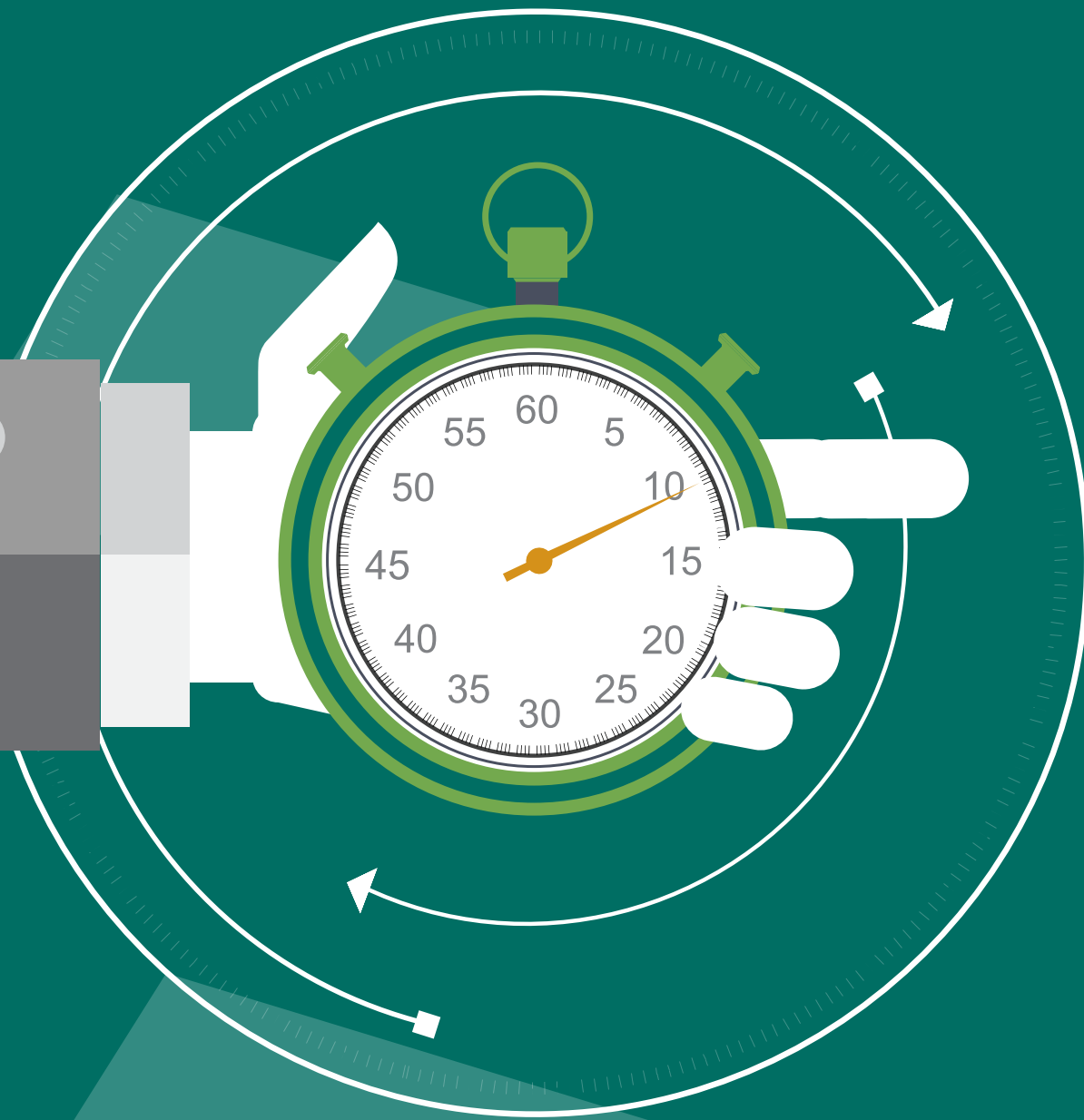


The 5 minute expert...

