across the globe. However, there are innumerable challenges to schedule, join and manage these meetings. This is a guide and a solution for all organizations and users who have:

- Interoperability issues due to different meeting platforms
- Cisco / Poly SIP devices
- A mix of communication protocols like H.323, SIP and WebRTC (Teams, Zoom, Google, etc.)
- Outlook or Google for scheduling and meeting management
- Mixed video networks or infrastructure technologies; on-prem, hybrid or cloud
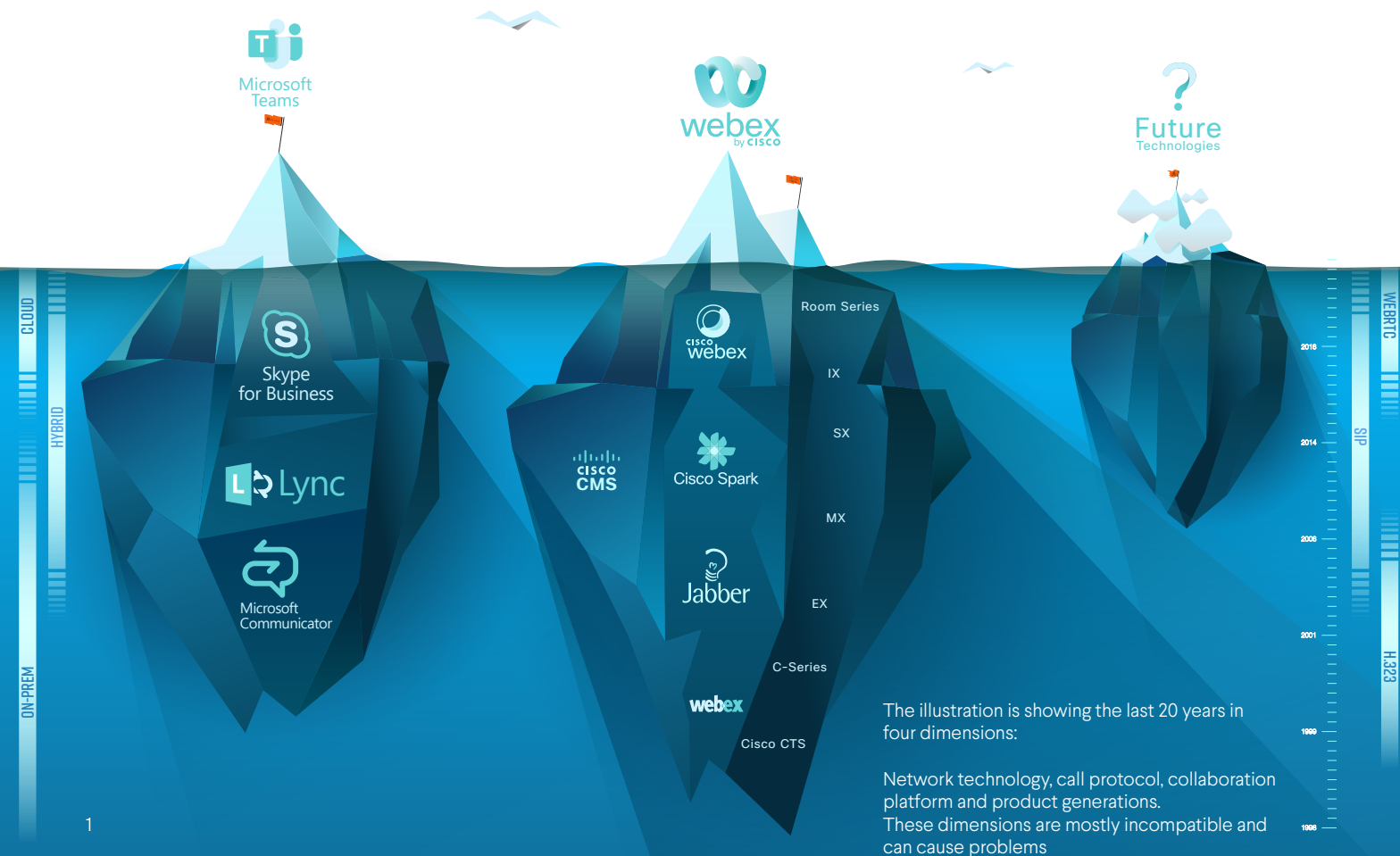
And you are looking for an effective and easy workflow between different vendors and technologies to help all your meetings start on-time.

Incompatible players

VIDEO MEETING CHALLENGES

The trend for the various meeting platforms has gravitated towards single vendor connectivity. This creates isolated islands of connectivity and makes it difficult for users to interact with different platforms using technology built for other service platforms.

Additionally, collaboration platforms and devices are changing every 3 – 5 years and those transitions have traditionally cased incompatibilities.

The illustration is showing the last 20 years in four dimensions:

Network technology, call protocol, collaboration platform and product generations.
These dimensions are mostly incompatible and can cause problems

Most vendors promote and sell their latest solutions – which represents the "tip of the iceberg". Beneath the surface is what most organizations really have to deal with.

