



## Enterprise

### Top Uses for Video Collaboration at Polycom

Team meetings – 93%  
One-on-ones – 75%  
International collaboration – 60%  
Planning and project mgmt – 58%  
Partner communication – 32%  
Performance reviews – 27%  
Sales calls – 26%  
Customer support – 21%  
Recruiting and interviewing – 19%  
Source: Employee survey 2009

### ROI Snapshot

#### Cost Savings

**30 percent.** Reduction in airline ticket purchases

**\*\$5.6 million.** Annual overhead saved by 13 percent of employees working from home (at \$20,000/employee)

**\$1.2 million.** Benefit of on-line and video-based sales training versus traditional classroom sessions

**\$380,000.** Industry Solutions Marketing team's annual savings from collaboration solutions

**\$258,000.** Annualized hard travel costs eliminated by conducting APAC quarterly review via video

\*All dollars in this document are U.S.

#### Productivity Gains

**8,300 hours.** Travel time eliminated with video-based sales training

**5,800 hours.** Commute and travel eliminated through 10-member Industry Solutions Marketing team working remotely

**1,500 hours.** Time saved by APAC virtual QBR; equal to \$151,000

#### Carbon Savings

**513 metric tons.** Total CO<sub>2</sub> saved by reducing travel from APAC quarterly review, sales training, and Industry Solutions Marketing efforts.

**171 cars.** Equivalent annual source of 513 tons of CO<sub>2</sub>.

# For Evidence of Savings from Collaboration Solutions, Look No Further Than Polycom®

Organizations looking for hard evidence of the bottom-line benefits of high definition (HD) video and voice collaboration need look no further than Polycom, Inc.

In late 2008, Polycom took steps to ensure its competitiveness in a tough economy, targeting cost centers and eliminating any travel that wasn't absolutely necessary. The company realized an immediate return, including a 30 percent reduction in airline ticket purchases.

In the process, Polycom has dramatically intensified its reliance on its enterprise-wide collaboration environment, arguably the most extensive in the world. That environment allows Polycom's 2,600 employees, partners, suppliers, and even customers to engage with one another through any combination of voice and video communications, content sharing, presence awareness, and instant messaging.

As face-to-face collaboration has increased, so have Polycom's cost savings, productivity gains and environmental benefits.

Operating in 32 countries around the world, Polycom maintains a vast collaboration network that connects 3,500 Polycom systems ranging from HD room and desktop telepresence solutions to the new Polycom VVX™ 1500 a business media phone that combines telephony, one-touch video, and integrated business applications.

The network brings together Polycom's Pleasanton, California headquarters; its sales and marketing offices around the globe; engineering facilities in Texas, Denmark, and Israel; manufacturing plants in China and Thailand; a quality lab in Japan; and the home offices of hundreds of Polycom employees.

### Cutting Costs by Eliminating Travel

Relying on that network has enabled employees throughout the world to cut travel-related budgets. In Polycom's Asia-Pacific (APAC) region, for instance, travel costs have dropped nearly 35 percent. Hansjoerg Wagner, vice president and managing director of APAC, has seen his own travel expenses drop by more than half. "I have 11 direct reports in six countries across eight time zones," explains Wagner, who conducts one-on-ones and staff meetings over video. Wagner says every time he replaces a trip in APAC with a video meeting, he saves Polycom \$5,000.

*"We're building the infrastructure to support ubiquitous use of video collaboration ... every desktop, conference room, and phone will allow people to access voice, video, and content. When you really look at the benefits, why wouldn't you do it?"*

*Glen Noga, CIO, Polycom, Inc.*

Travel costs historically tended to spike each quarter as division heads brought employees together for quarterly business reviews (QBRs) designed to keep teams focused on key objectives. But that's a thing of the past. In 2008, Wagner began using HD immersive telepresence to join 30 senior managers in APAC QBRs.

In the first quarter of 2009, the virtual approach saved Polycom \$35,537 in airfare, \$16,320 in hotel costs, daily expenses of \$10,800 and \$1,899 in land transportation costs—for a total of \$64,556. The company also saved \$151,000 in salary by sparing attendees from losing 1,510 hours to travel. Together, that's more than \$200,000 per quarter—or \$800,000 annually.

