

# Adobe® Connect™ and Unified Communications

## Maximizing existing investments through best-of-breed web conferencing with Adobe® Connect™

### Table of contents

- 1: Purchasing a UC solution from a single vendor vs. maximizing existing investments
- 1: Breaking down communications silos
- 2: Supporting long-term goals
- 6: Building momentum with Adobe Connect
- 6: About Adobe Connect

### Adobe Connect key integration areas

**Audio**—Bridge audio from any audio conferencing provider into an Adobe Connect room and provide two-way communication between VoIP and telephone audio.

**Video**—Stream video to Adobe Connect meetings by integrating with existing SIP-compliant video conferencing hardware.

**Instant messaging**—Link existing IM infrastructures with the Adobe Connect interface.

**Scheduling**—Schedule, start, and join Adobe Connect meetings from within Microsoft Outlook or IBM® Lotus Notes.

**And more**—Benefit from an integration framework built on a set of open and published XML-based APIs to enable support for a wide range of unique integration needs.

Many organizations today are considering how best to define and implement a unified communications (UC) solution—providing integrated high-quality audio, video, and data—that enables them to operate efficiently in a dynamic global marketplace and remain competitive. At a high level, there are two approaches to implementing a UC solution: obtaining a UC solution from a single vendor, or investing in best-of-breed products to create a UC solution tailored to fit the exact needs of an organization.

## Purchasing a UC solution from a single vendor vs. maximizing existing investments

Organizations are increasingly favoring best-of-breed UC solutions over those from a single vendor, as prepackaged UC solutions can have a number of drawbacks. While some vendors offer complete UC suites and boast of tight integration across their applications, implementing those suites often requires an enterprise to rip out and replace existing investments, retrain users, and accept all components of the vendor's solution even if they do not optimally address business needs. The inflexibility of single-vendor solutions can become increasingly burdensome as needs change over time.

On the other hand, organizations utilizing best-of-breed applications for their UC solution can roll out changes over time and train users on a gradual basis, which keeps organizations moving and all users comfortable with the technology in place. Additionally, with the ability to select a suite of best-of-breed applications based on actual business needs, the UC solution better serves the true needs of an organization. And as business needs change over time, best-of-breed UC solution components can be replaced as necessary—without the hassle and cost associated with overhauling an entire UC solution from a single vendor.

Adobe Connect web conferencing solutions integrate seamlessly with other elements of the communications infrastructure (such as Microsoft products) and include prebuilt adapters that enhance extensibility.

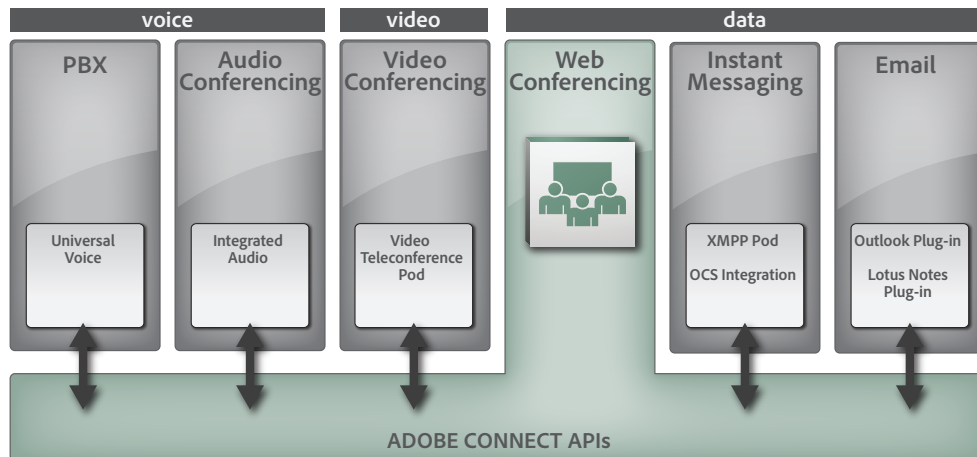
Organizations can select the solutions that best meet the diverse needs of their users, with confidence that those solutions will integrate smoothly.

By focusing development efforts on creating web conferencing solutions that support very rich interactions, superior extensibility to handle myriad use cases, and the ability to tightly integrate with other communications infrastructures, Adobe Connect enables a more effective and flexible approach to UC than that which can be achieved through any single vendor's UC solution.