The above iceberg image showcases various models of only two major vendors, Microsoft Teams and Webex by Cisco, however, 55% of organizations have three or more meeting services* which makes the situation harder to navigate. Additionally, there is an added complexity and uncertainty of future technologies and incompatibilities they may bring in with new meeting vendors and inventions.

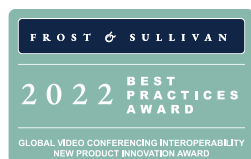# Compromised meetings

CONSEQUENCES

One too many business meetings have been compromised due to the sheer availability of multiple and incompatible video conferencing platforms, leaving users frustrated, output impacted, and potentially losing money. Video users and meeting participants would like to walk into a meeting room and start their meeting on time, without thinking about the platform, interface, invite links, passwords, and other complex video conferencing challenges.

"It takes 12 minutes to start a meeting"

THE CONSEQUENCES FOR THE DIFFERENT STAKEHOLDERS

	CHALLENGES	CONSEQUENCES
USERS	- Complexity in scheduling and joining meetings	- Delays in joining a meeting, or not being able to join it at all
ADMINISTRATOR	- Workload due to tickets/support complaints - Maintaining multiple systems	- Wasting time on support - Cost of multiple platforms and licences
ORGANIZATION	- Transition to new hardware - User training when introducing new meeting services	- Cost of rip and replace of fully functional hardware and licenses - Employee dissatisfaction

Making video meetings easy

FROST & SULLIVAN
2022 BEST PRACTICES AWARD
GLOBAL VIDEO CONFERENCING INTEROPERABILITY NEW PRODUCT INNOVATION AWARD

Synergy SKY CONNECT is an award-winning solution enabling any SIP video endpoint, regardless of the type and model, to connect to all Microsoft Teams, Google, and Zoom meetings. It provides an easy way to optimize your existing setup without the need to upgrade. It is easy to use and requires no user training.

Synergy SKY is the only interoperability solution provider not selling its own collaboration devices or meeting platform. It is the synergizer to your existing install base.

SYNERGY SKY

Unique benefits with Synergy SKY

01. Independent

The only solution that does not have its own endpoints or meeting platforms. It unifies your existing devices, meeting platforms and calendar

02. Any

Supporting both legacy and new devices – See supported technologies

03. Teams, Google, Zoom and Webex

Have back-to-back meetings across all platforms on both Cisco and Poly

04. Native Teams features on Cisco

Get a similar experience on Cisco / Poly device as on Teams clients. Teams interactions like raise hand, participant list on Cisco devices

05. Join

Auto connect / disconnect + Green join button on SIP devices

06. Application Sharing

Share whiteboarding and PowerPoint Live from Teams clients to video devices

07. Ad-Hoc Booking

Book video meetings in Teams or Webex directly from Cisco device

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SYNERGY SKY CONNECT

How it works

CONNECT includes two components, a cloudbased interoperability service and a self-hosted Management Suite. This dual implementation ensures data privacy while providing the scale and flexibility of a cloud service. The SIP to web meeting interoperability gateway (see diagram 1A) component is hosted in Microsoft Azure providing proximity to the web platforms which gives optimized conditions for high audio and video quality.

DIAGRAM 1A
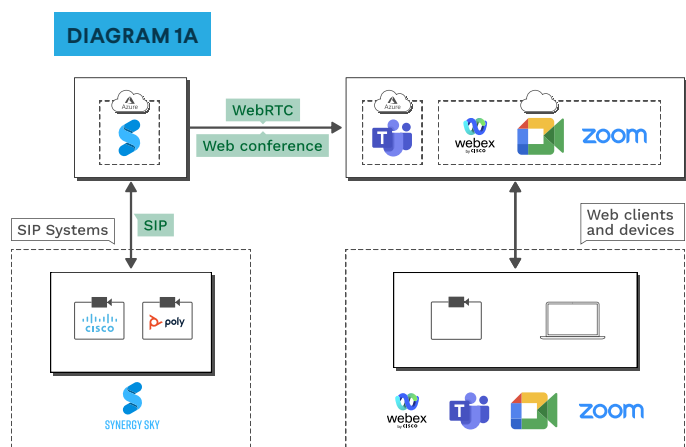
The self-hosted Management Suite for video endpoints and meeting rooms unifies the collaboration experience and administration across calendars, meetings rooms, and video conferencing platforms. The Management Suite also provides meeting control for video operation teams, and analytical reports for meeting insights and platform utilization.

The Synergy SKY Management Suite is constantly monitoring Calendars for all video meetings. This means that the end user does not need to alter existing behavior but can rely on Inviting attendees and rooms through well-known and native meeting scheduling and forwarding experiences.

Synergy SKY has the ability to automatically provision video meetings for specific types of On-prem meetings hosted by a customer's Cisco Meetings Server (CMS). These video meetings can be managed and deprovisioned on the hosting servers as needed. For these meetings it is also possible to assign dial-out functionality to the meeting itself.