Making the most of Polycom video conferencing

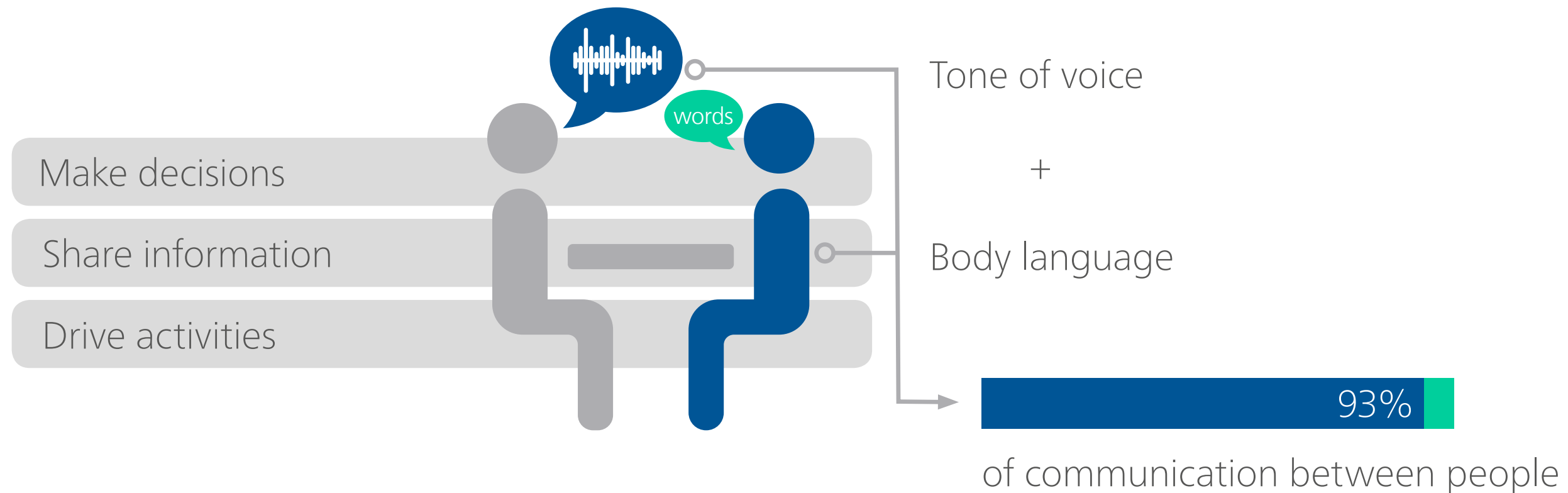


Westcon
Delivering Results Together
powered by WestconGroup



Making the most of Polycom video conferencing

The effectiveness of an organisation's communication and collaboration processes is arguably the key to their success. With the business world currently in a state of flux, economic, competitive and environmental factors are forcing organisations to re-evaluate how they communicate and collaborate, and video conferencing can no longer be ignored.

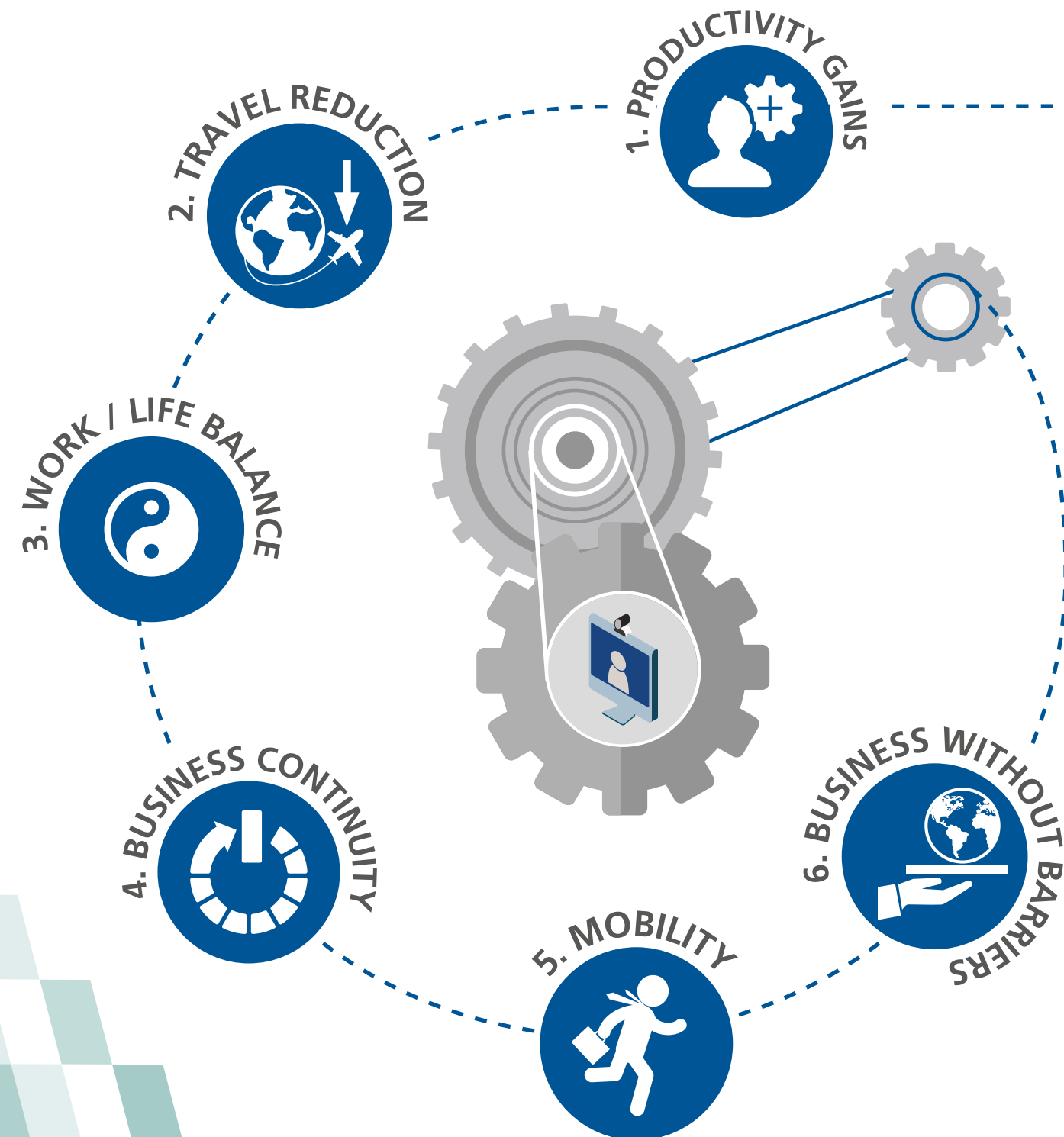


Tone of voice and body language are either totally or partially absent from emails, IMs and phone calls, making 'face-to-face' communication more efficient.

