

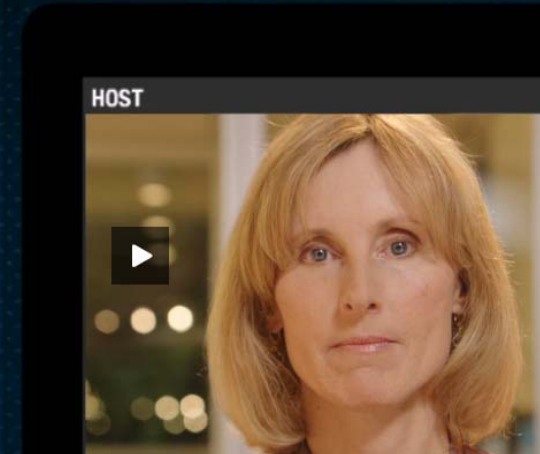
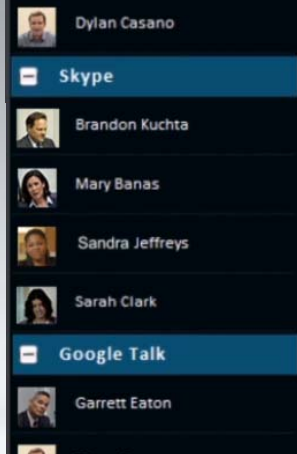


Polycom Video SmartStart Offers A Simple Turnkey Solution to Video-Enable Your Enterprise

InfoComm 2013

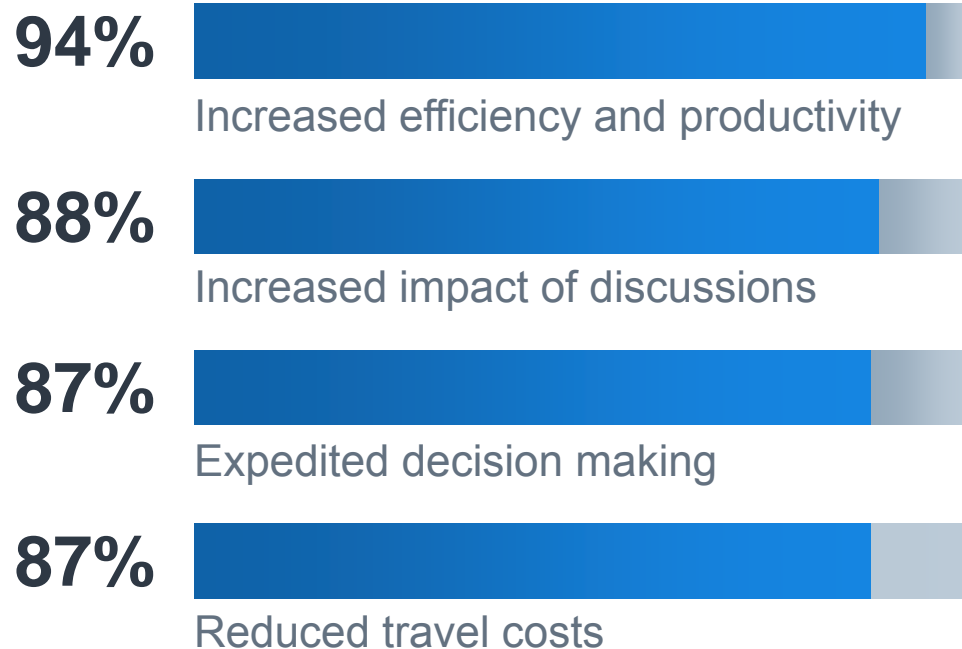
New Polycom Video SmartStart Offers Enabling Everyone to Work from Anywhere

Turnkey. Simple. Breakthrough Price.



Video Collaboration is the New Standard in Communication

Businesses say the top benefits of video conferencing are:



87%

Say video helps employees work remotely without feeling disconnected from their colleagues

71%

Say they want to use video to meet with customers and partners

The Competitive Advantage is Clear

300% improvement in repair time

Through real-time collaboration

300,000 hours of telemedicine

Reducing the need for patients to travel to see a doctor by nearly a third

\$50 million savings

By examining 800 criminal cases a day over video

24 hour

Consultant-led healthcare services

Emergency response

Bringing people together rapidly is crucial in times of disaster

\$400 million savings

By reducing downtime and speeding decision making

Global project teams

The right talent on the right project, no matter where they're located

Hundreds of judicial cases

Testified remotely every year

20% reduction in time to market

By solving problems on site

Distance learning

To sustain schools in difficult budget times

2 days production eliminated

By linking suppliers with the production floor

Are You Ready?

