

RHUB TurboMeeting Appliance

Value-Added Opportunities

Cloud verses On-Premise Deployment for Web conferencing

Web conferencing applications are typically delivered in one of two ways: On-Premise or Cloud/Software as a Service. Each delivery mechanism has advantages and disadvantages (see table below).

The On-Premise Appliance provides the key benefits of both without any of the drawbacks. *With Vendor Managed, automatic updates, the dedicated appliance requires no on-going IT support.* And, it provides the VAR channel partner with opportunity to enhance security, integrate with customer systems/Web sites and branding for the customer.



SaaS Deployment

On-Premise Software

On-Premise Appliance

Advantages	Drawbacks	Advantages	Drawbacks	Advantages
Easy to deploy	On-going fees	On-premise Security	Difficult to set up	Easy to Install
No IT Mntc	Weak Security	No monthly fees	High Up-front cost	Low, one-time purchase
	No Integration	Branding	On-going IT Mntc	Strong Security
	Weak Branding	Integration		No On-going IT Maintenance
				Opportunity for Integration
				Opportunity for Branding

Integration

TurboMeeting Appliances provide for many integration opportunities. The simplest is to just put the “Host Meeting” and “Join Meeting” buttons on commonly used Web pages for the customer. In particular, the customer’s internal Home page – a great place for all employees to easily find it.



Other integration opportunities depend upon customer usage and applications. If the customer has a CRM system or a VoIP phone system, use the RHUB published APIs to integrate with these systems. RHUB also publishes code snippets on our Web site FAQ at http://www.rhubcom.com/web_conferencing/support.html#faq. A copy of the Application Program Interface Guide is available to qualified channel partners on request. Contact us at info@rhubcom.com for your copy.

Branding

Consistent with the “You Own It – You Control It” concept, the TurboMeeting appliance makes it easy to brand for the owner. Branding the appliance Home Page can be as simple as uploading the customer’s logo and inputting the customer’s name and as complex as building a separate landing page for the customer. The TurboMeeting system can easily reflect the owners look and feel for the landing page. An exit page that is presented to attendees at the end of the meeting can also be customized with the customer’s brand completing the experience for the attendees. Branding the Web conferencing application can provide an image for the customer that reflects a larger organization and/or support team.



Security

Installation and Access Security

The channel Partner can provide significant value to the customer by properly installing the appliance on the customer's network to achieve the desired level of security. The TurboMeeting appliance can be installed:

- Behind the firewall for maximum security – for internal meeting only
- In the DMZ for both internal and external meetings
- Outside the firewall for external only meetings



Behind the firewall is ideal for organizations that have a need for LAN and VPN based meetings. In this configuration, all meetings will only be accessible by attendees who are behind the firewall.

DMZ installations can accommodate external attendees with firewall port mapping. The TurboMeeting appliance uses three ports for access (80/443/8889). Meeting hosts can easily restrict attendees to "internal" as an option when initiating the meeting. This mode will be as secure as the behind the firewall mode. When the host wishes

to include external attendees in an internal, the appliance can be set up to consider specific external IP addresses as internal.

Data Security

All data is encrypted with an efficient proprietary algorithm. It is very easy for the VAR to set up the appliance to work with SSL encryption and to upload the customer's SSL certificate so that the domain name of the appliance home page matches the certificate. Either way, all data is protected. All passwords are stored with an irreversible encryption technique.



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