However meetings do not have to be in-person — this is where video conferencing comes into play.

Video adoption drivers

Video conferencing solutions provide 'face-to-face' communications that people need in order to work together productively, without having to travel. As a result, video conferencing solutions are increasingly being **adopted by businesses seeking to gain a competitive edge**.

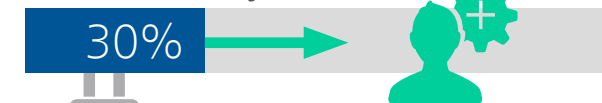


1. Productivity gains

According to Nemertes Research, **over 91% of employees no longer work at a headquarter office**. People are working from home offices, regional branch offices or simply in a large local office environment not conducive to meeting in person.

The challenge with a dispersed workforce is ensuring teams remain productive. Although productivity is often difficult to measure, according to research by IDC, **video conferencing can increase productivity levels by up to 30%**.

Productivity boost



- **Reducing wasted travel time** to and from meetings means that employees can use the 'saved' time more productively.
- Since morale has a direct impact on productivity, morale can be improved with **less travel-induced stress** and **more flexible working**.
- Enabling **on-demand collaboration regardless of location** means quick access to expert knowledge facilitating faster decision-making.



2. Travel reduction

Business travel incurs **significant financial costs**. Reducing these and implementing a sound corporate travel management policy are among the biggest challenges facing businesses today.

Furthermore, frequent business travel can cause stress and a **work/life imbalance**. Over a period of time, this can directly impact work efficiency and morale. How long will employees tolerate the demands of work on their personal life?

Video conferencing solutions remove geographical boundaries, enabling **'face-to-face' interactions** between individuals and teams regardless of location, in addition to **reducing business travel costs**.

