Example configurations with estimated costs
H.323 video compared to USB & Cloud based Solutions
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VueQuest Technologies, home of BigShot-HD UnifiedHD USB Video solutions has identified a recurring problem that a lot of people have been asking about: *How does the new USB camera and cloud based technology compare to traditional H.323 solutions?*

The coming example is not about which solution is better, it's about which solution makes sense for a given customer – the answer is often a hybrid solution. VueQuest recognized this very early on and developed lens options on USB PTZ cameras that address a variety of large and small room based Video Conferencing requirements including a wide angle field of view. VueQuest's UnifiedHD solutions including BigShot-HD USB PTZ cameras have quickly become a leading solution out of necessity. The following examples will help answer many of the questions about USB PTZ cameras and Cloud service capabilities that we have been asked about.

Note: The below examples do not include installation or network infrastructure or bandwidth requirements and are only assembled to provide a snapshot of the proposed solution. Annual support costs are calculated at 12% of the total equipment cost in each example for 3 full years of support. These examples do not include Crestron or AMX integration, monitors etc.., and can be debated (apples to apples comparisons do not exist). The numbers come straight off the web using street pricing and provide very little detail regarding upgrade options etc..

Example # 1 – End User does not have video conferencing and would like to combine Video Conferencing, Voice Conferencing, Web Conferencing with Data Sharing, recording and streaming options. Customer wants to connect 5 locations with video and be able to bring in up to 20 additional concurrent remote participants (total 25 concurrent users on a call) with a combination of voice and/or video for rooms, PC's and mobile participants. Customer would also like to stream live or include 100's of participants for quarterly calls. The 5 rooms consist of the main conference room at corporate – 20' X 40' and 4 remote conference rooms - 15' x 20' each. Remote participants have MS based PC's and some MAC's and mobile users are a combination of iPhone and Android users:

Option A – **Total 3 year Cost = $48,960.00** (does not include 25 concurrent user bridging, recording or streaming) **Details:**
Bridging - The above cost is only for 6 concurrent users (includes 12% annual support for 3 years @ $12,960.00) and would require an additional $70,000.00+ for a Multipoint bridge for up to 25 users @720P and would require an additional streaming and recording server so we did not include this in the above 3 year TCO.
Hardware – Main conference room = H.323 codec, 10X camera and conference phone with 6 user license = $18,000.00, add 4 remote conference rooms with a point to point codec, 3X cameras and micpods at $4,000 each (total $16,000.00), plus H.323 desktop software at $100.00 per user (X20 remote users) = $2000.00. The remote desktop and mobile software is typically specific to each user. The solution would be at $36,000.00 with up to 6 concurrent users at 720P, plus an additional $12,960.00 for 3 years of support – total @ $48,960.00
Note: this solution is limited to 6 concurrent users unless you inject a bridge service or internal bridge. To host 25 concurrent participants at 720P, or add streaming and recording, you will need to add $70,000.00+ to this solution. You will also need to add support, bandwidth, installation, and network infrastructure required to aggregate all of these participants - or just add an H.323 cloud based service to simplify the design and lower the above expense.

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Option B – **Total 3 year cost = $10,568.00 Details:**
Cloud service - includes 200 concurrent user calling on primary host account plus 10 additional 25 concurrent user host accounts. There can be 11 simultaneous video conferences taking place at once – each with up to 25 concurrent users and 200 concurrent users on the main host account. Recording is included on all conferences. Cloud based Video conferencing and collaboration provides up to 25 concurrent users per host account (any type - room based, desktop or mobile) using a standard internet connection @ $99.00 per year, per host account. The additional 200 concurrent user host account with recording is $1200.00 per year, per host account. Streaming options to 1000 participants (view only) are also available as an option.
Hardware - BigShot-HD 10X-Ultra 1080P USB PTZ camera ($899.00 each) with a Loudn'Clear conference phone ($299.00 each) for the main conference room connected to an existing PC or laptop. Include 4 BigShot-HD 3X-Ultra 1080P USB PTZ cameras with BigShot-HD "mini"conference phone bundles @ $500.00 each (4 remote conference rooms). Total equipment cost is $3,200.00 and support cost for 3 years is $768.00 because the 1st year is included.

Example # 2 – Large Enterprise that has 20 existing H.323 vendor room systems in place and wants to add full room based video conferencing to 500 break out/huddle rooms, remote offices, and executive offices. The customer has MS Lync (MS Lync costs are not included in comparison) deployed across the entire enterprise:

Option A – **Total 3 year cost = $1,700,000.00 for 500 rooms**
Details - H.323 vendor solutions for 500 break out/huddle rooms, remote offices, and executive offices with MS lync integration @ $2500.00 for each room. This includes an H.323 Point to Point codec, micpod and 3X 720P zoom camera (500 rooms X $2500.00 = $1,250,000.00) plus an additional $450,000.00 for 3 years of support. Total cost for 3 years @ $1,700.000.00

Option B – **Total 3 year cost = $310.000.00 for 500 rooms**
Details - BigShot-HD USB PTZ 3X-Ultra 1080P Cameras (with Enhanced Field of View), "mini" conference phone bundle (wired or wireless conference phones for easy installation and portability) connected to any existing PC @ $500.00 each (500 rooms X $500.00 each room = $250,000.00) plus $60,000 for 2 years of additional support. The first year of support is included – total cost @ $310,000.00

Note:
- Example #1 & #2 – Option B - support costs for option B include the 1st year of support at no charge – it's included.
- Example #1 – Option A - H.323 Vendor estimated cost for Multipoint bridging and the support for Multipoint bridging is not included in the 3 year cost.
- Example #1 – Option B – Cloud Service includes 11 cloud service host accounts which means the customer can conduct up to 10 concurrent meetings with 25 participants each and an additional 200 concurrent participant enterprise host account.
- Example #1 – Option B – Cloud Service includes recording, web conferencing with screen sharing functions, whiteboard functions, remote user control and dual screen capability.
- Example #1 – Option B – Cloud Service can also be used as a teleconferencing service for regular voice participants.
- Example #1 – Option B – BigShot-HD USB PTZ cameras and "mini" conference phone bundles are "plug & play" USB 2.0 devices that leverage existing PC's and notebooks for connectivity. VueQuest also offers the VCCA-F1 (Video Control Cloud Appliance) that provides a secure locked down PC with menu option that only allows users to conduct specific actions – ie: place video calls, browse the web etc..
- Example #1 & #2 for Option B – USB PTZ cameras and conference phones may not require additional IT support.