ILLUSTRATION OF THE FUNCTIONS AND FEATURES IN SYNERGY SKY CONNECT
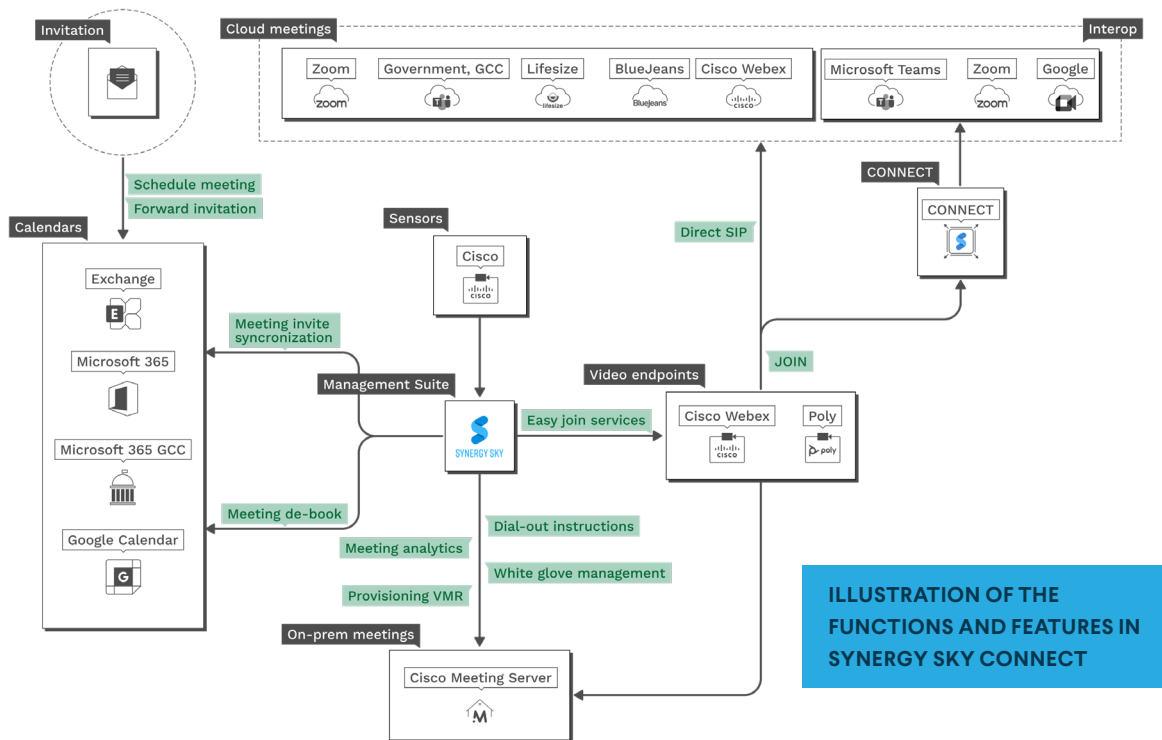
The Synergy SKY Management Suite is also managing an easy join service for Cisco and Poly Video endpoints through their various integration capabilities. For Cisco devices this would be either the device's API or the APIs provided through Cisco Webex Hub. For Poly devices, the Management Suite will provide an API for the devices themselves to fetch their meeting schedule. All Video endpoints are constantly kept up-to-date and accurate on which type of meetings they are to join, On-prem or Cloud meetings. This provides a simple One-Button-To-Push experience for the end user upon entering the various meeting rooms, where pressing the button will trigger the video systems to do a SIP call to the appropriate meeting platform.

In those scenarios where there is no occupation in the room, the Management Suite would be aware of this through sensor data received from Cisco devices through their built-in sensors. This information is used to provide analytical data on utilization of each meeting room and can also be extended to trigger actions like releasing (de-booking) the meeting room from its booking.

Synergy SKY is monitoring all meetings in the calendar for capability mismatches, i.e., if a video endpoint is unable to join the meeting platform it is scheduled for. In cases where a noncompatible video endpoint is invited to join a Microsoft Teams meeting, a Synergy SKY CONNECT gateway will be provisioned and dial-in details provided to the video endpoint, as a green join button, avoiding any interruption or changes to end-user experience and workflow.

The Management Suite provides a meeting administrative interface that gives visibility to all video meetings which gives the administrator advanced notice of potential problems, as well as capabilities to provide help and assistance before and throughout a meeting, if needed.

The Management tool also provides a rich set of analytical reports and data points. These reports provide insights into how a corporation uses various meeting platforms like Microsoft Teams, Webex and Zoom and how the meetings rooms are utilized. All data points are made available for advanced integrations towards third party tools like Power BI and Tableau.

CONNECT for Government

Synergy SKY CONNECT for Government is fully self-hosted and can be hosted within most virtualized environments (VMware, Azure, AWS and GCP) thereby protecting all Call Detail Records, CDR, and booking data within your network or private cloud. This ensures data privacy while providing the scale and flexibility of a cloud service.

Conclusion

Synergy SKY helps organizations get the most out of their video conferencing investments across calendars, meeting rooms, and video conferencing platforms. With zero user training and conference admin tools, Synergy SKY will make your meetings start on-time, every time.