### **Smarter – and Profitable – Sales Training**

Using Polycom solutions has helped the sales training organization spare the company more than half a million dollars in estimated travel costs.

Jeff Everton spearheads the effort to train the company's global team of 700 salespeople and their managers as the company implements an intense, solutions-focused sales strategy. "A traditional instructor-led program would have taken place in Singapore, San Jose [California] and London, and would have cost \$1,500 a student," says Everton. But by implementing a curriculum that blends self-paced online training with interactive videoconferences and limited in-person classroom sessions, the average cost per student has plummeted to \$677.

In two months, Everton's team trained 439 members of Polycom's global sales organization. By reducing airfare and hotel costs, the program saved the company an estimated \$384,986. By the time all 700 salespeople complete the program, those savings are expected to reach \$626,017. And that doesn't include the \$17,349 Everton's team has saved by reducing its own travel.

### **Improving Productivity**

By Everton's calculations, Polycom's blended training program also has saved 4,788 hours of employee time that otherwise would have been spent traveling. When the program reaches all 700 salespeople, productivity gains will have topped 8,300 employee hours.

Based on a 40-hour week, that's more than four years of work time reclaimed and put to productive use, saving Polycom roughly \$600,000. Add to that the savings of \$626,017 in hard costs, and the overall bottom-line benefit jumps to \$1.2 million.

### **Efficiencies Across the Company**

Every day, Polycom's collaboration network enables efficiencies for IT, operations, manufacturing, facilities, HR, and more. In a recent companywide survey, nearly nine in 10 Polycom employees report that their workday includes video collaboration.

The global Polycom infrastructure also has transformed the way the company recruits and hires new talent. Steve Quakenbush, director of human resources and global staffing, estimates seven

of 10 candidate interviews are conducted over video. Video collaboration also means Polycom can hire the most talented professionals, no matter where they're located.

### **A More Agile Workforce**

Thirteen percent of Polycom employees work primarily from a home office, and another 32 percent say they telecommute at least once or twice a month. Thanks in part to the deployment of the Polycom Converged Management Application™ (Polycom CMA™) Desktop solution for laptops, nearly six in 10 Polycom employees have videoconferencing capabilities at their homes.

Fred Franz, senior director of worldwide Facilities and Real Estate, estimates that, on average, Polycom saves \$17,000 a year in overhead costs when employees work primarily from home. With 330 home office-based employees, that's an estimated savings of \$5.6 million annually.

One group that exemplifies the teleworker model is the 10-member Industry Solutions Marketing team. With a focus on key vertical markets and industry segments, the team operates remotely from around the world. By reducing or eliminating commuting costs and substituting in-person meetings with telepresence, the team annually saves an estimated \$380,000 and 5,800 hours of productivity.

### **Reducing Carbon Footprint**

Reduced travel also means fewer carbon emissions—an increasingly important concern for enterprises striving to minimize their environmental impact. Polycom's initiatives show how collaboration helps companies "go green":

- APAC's QBR, conducted over video with minimal travel, saved an estimated 24 metric tons of carbon emissions.
- Using video to train the worldwide sales team will save an estimated 374 metric tons of carbon emissions.
- The Industry Solutions Marketing team's teleworker model saves 112 metric tons of carbon emissions annually.

Just these three activities reduce Polycom's carbon emissions by an estimated total of 513 metric tons—or the equivalent of removing 171 cars from the road every year.

### **Building an Infrastructure for the Future**

As collaboration grows even more prevalent throughout the company, and as more employees are equipped and empowered to work from home, Polycom will continue to lower its carbon footprint.

Meanwhile, the ROI from voice and video collaboration will keep growing.

"We're building the infrastructure to support ubiquitous use of video collaboration throughout the company," says CIO Glenn Noga. "Every desktop, conference room and phone will allow people to access voice, video and content. When you really look at the benefits, why wouldn't you do it?"

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