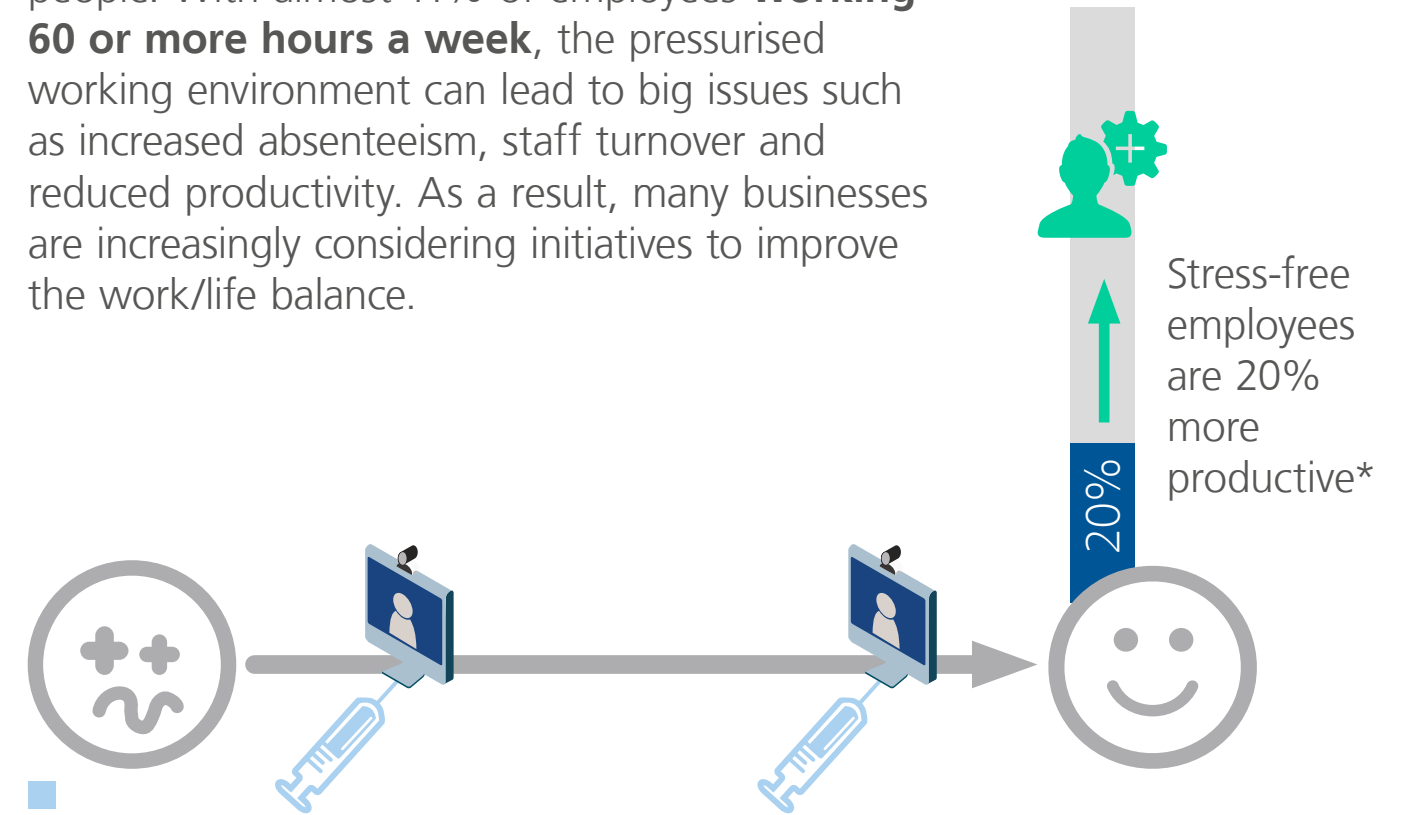


Physical meeting rooms are increasingly replaced by **virtual** ones, enabled by video conferencing solutions.



3. Work/life balance

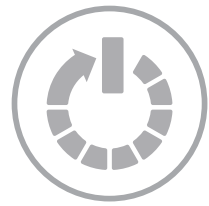
In today's challenging economic conditions, more is expected from a business's biggest asset - its people. With almost 11% of employees **working 60 or more hours a week**, the pressurised working environment can lead to big issues such as increased absenteeism, staff turnover and reduced productivity. As a result, many businesses are increasingly considering initiatives to improve the work/life balance.



Flexible working initiatives can be successful if workers have the ability to collaborate more efficiently and work more effectively from remote locations. This can improve their productivity and help with finding an appropriate work/life balance, in turn increasing loyalty and staff retention.

Reducing business travel can have a significant impact on the work/life balance by reducing time spent in traffic, airport queues, jet lag and being away from home and family.

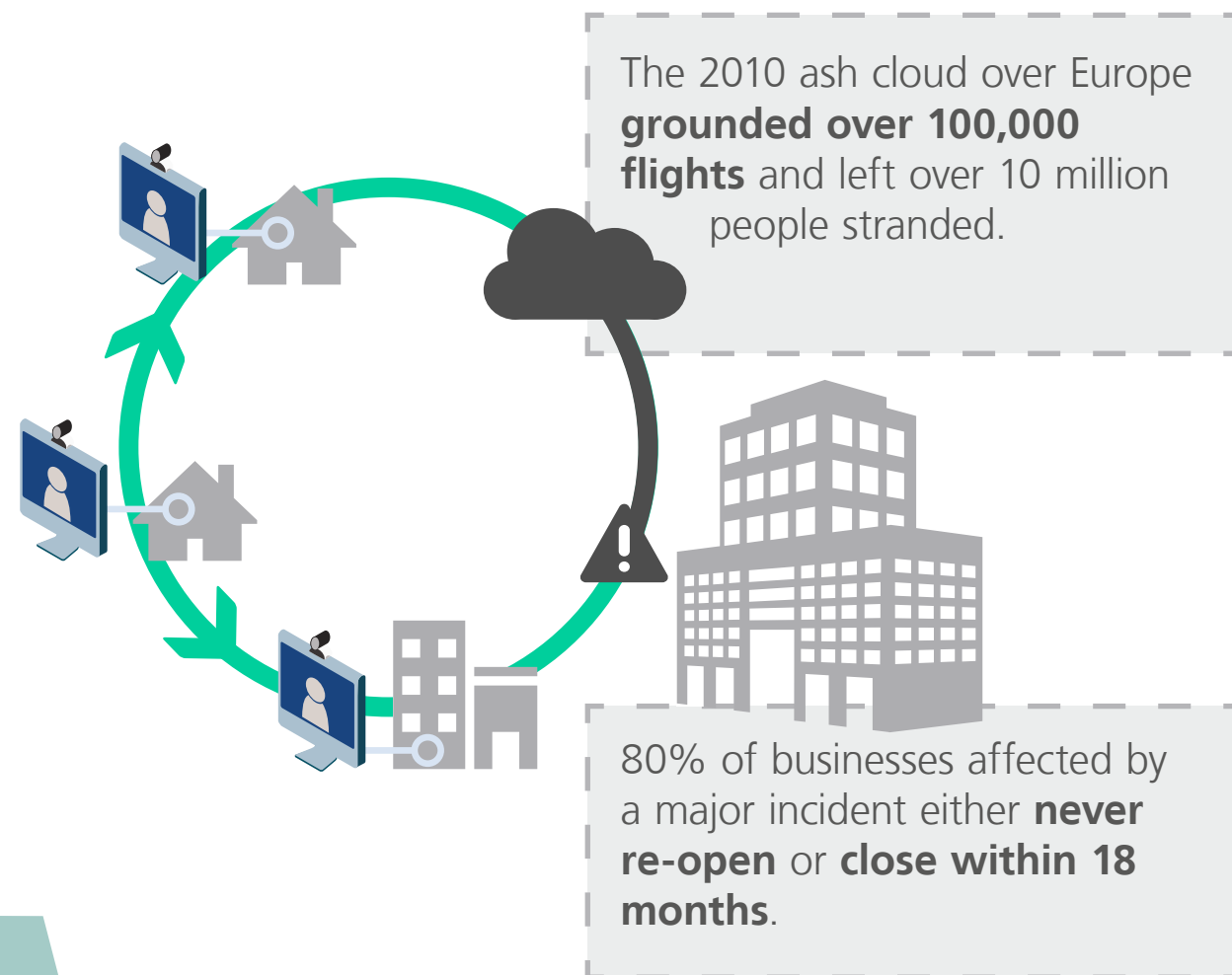
*Institute of Health and Productivity Management