## Breaking down communications silos

Most organizations are already using UC technologies. They have deployed each channel over time, using different vendors and technologies that rely on different standards and deployment models (on-premise versus as a service). In addition, especially in large organizations, each business unit or department may need to run its own communications systems to optimally meet specific business needs.

Given this complexity, it's critical that all technologies work well together. Adobe Connect can help break down communications silos by fitting into, integrating with, and extending the existing communications infrastructure. It integrates all communications through web conferencing and closely connected APIs, while also enabling organizations to choose the communications technologies that best meet their business needs.



Adobe Connect as a best-of-breed web conferencing solution within a UC system.

## Supporting long-term goals

Adobe Connect is a complete web conferencing solution that enables live, interactive web meetings; virtual classes; on-demand presentations and courses; and real-time collaboration through eLearning and tracking capabilities. It supports an organization's UC strategy by providing a highly extensible platform that can be tailored to the collaboration needs of each department, deployed quickly, and fit within a best practices approach.

### Meeting today's web conferencing needs

Modern consumer applications have changed end users' expectations regarding enterprise applications. Today, end users value personalization and customization, allowing them to adjust the application to meet their needs, with access on any platform including mobile devices. Yet most technology deployed in the enterprise does not provide this flexibility. Adobe Connect has been built from the ground up on the latest technology with a focus on extensibility, cross-platform access, and a rich user experience as key components of the best-of-breed UC strategy. Moreover, its flexibility does not compromise security or compliance.

An Adobe Connect meeting room offers components called "pods." Each pod represents a component of UC functionality: VoIP, video, chat, whiteboard, content repository, and so on. End users can combine these pods any way they want, building real-time or asynchronous collaboration applications. For example, Impuls, an insurance company in Europe, leverages Adobe Connect to enable end-to-end online guided sales of insurance. Impuls utilizes customized pods to facilitate an online selling workflow, enabling sales reps to help customers complete electronic insurance forms directly within the Adobe Connect environment, resulting in significantly higher conversion rates.

The Adobe Connect pod model is extensible. It is possible to build new pods that fetch data from external applications via standard web services. This flexibility enables a line of business to build collaboration applications that meet specialized needs. Each application can be saved as a template and shared with other groups. With over 100 APIs and a software development kit (SDK) that supports Flex, Adobe Flash<sup>®</sup>, and ActionScript<sup>®</sup> 3.0, developers can easily add to Adobe Connect's already rich set of functionality.

Adobe Connect APIs enable bidirectional data integration with enterprise portals, LDAP systems, reporting applications, CRM systems, learning and content management systems, webinar and event management systems (like Eloqua), and other corporate systems.

Even with this flexibility, central administrators can still control functionality at a granular level to meet regulatory and security compliance requirements. For example, some organizations require that chat be disabled, others that everything be recorded, and others that nothing be recorded. Adobe Connect provides compliance control to meet all these requirements.

In addition, the Adobe Connect Mobile client is a critical piece of the solution, enabling users to collaborate and communicate from any location at any time and from a variety of mobile devices and tablets, including iOS, Android, and BlackBerry devices. Participants can collaborate via Adobe Connect Mobile while watching and listening to live presentations with two-way webcam video, chat, polls, and more. Two-way VoIP meeting audio is supported over a Wi-Fi or 3G connection, as well as the ability to join a meeting through a telephone conference call or even have the conference dial out to the mobile user, eliminating the need to enter complex dialing codes.

## Supporting best-in-class architecture

Adobe Connect provides many integration points with UC and collaboration systems, such as user directories, audio conferencing services, SIP/SIMPLE- or XMPP-based presence and IM solutions, and content repository and collaboration portals.

Below are several key integration points supported by Adobe Connect, although not exhaustive:

**Audio integration**—Adobe Connect enables organizations to bridge the audio from any audio conferencing provider into an Adobe Connect room and provide two-way communication between Adobe Connect integrated VoIP and telephone audio. This is done through a variety of native audio conferencing service provider connectors, or through the Adobe Connect Universal Voice capability that works with virtually all audio conferencing providers. Universal Voice enables the VoIP function of the Adobe Connect meeting to be merged with telephone-based audio conferencing. Hosts can broadcast the telephone-based audio conference in the web meeting and use the Adobe Connect meeting room to pass VoIP (computer microphone) audio into the telephone conference, turning the Adobe Connect meeting client into a de facto softphone. In addition, vendor-specific telephony adaptors provide the ability to control all aspects of the audio conference, such as starting and stopping a conference call, muting selected users, putting selected users on hold, and disconnecting users, while providing real-time indicators for current speaker and dial-in status.

