Evolution Of Corporate Communication

By
Thomas Lechner

Types of Communication Mediums

- Telephones
- E-Mail
- Instant Messaging
- Cell Phones
- Voice Over IP
- Video Conferencing

History of Telephones

- Patented 1870s by Alexander Graham Bell.
- 1880s first pay telephone was in use.
- First transcontinental and transatlantic voice connections established by 1915.
- 1951 first long distance without an operator.

Results of the Telephone

- Instantaneous communications over long distance.

- Relatively cheap.

- No body language.

History of Email

- Started in 1965 as a way for people to communicate over time-shared mainframes.
- By 1966 this was expanded to include computers on the same network to send messages to each other.

History of Email

- ARPANET played a vital role in email development.
- Reports of Email testing being doing in 1969.
- In 1971 the @ sign was adopted by Ray Tomlinson to differentiate a person with their system.

Results of Email

- Logistics of mass information being transferred made much more manageable.
- Synchronization of employees not required.
- Information loses context.
- Information overload.
- Spam.

History of Instant Messaging

- Began in the 1970s on multi-user systems like UNIX.
- Used to facilitate communication between two users on the same system.
- Expanded to include the same network, and eventually the entire internet.

History of Instant Messaging

- Two Types of Instant Messaging
  - Peer-to-Peer direct connections.

  - Server based Instant Messaging.
    - IRC or Internet Relay Chat.
      - Must log in to the server to use.

History of Instant Messaging

- Quantum Link offered internet on Commodore 64 systems.
  - Offered OLM or On-Line Messaging.

- Quantum Link's new incarnation AOL
  - AOL Instant Messenger is based on OLM.

Results

- Quick and cheap communication.

- Quicker than a phone call for quick questions.

- Text doesn't convey meaning like spoken words or body language can.

History Of Cell Phones

- 1983 and 1984 Cell phone networks started to become available.

- By 1990s demand was so high that it was hard to get dial tones in many cities.

- Now contain email, instant messaging, more than just phones.

Results of Cell Phones

- Can be reached anywhere at anytime.

- Access to the internet from anywhere.

- Lack of body language like telephones.

History of VoIP

- Voice over IP or VoIP or IP Telephony became mass marketed in 2004.

- Poor quality of service is why it took so long to become mass marketed.

- Packet Losses/delays main reason for poor quality.

Results of VoIP

- More options than a telephone.

- Facilitates cheaper communications through the business.

History of Video Conferencing

- Available as soon as televisions were invented.
  - Required two closed circuit televisions.

- 1990s became available for use over IP protocols.

Results of Video Conferencing

- Body language is a strong influence in interaction.

- Presentations and other meetings now possible over long distances.

What is Next?

- Unified Communications

  - Already some vendors in the market with Unified Communication systems.

  - Microsoft starting to release their Unified Communication applications.

Unified Communications

- What are the first things you do when you wake up in the morning or when you get to work?

  - Check your Email.
  - Check your voicemail.
  - Check for faxes.

Unified Communications

- What happens when you need your coworkers to know the information in a voicemail?

- Three different systems, three different forms of communication.

Unified Communication

- Proposes to unify and combine communications into easier to use and manage systems.

- Streamline everything together.

Microsoft's Unified Communications

- Many different products that will be available.

- Microsoft Server Exchange 2007 is an example.
  - Email, Faxes, Voicemail all in one location.
  - Allows forwarding of each to others.
  - Also allows things like notes to be taken in the voicemail file.

Cisco's Unified Communications

- More mature than Microsoft's.

- Based on their lead in networking while Microsoft's is based on their strengths in desktop applications and operating systems.

Collaboration of Unified Communication

- Cisco has mentioned collaboration between themselves and Microsoft.

- Microsoft's applications with Cisco's network strength could be a strong combination.

Conclusion

- Communications have come a long way in just our lifetime.

- It will continue to expand through the Unified Communications approach, and who knows what else will come in the future.

Questions?