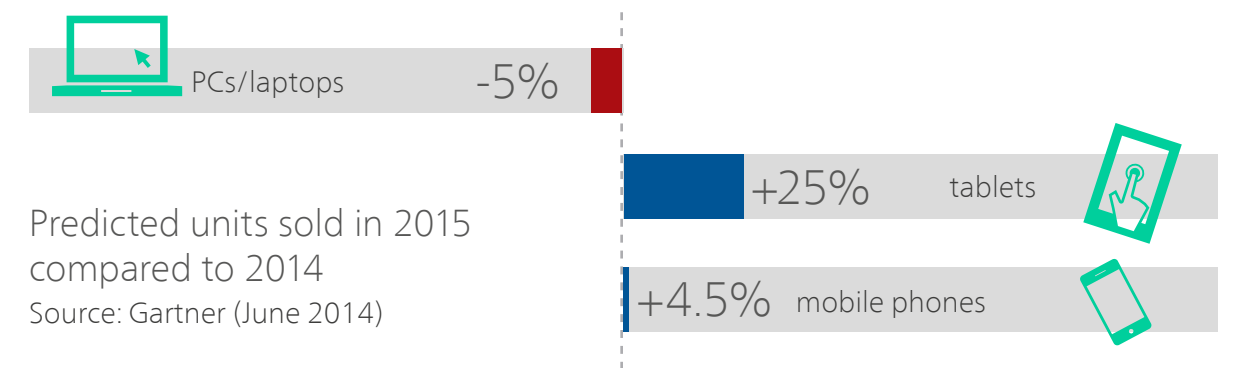
4. Business continuity

It is impossible to predict natural events that may impact business continuity, however it is possible to implement technologies to minimise their impact. Incidents that impact business continuity are not always large scale events such as **adverse weather, terrorism** or natural disasters. Personal challenges such as unexpected absence due to **mild illness, sick children**, or a **car breakdown** happen on a daily basis. All of these things can have a major impact on productivity.

Video conferencing solutions help keep businesses running by ensuring people **stay connected and productive regardless of location.**

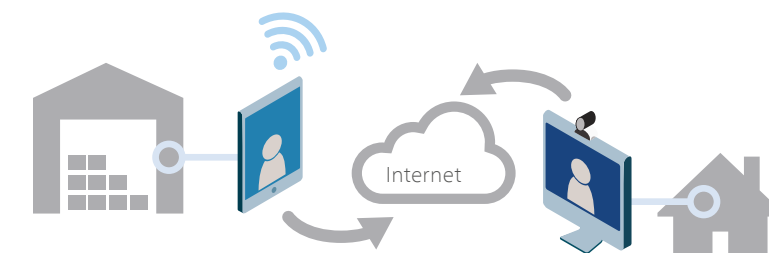


5. Mobility



With the increasing adoption of flexible working practices, use of employee-owned devices such as smart phones and tablets in the workplace has accelerated at an exponential rate over recent years. Laptops are replacing desktops, tablets are replacing laptops and use of smart devices and mobile apps in the workplace is almost ubiquitous.

With the increasing use of smart devices for Internet access, video conferencing solutions are no longer the exclusive domain of boardrooms and formal meeting spaces. Abundant access to Wi-Fi and faster 4G networks make video-conferencing from a laptop or mobile device a practical solution - in a fixed or mobile context.



Mobility fuels the trend for **software-based video conferencing solutions**, enabling employees to leverage the benefits of video conferencing without expensive hardware investments. HD video is increasingly available on mobile devices but large enterprises can still benefit from a high-end, room-based, telepresence solution.



6. Business without barriers

With the opening of new markets, organisations increasingly look to **expand their global reach** but this presents big challenges such as managing disparate teams, deploying and managing resource across geographic boundaries, recruiting in local regions and establishing relationships with customers and suppliers across the globe.

The benefits of video conferencing can be more widely felt when extended beyond only **internal** collaboration. External communication and collaboration with customers and supply partners can reduce costs, improve efficiency and accelerate time to market for products and services. **Open Standards** facilitating interoperability between heterogeneous video systems are a critical consideration in this context.

Video technologies bridge geographical boundaries, enabling organisations to improve the level and frequency of global collaboration enhancing human connections irrespective of device, distance or network.