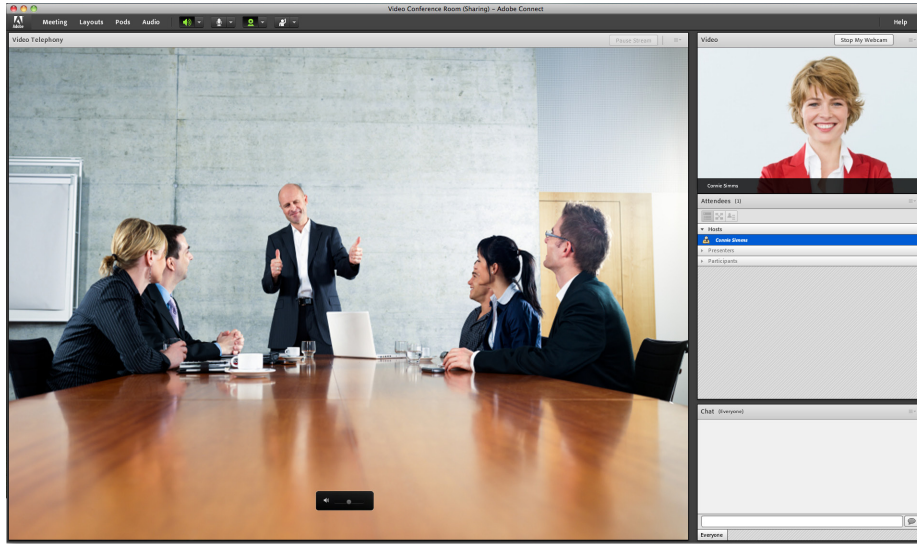


Bridge the audio from any audio conferencing provider into an Adobe Connect room and provide two-way communication between VoIP and telephone audio to deliver richer experiences for all participants.

*"The ease of integrating video conferencing hardware systems with Adobe Connect is a clear benefit. Our organization is being called upon to conduct more and more web conferences to enable everyone to be part of the experience, no matter where they are. Integrating our existing video conferencing solutions with Adobe Connect lets us maximize our existing investments and delivers high-quality, easy-to-use experiences."*

—La Tricia E. Austin-Downer, customer support specialist, ADNET Systems Inc., in support of Federal Highway Administration

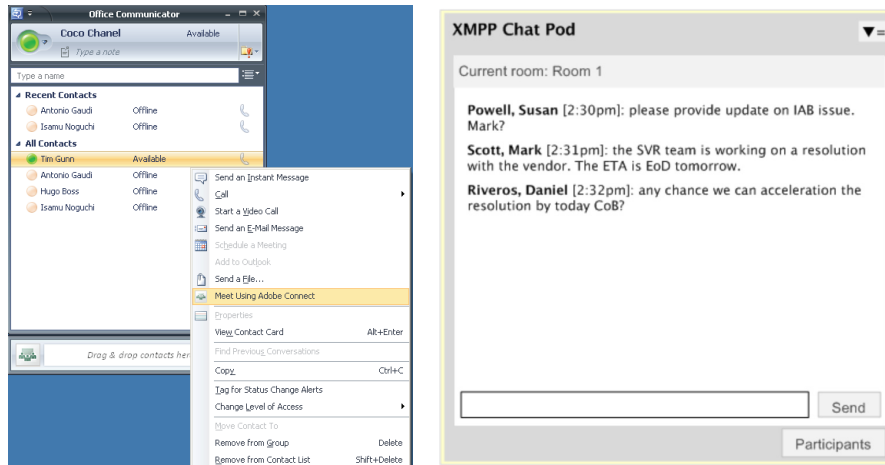
**Video integration**—With Adobe Connect, organizations can leverage existing hardware-based video conferencing (VTC) solutions and stream video and audio into Adobe Connect meetings by integrating with existing SIP-compliant video conferencing hardware. This lets users attend from anywhere on virtually any computer without installing a dedicated viewing application or requiring pricey add-on VTC hardware, enabling an optimal desktop video conferencing solution on top of existing investments. Video conference integration is also enabled by configuring the Flash Media Gateway portion of the Adobe Connect server to connect to a SIP-enabled video device and to receive an H.264 video stream. Adobe Connect will then replicate that stream for all users in the meeting.



Leverage existing investments in video conferencing by integrating your video telephony devices to bring a live audio/video broadcast stream directly into a meeting room.