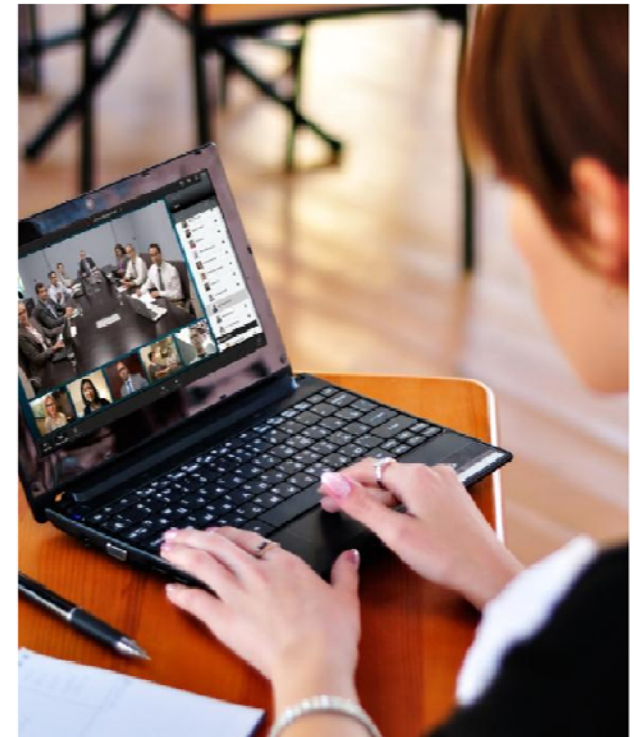
TO BECOME A **VIDEO-ENABLED ENTERPRISE**

Reach beyond the firewall and connect with anyone in seconds. On any device or platform at the highest quality and security



Get Business Done Faster No Matter Where Your People Are - Introducing Video SmartStart Solutions

1. Single solution includes Polycom® RealPresence® Platform + RealPresence® CloudAXIS™ + Implementation, Maintenance and Adoption
2. Solve interoperability, secure access and BYOD challenges
3. Breakthrough CAPEX – over 50% lower price
4. Breakthrough OPEX Low monthly payments of ~\$10 per user



Drive Business Success with Unlimited, Improved Collaboration

Collaboration Use Cases

- Invite anyone, anywhere to meet face-to-face in high definition with consistent high quality and security
- Simply point and click to bring guests into a video meeting
- Automatically send meeting invites via IM or email
- Share content with all participants and quickly collaborate with mobile, desktop, and millions of standards-based systems
- Global directory with Skype, Facebook, Google Talk and other UC application contacts
- Collaborate with one or many from the web to boardroom and on any device in between

Mission Critical Video

- Hands-off, turnkey offer includes Polycom implementation; ensures fast, effective deployment
- Attractive CAPEX and OPEX alternatives to meet any size organization and budget
- Support BYOD demand, shift to mobility and flexible work alternatives
- Skype, GoogleTalk, or Facebook collaboration while maintaining security and network control
- Multi-vendor, multi-protocol, multi-device interoperability with your current network
- Consistent, repeatable experience that delivers on your SLAs with fewer trouble tickets, escalations, headaches and hassles
- Adoption services ensure your investment is well used—fast ROI

Three New Offers

Video SmartStart 100

Includes everything required to video enable up to 100 video users. Ideal for customers who are new to video or competitive displacement opportunities

Video SmartStart 500

Includes everything required to video enable up to 100 video users. Ideal for customers who are new to video or interested in adding multi-vendor support to an existing Microsoft Lync/ IBM SameTime implementation, or for competitive displacement opportunities

Video SmartUpgrade

For existing customers with an RMX who want all the benefits of RealPresence CloudAXIS Suite, video expansion to web/mobile/desktop, virtual meeting room simplicity, and SVC efficiency

Polycom Video SmartStart 100

- Includes everything required to video enable up to 100 video users—including full RealPresence CloudAXIS Suite benefits
- Ideal for customers who are new to video, do not need ISDN, plan to enable a majority of desktop and mobile users or are existing MGC customers or competitive displacement opportunities
- Purchase everything via a single line item (CAPEX) or a three year OPEX lease
- Offer includes either a one-year or three-year maintenance contract
- Available worldwide—regional exclusions may apply; refer to product bulletins

