Evolution Of Corporate Communication

By
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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 done 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.
Quick and cheap communication.

Quicker than a phone call for quick questions.

Text doesn’t convey meaning like spoken words or body language can.
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.
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.
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.
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.
Cisco has mentioned collaboration between themselves and Microsoft.

Microsoft’s applications with Cisco’s network strength could be a strong combination.
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?