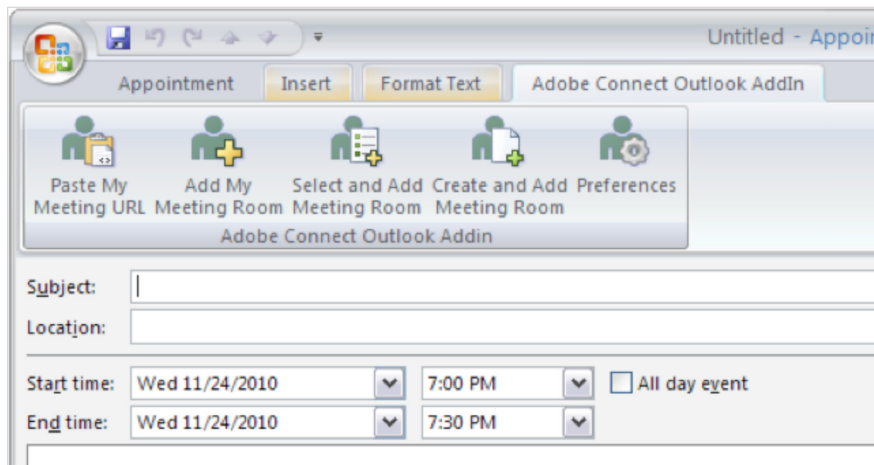
**Instant messaging integration**—Adobe Connect features tight linkage with an organization's existing deployed IM infrastructure and smoothly integrates XMPP- or Microsoft Office Communications Server-based presence and IM chat sessions within the Adobe Connect interface. This integration brings a commonly used communication method seamlessly into the conferencing environment, enabling a more unified end-user experience and reducing the user need to switch among multiple applications while attending an online web meeting.

For example, the Adobe Connect Add-in for Microsoft Office Communicator (MOC) users provides Adobe Connect meeting hosts and attendees with a fast and easy way to initiate and join online meetings from within the MOC client. Multiple easy-access menus enable users to invite contacts with the click of a button to share documents and rich media, speak in real time, and use extensive collaboration tools within the Adobe Connect meeting environment.



Instantly invite contacts to meetings through the Microsoft Office Communicator instant messaging client (left). Chat with others who may not be able to attend a meeting using the XMPP chat pod (right).

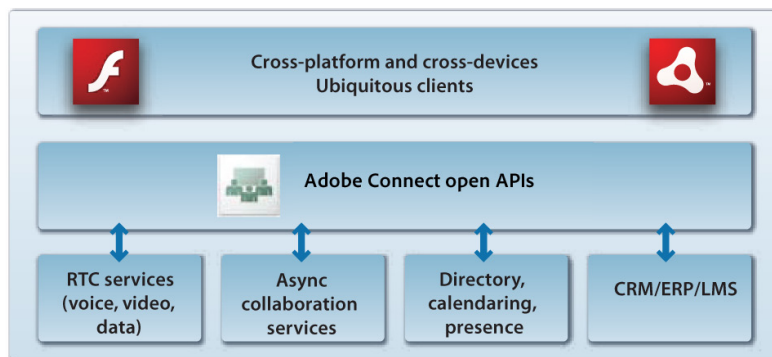
**Scheduling integration**—Thanks to Microsoft Outlook and IBM Lotus Notes integration, hosts and participants can easily schedule, start, and join Adobe Connect meetings from their Microsoft Outlook or IBM Lotus Notes email and calendar. Address books, availability lookup, and recurrence features for increased efficiency and productivity work seamlessly with Adobe Connect.



Quickly schedule meetings with the Adobe Connect Add-in for Microsoft Outlook by adding meeting information to your Microsoft Outlook appointment requests.

**Learning Management System (LMS) integration**—Adobe Connect can run as a standalone LMS for rapid training scenarios and can also be integrated with an existing LMS environment. Prebuilt integrations exist with several of the top LMS providers (Blackboard, SumTotal, Plateau), delivering enhanced online learning features and capabilities. Users can easily manage their Adobe Connect meetings and courses from within the LMS environment.

**Additional integration**—The Adobe Connect integration framework is built on a set of open and published XML-based APIs, which can federate multiple services. For example, if your organization relies on an internal audio conferencing bridge for internal meetings and external audio conferencing service providers for marketing seminars or training sessions, both can be integrated. Users can choose a service based on use case or cost.