Video SmartStart 100

**One Single SKU
Breakthrough Price**

Over 50% off today's MSRP and includes 1 yr maintenance (3 yr available)

Polycom Video SmartStart 100R *(RMX based solution)*

- Includes everything required to video enable up to 100 video users—including full RealPresence CloudAXIS Suite benefits. **Includes Collaboration Server / RMX 1500 vs. 800s**
- Ideal for customers who need ISDN or have video networks that are primarily conference room based or for existing MGC customers
- Purchase everything via a single line item (CAPEX) or a three year OPEX lease
- Offer includes either a one-year or three-year maintenance contract
- Available worldwide—regional exclusions may apply; refer to product bulletins

Video SmartStart 100R

**One Single SKU
Breakthrough Price**

Over 50% off today's MSRP and includes 1 yr maintenance (3 yr available)

Polycom Video SmartStart 500

- Includes everything required to video enable up to 500 video users—including full RealPresence CloudAXIS Suite benefits
- Ideal for customers who are new to video, plan to enable a majority of desktop and mobile users and/or are interested in adding multi-vendor support to an existing Microsoft Lync or IBM SameTime implementation and who do NOT need ISDN. Ideal for competitive displacement opportunities
- Purchase everything via a single line item (CAPEX) or a three year OPEX lease
- Offer includes either a one-year or three-year maintenance contract
- Available worldwide—regional exclusions may apply; refer to product bulletins

Video SmartStart 500

**One Single SKU
Breakthrough Price**

Over 50% off today's MSRP and includes 1 yr maintenance (3 yr available)

Polycom Video SmartStart 500R *(RMX based solution)*

- Includes everything required to video enable up to 500 video users—including full RealPresence CloudAXIS Suite benefits. **Includes Collaboration Server / RMX 1500 vs. 800s**
- Ideal for customers who need ISDN, have video networks that are primarily conference room based or are interested in adding multi-vendor support to an existing Microsoft Lync or IBM SameTime implementation. Ideal for existing MGC customers.
- Purchase everything via a single line item (CAPEX) or a three year OPEX lease
- Offer includes either a one-year or three-year maintenance contract
- Available worldwide—regional exclusions may apply; refer to product bulletins

Video SmartStart 500R

**One Single SKU
Breakthrough Price**

Over 50% off today's MSRP and includes 1 yr maintenance (3 yr available)

Polycom Video SmartUpgrade

- For customers with an RMX who want all the benefits of RealPresence CloudAXIS Suite, video expansion to web/mobile/desktop, virtual meeting room simplicity, and SVC efficiency
- Maximizes customer ROI: prepare now for the upcoming RMX v8.1 upgrade with increased SVC bridge capacity that fully supports customer applications to maximize your existing investment
- Includes all necessary products, software, installation and adoption services
- Purchase everything via a single line item (CAPEX) or a three year OPEX lease
- Available worldwide—regional exclusions may apply; refer to product bulletins

Video SmartUpgrade

**One Single SKU
Breakthrough Price**

49% off today's MSRP and includes 1 yr maintenance (3 yr available)

Offer Benefits

End Users Experience Unlimited Collaboration Use Cases

Turnkey	<ul style="list-style-type: none">• Simple. Nothing more to buy.• Installing and getting it up and running in your network—all part of the package• Video enable hundreds of employees, powering rich communication and content sharing to increase productivity
Ease of Use	<ul style="list-style-type: none">• Access to point-to-point and multipoint calls from any PC, video system or browser• Simply click on participants to join your video meeting, or presence detection allows you to find a name, click to call
Extensibility	<ul style="list-style-type: none">• Connect with people outside your organization, securely, with high quality—using only a web browser• Connect with any device—SmartPhone, tablet, PC, Lync, browser, video conferencing system• Video with Skype, GoogleTalk, Facebook users—all securely
Incredible Experience	<ul style="list-style-type: none">• Polycom legendary audio makes the meeting• Everyone can see and share content—regardless of the device they are using• Meeting quality is protected with critical protocols that save bandwidth and preserve quality
Open, Interoperable	<ul style="list-style-type: none">• Other solutions only support a proprietary method of connecting or require gateways for connectivity• Interoperable with Lync, many other UC desktop meeting apps. and millions of standards-based video systems

