

The PBX era is coming to an end. Our industry can no longer operate with a vertically integrated model that locks IT teams and systems integrators in with vendors and prevents them from capitalizing on consumer market innovation. If the BYOD movement has taught us anything, it is that our industry is changing and that it needs to change.

WebRTC is a bold answer to this need: an open source project that enables the web with real time communications capabilities.

It is a revolutionary act that will put once-proprietary knowledge in the hands of Web developers and make it possible for any enterprise to have a fully integrated and collaborative

communications experience on any platform. Companies practicing the old business model will be under tremendous pressure to transition to this new and radically different way of communications-enabling business processes. The genie is out of the bottle and he's open-source and open-standards.

So where do we go from here? Transitioning from a restrictive, vertically integrated architecture to an unbounded, horizontally integrated architecture comes with its own set of challenges. Martin Steinman, founder and CEO of eZuce, answers this question in his executive brief, "Bring Your Own Device: How HTML5 and Google's WebRTC are Transforming Communications." His message is for those of you who are trapped with outdated integration models and are frustrated with communications systems that require expensive maintenance and specialized training. It's your guide to what WebRTC is all about, an analysis of the BYOD movement, and an honest look at its effects on the future of Unified Communications. Most of all, it is a call to action for the daring early adopters of a groundbreaking technology. To get a handle on the changes coming our way within the new year, download this complimentary brief today.

# HTML