Adobe Connect integration with a UC system.

*"We are continually expanding our use of Adobe Connect. The easy-to-use interface lets new users get productive in Adobe Connect faster, while enabling our most experienced users to do even more in their web conferences."*

—Denise Fleming,  
Public Health Emergency Preparedness (PHEP) program assistant, Office of Public Health Preparedness (OPHP), Michigan Department of Community Health (MDCH)

## Creating momentum with rapid deployment

Finding UC applications that can be rapidly deployed is critical to building momentum around your UC requirements. Adobe Connect can provide that fast time to deployment.

With Adobe Connect, organizations can select from hosted, on-premise, or managed service deployment options, depending on their needs. Though any version can be set up quickly, setup of the hosted Software as a Service (SaaS) offering can be almost immediate, while the on-premise option offers complete control of the deployment and can be deployed within a single quarter for a complex installation. The managed service option enables an exclusive instance of Adobe Connect to be hosted for an organization, providing complete control over the deployment without the burden of managing the service. Managed service deployment timing is also fast, with actual timing varying depending on the needs of the organization.

## Promoting user adoption

Adobe Connect removes adoption barriers. The user interface is based on Adobe Flash technology, so there is no need for most Internet-connected users to download specialized software. They need only the Adobe Flash Player runtime, which is already installed on virtually all Internet-connected computers worldwide, to participate in meeting or collaboration sessions. Since Flash Player is cross-platform, it provides end users with an easy way to collaborate across organizations with heterogeneous environments, including via a variety of mobile devices and tablets (iOS, Android, and BlackBerry).

The Adobe Connect rich user interface provides unmatched usability and ease of use, shortening the time required to train users. Beyond online meetings, Adobe Connect is designed for a wide variety of use cases and allows end-to-end workflows around web meetings, eLearning, and webinars.

## Building momentum with Adobe Connect

UC technologies have the potential to revolutionize the way people work and collaborate by merging multiple capabilities. However, deploying a UC solution can be a complex task. It requires building an evolutionary roadmap that minimizes the risk of replacing existing business-critical systems and a business case that justifies large investments.

Thanks to its advanced features, ease of deployment, and integration framework, Adobe Connect can support your path to unified communications by leveraging existing technology investments, minimizing risk, and encouraging rapid and broad user adoption. Adobe Connect can help you successfully deploy a key UC application and build momentum for your enterprise-wide UC agenda.

## About Adobe Connect

Adobe Connect is an award-winning, market-leading web conferencing solution used by corporations and government agencies worldwide. Its advantages in five key areas set Adobe Connect apart from other web conferencing solutions:

**Ease of access**—Adobe Connect is based on Flash Player. Because Flash Player is installed on virtually all Internet-connected computers, participants can get directly into a meeting without a separate download. This is an improvement on competitive offerings that require downloads—which often delay the start of meetings or in locked-down IT environments make it difficult for individuals to attend the meeting at all. With Adobe Connect, users can be sure that invitees will be able to get into meetings.

**Rich interactions**—With Adobe Connect, presenters can completely define their meeting environment, with the ability to easily switch between layouts; arrange pods as needed; utilize multiple pods in the same screen (for example, multiple notes and sharing pods simultaneously); and arrange the flow of training content, either prior to a meeting or on-the-fly. The environment can also be branded to reflect corporate standards and images. In addition, presenters can share virtually any kind of content (including high-quality video and interactive presentations) confidently, knowing that anyone in the meeting will be able to view the content. With other products, presenters are often left wondering whether meeting attendees have the right video player or need to download a codec. With Adobe Connect, anyone who is in the meeting can view all of the content.

**Security and compliance**—Adobe Connect supports a variety of compliance requirements, making it the solution of choice for organizations in which security and compliance are top priorities. For example, financial institutions can use Adobe Connect to help ensure that meetings are recorded, if necessary, and enforce compliance requirements across the organization. Adobe Connect even meets the strict requirements of the U.S. Department of Defense.

**Extensibility**—Adobe Connect is based on ActionScript 3.0, so any Flex developer can develop extensions to Adobe Connect. This opens up the application to over 1 million developers that can extend the capabilities of Adobe Connect to meet specific business needs.

**Single web conferencing solution**—More and more enterprises are choosing Adobe Connect as a single web conferencing solution to handle web meetings, webinars, eLearning, and myriad other use cases. Because of the solution's richness and flexibility, it can support virtually all use cases in the enterprise.

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information**  
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