Offer Benefits

IT Drives Business Success with Mission Critical Video

Turn key Simple – Nothing more to buy	<ul style="list-style-type: none">• Hands-off, single solution (single SKU) offer includes Polycom implementation; ensures fast, effective deployment• Attractive CAPEX and OPEX alternatives to meet any size organization and budget• Adoption services ensures your investment is well used—fast ROI
Support Everyone, Everywhere (BYOD) Policies	<ul style="list-style-type: none">• Support BYOD demand, shift to mobility, and flexible work alternatives• Say yes to Skype, GoogleTalk, or Facebook collaboration while maintaining security and network control• Enable secure firewall traversal with remote employees, customers and partners
Protect Investments and Build for the Future	<ul style="list-style-type: none">• Multi-vendor, multi-protocol, multi-device interoperability with your current network• Utilize any video conferencing system already in your network, and extend video capability to users and guests via web browser• Integration with UC platforms—Microsoft, IBM, BroadSoft, Cisco, Avaya• Native integration eliminates expensive gateways and extra licenses that add cost and complexity
Drive the Business with IT vs. Solving IT Issues	<ul style="list-style-type: none">• Consistent, repeatable experience that employees can count on means fewer trouble tickets• Proactive, automated monitoring and troubleshooting• High availability—100% auto-failover and geographic redundancy

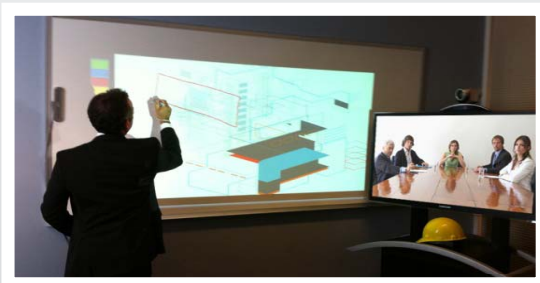
Polycom Video SmartStart Offers You a Simple Turnkey Solution to Video Enable Your Organization



BACK-UP

Scenario

- Midsize manufacturing company with ISDN requirements
- Existing video networks are conference room based
- Wants to enable existing conference rooms with small team of mobile video users for the best of both worlds (AVC and SVC) without expensive gateways to ensure years of service with forward/backward compatibility.



OR

Scenario

- An expanding healthcare company is opening a branch trauma unit. The customer needs 24x7 video collaboration with trauma doctors and specialists who need the freedom to collaborate on the go
- Provides SVC (optimized for mobile video) support with higher resource density than comparable products - is *interoperable* with 2M+ installed base of AVC based endpoints



RealPresence Collaboration Server Feature Differences

Features / Functions	Collaboration Server 800s	Collaboration Server / RMX 1500, 2000 and 4000
Supports SVC (see capacity charts for more information) and AVC calls within the same server	Yes	Yes
Supports AVC HD ports	Yes	Yes
Supports Mixed SVC/AVC within the same call	10 AVC / 30 SVC	1500: 15 AVC / 45SVC 2000: 30 AVC / 90 SVC 4000: 60 AVC / 180 SVC*
1080p/60 support	No	Yes
ISDN/PSTN	No	Yes
F/W Traversal	No	2000 & 4000: Yes
Microsoft / RTV Support	*Yes	Yes
TIP Support	No	Yes

*Coming in version 8.1! Mixed support for AVC / SVC + RTV HD Support for Collaboration Server 800s, VE

Collaboration Server/RMX Customer Scenarios

1. Customers from all industries who need:
 - 1080p: Healthcare, manufacturing and advertising are industry examples where 1080p delivers crystal clear visuals crucial for business
 - ISDN, POTS
 - Immersive telepresence and/or interoperability with TIP
 - Microsoft Lync Qualification or UC-APL Certification
 - Multilingual capabilities (beyond English only)
2. Service Providers looking to add VaaS to their offerings



Video SmartStart 500R + Collaboration Server 2000 Customer Scenario

- An expanding healthcare company is opening a branch trauma unit. The customer needs 24x7 video collaboration with trauma doctors and specialists who need the freedom to collaborate on the go
- Deploy Collaboration Server Video SmartStart and expand capacity for branch locations to better utilize SVC-enabled RealPresence Mobile deployments and assure interoperability with existing investments
- Existing or additional Collaboration Servers may be used to support critical diagnostic images with 1080p