The amount of IT or other support needed to practically use video collaboration will greatly influence the adoption and utilisation of the video conferencing solution. It needs to be as easy as "flicking a switch"!

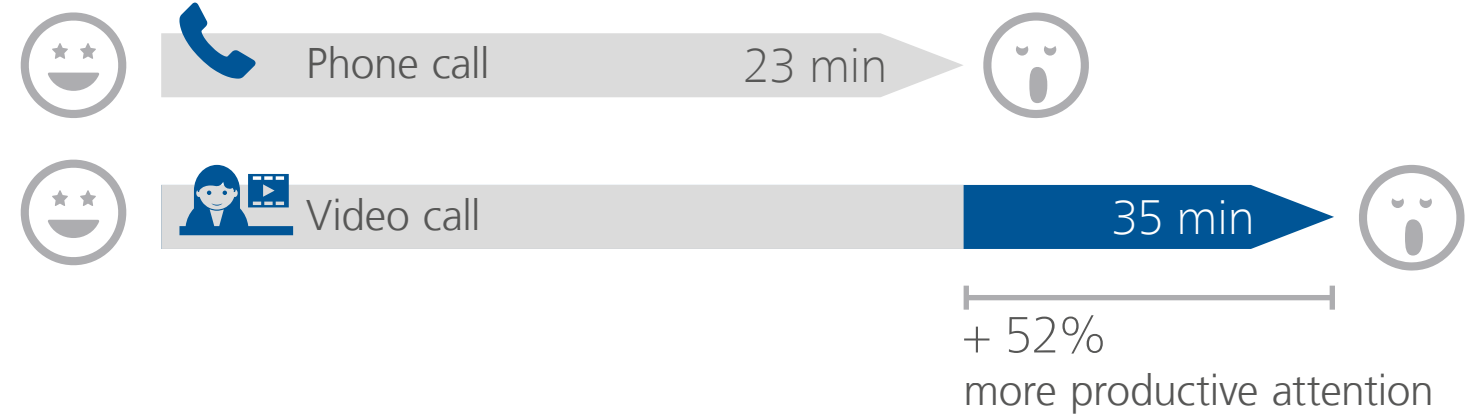


80% suggested that video conferencing is easier to use than they had anticipated.

2014 survey commissioned by Polycom

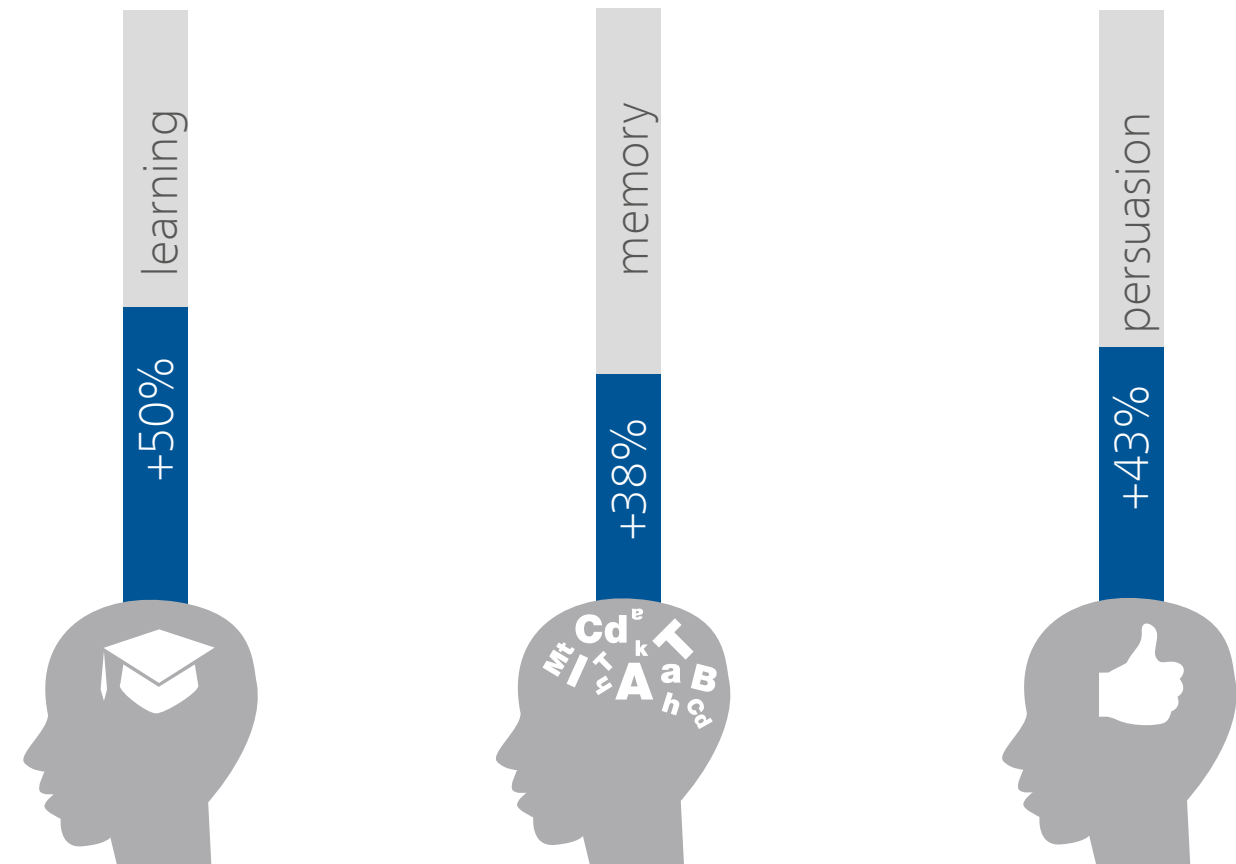
Why video conferencing?

Average attention span



The power of 'face-to-face' conversations

People learn twice as much, retain 38% more and are 43% more persuasive in face-to-face meetings (vs. audio alone).



Sources:
www.mobileindustryreview.com (2011)
Kerravala, Zeus. 2011. "Building a Video-First Culture in Your Business." Yankee Group

Polycom® Room Collaboration solutions positioning

Key:

- ✓ Suitable in some room environments
- ✓✓ Good solution
- ✓✓✓ Ideal Solution

Group series**

- Group 310** Small meeting room
- Group 500** Medium meeting room
- Group 700** Large meeting room



	RP TRIO	RP DEBUT	RP GROUP SERIES**	RP MEDIALIGN	RP CENTRO	
Positioning	A conference phone also supporting video and content aimed at SMBs and huddle room environments	All-in-one collaboration solution aimed at small huddle rooms, SMBs and VaaS deployments	A feature rich enterprise-grade video collaboration solution that offers a range of options to meet all requirements	Complete solution for mid / large meeting rooms where the best video collaboration experience is needed	The only visual collaboration solution designed to put people in the centre of collaboration	
Price	\$	\$	\$\$	\$\$\$	\$\$\$	
Organisation size	SMB	✓✓✓	✓✓✓	✓✓		
	Mid-Market	✓✓	✓✓	✓✓✓	✓✓	
	Enterprise	✓	✓	✓✓✓	✓✓✓	✓✓✓
Environment	Huddle Room	✓✓✓	✓✓✓	✓		
	Small Meeting Room			✓✓	✓✓	
	Mid / Large Meeting Room			✓✓✓	✓✓✓	✓✓✓
Key features	MS Lync/Skype for Business Integration	Yes	No	Yes	Yes	Yes
	Dual Screen option	No	No	Yes (not Group 310)	Yes	Yes (4 x 27" screens)
	Voice Conferencing Device	Included	No	Optional SoundStation	Optional SoundStation	No
	Shared Group Series Accessories	No	No	Yes	Yes	No
	Content sharing	Yes	Yes	Yes	Yes	Yes

Polycom® Personal Collaboration solutions



RealPresence® Mobile

Instantly **transforms an iOS/Android tablet or smartphone into a mobile video conference system**, whilst providing the ease-of-use of a self-service, one-touch software app with enterprise-grade security, reliability, scale and premier-quality.



- Enables users to stay connected with a single device for phone calls, video conferences, email, content sharing and calendars
- With Polycom SmartPairing, users can automatically connect and control the video conference, as well as share and annotate content with everyone in the call to maximise collaboration
- Same rich features normally found exclusively in conference rooms—simplified dialing, camera control, content sharing and multipoint
- One-click connectivity to RealPresence Suite hosted calls for B2B and B2C collaboration
- SVC and AVC interoperability producing optimised quality even over limited bandwidth wireless networks

[Watch the video >>](#)

RealPresence® Desktop

Allows professionals to enjoy **HD-video collaboration** from anywhere they use their personal computers.



- Polycom Acoustic Bubble™ technology actively removes disruptive sounds from an open space office, a waiting room, etc.
- Quick search of existing corporate directories for ease-of-dialling
- Individual applications sharing (e.g. spreadsheets, videos, presentations) or monitor sharing, all in HD quality
- Interoperates with standards-based video applications, endpoints and immersive room systems
- SVC and AVC interoperability produce optimised quality even over limited bandwidth wireless networks
- With Polycom SmartPairing, users can automatically connect and control the video conference, as well as share content with everyone in the call directly from a PC
- Can start with a few clients and grow up to 50,000 with simple registration to RealPresence Resource Manager. When connected to RealPresence Resource Manager, organisations can leverage app management, scalability, resiliency, security and multi-point calling.

[Watch the video >>](#)

Polycom® Room Collaboration solutions



RealPresence® Trio

A unique '**smart hub**' that transforms a conference phone from an audio device into a multimedia group collaboration solution.



- Targeted at SMBs and organisations of any size with huddle/small meeting rooms
- Works in both Open SIP and Microsoft Lync/Skype for Business environments (dual platform environment not supported)
- RealPresence Trio 8800 provides a 'best-in-class' audio only conference solution with Bluetooth and USB connectivity to pair a personal device such as a mobile, tablet or laptop
- The Trio Visual+ adds 1080p HD video and content sharing capabilities to the Trio 8800
- Wired or wireless content sharing capabilities
- Interoperability with Lync/Skype client in Microsoft environments and RealPresence Desktop / Mobile for tablets with SmartPairing in non-Microsoft environments
- Designed for quick and easy deployment with simple plug-and-play connections (HDMI for the display, USB for the camera and Power-over-Ethernet)
- 5-inch colour touch screen to ensure ease-of-use with intuitive navigation (quick meeting start and very little training required)
- The Trio only supports single screen deployments

[Watch the video >>](#)

RealPresence® Debut

An 'all-in-one' enterprise grade video conferencing solution that is **simple** to setup and easy to use, but at a price point that is **within the reach of all budgets**.



- Targeted at SMBs and organisations of any size with huddle/small meeting rooms. Also ideal as a video endpoint as part of a VCaaS environment.
- Not supported in Microsoft Lync/Skype for Business environments (Use Polycom Group Series or CX8000 for mid/large meeting rooms and Trio for huddle/small meeting rooms)
- Full 1080p HD video with Polycom Lost Packet Recovery (LPR) technology
- Specially-designed camera with a wide field of view, plus flexible pan and tilt adjustments – ideal for meeting spaces that are wider than they are deep
- Does not run the same software nor share the same accessories as Group Series
- Supported in a RealPresence Platform enterprise environment:
 - Can be provisioned and managed by RealPresence Resource Manager
 - Can leverage other benefits such as multi-point conferencing, firewall traversal, recording and streaming
- Wired or wireless content sharing (simply plug a cable into a laptop or use Polycom SmartPairing to wirelessly connect a mobile device)
- 1x HDMI output – can only support single screen deployments (Position Group Series 500 as the recommended dual screen solution)
- Easy to setup with just two cables to connect and intuitive user interface

[Watch the video >>](#)

RealPresence® Group Series

A feature rich, enterprise-grade video collaboration solution that offers a range of options designed to meet all requirements across **all type of organisations**.



- Targeted at mid-market and enterprise organisations with small, medium and/or large meeting rooms (not ideal for small huddle room)
- Fully standards-based, making it compatible with other standards-based video systems in use today
- Native integration with Microsoft Lync and Skype for Business, including Content Viewing
- Support dual screen (except Group 310)
- Enables more people to join calls without requiring a separate bridge with up to 8-way multipoint
- Intuitive user interface, Acoustic Fence technology for superior audio, dual registration (H.323 and SIP at the same time)
- Support for a wide range of accessories including RealPresence Touch Control, EagleEye Producer and EagleEye Director

[Watch the video >>](#)

If Polycom Group Series endpoints are already deployed, it is recommended to continue with Polycom Group Series for a consistent experience in the smaller meeting / huddle room (Group Series 310). This will ensure feature transparency such as Acoustic Fence, full-motion 1080p video and content, native Skype for Business integration, VisualBoard, dual registration (H.323 and SIP). However, some Group Series customers may prefer RealPresence Debut due to its lower cost and all-in-one design.

RealPresence® Medialign

An 'all-in-one' **complete solution** for medium to large meeting rooms, where the best video collaboration experience is needed, but with **minimum installation and configuration**.



- Targeted at mid-market and enterprise organisations with medium to large meeting rooms where the very best 'front of room' video collaboration experience is required
- Slim line design only available as a pedestal package (no need to wall mount the screens but they can be wall secured)
- Single and dual screen options with either 55" or 70" displays (touch screen displays available for a virtual whiteboard experience)
- Group Series 500 and CX8000 versions available (note that the Group Series 500 version also supports native interoperability with Microsoft Lync and Skype for Business)
- All-in-one solution with 'no tools required' installation

[Watch the video >>](#)



RealPresence® Centro

Draws people together into a powerful, collaborative circle, giving everyone **equality of contribution** regardless of where they are located.



- Targeted at mid-market and enterprise organisations looking at new and innovative ways to collaborate and drive positive change
- 'All-in-one' package for a plug-and-play, out-of-the-box collaboration experience
- Turnkey installation: only two cables need to be connected
- Zero-touch provisioning making setup fast and effortless
- Wired or wireless pairing for BYOD for simple and easy content sharing experience
- Integration with Microsoft allowing anyone to start a collaborative session with a single touch of any of the 4 x 27" displays
- Intelligent integrated camera allowing participants to move freely around the meeting space and remain on camera while tracking sensors automatically frame every move
- Built-in casters enabling the Centro to be easily moved to any meeting room or open collaboration space
- Supports optional accessories such as Polycom RealPresence Touch, Polycom UC Board and Polycom SoundStructure integration through a digital interface

[Watch the video >>](#)

About Westcon and the UCC practice

By partnering with Westcon, you will have access to our portfolio of category-leading vendors as well as in-depth commercial and technical support from the Westcon team throughout the sales cycle.

We are here to help you anticipate and maximise opportunities in the UCC market as they arise, understand your goals and help you improve your skills, increase sales, reduce costs, and accelerate your return on investment.

Contact us

All our contact details are listed on our website:

<https://www.westconcomstor.com/global/en/country-language-selector.html>