



## Enterprise

### Daily Use

- Executive meetings
- Collaboration/content development
- Presentations
- Finance/Budget meetings
- Global team communications

### Solution

- Polycom RPX immersive telepresence solution
- Polycom flagship HDX group video conferencing solutions
- Polycom RMX 2000

### Results and Benefits

- Content sharing improves communication and facilitates collaboration across teams
- Reduced travel saves time while increasing productivity and efficiency
- Telepresence conferencing improves quality of life for employees

# PSAV Turns Polycom High Definition Event Video Conferencing into Competitive Edge

## Background

PSAV® Presentation Services of Long Beach, California, supplies audio/visual and technology event services to hotels, associations, producers, and meeting planners worldwide. The company currently supports meetings and events at more than 800 luxury hotels, resorts and conference centers. With economic challenges forcing many companies to scale back meetings, PSAV sought to develop new ways in which businesses can host events while keeping costs in check.

“In this economy, the traditional way of hosting meetings—where hundreds or thousands of attendees travel to one place to meet—no longer works for many companies,” said Brian Lagestee, Senior Vice President, Technology and Business Development at PSAV. “Costs of travel, not to mention time spent away from the office, has forced many businesses and associations to downsize the scope and frequency of their meetings.”

In response, PSAV and their customers increasingly explored the use of high definition event video conferencing to increase productivity while being sensitive to the financial impact of traditional meetings—without sacrificing the crucial elements of interactivity, collaboration and face-to-face communication.

“High Definition Event Video Conferencing lets companies still meet and conduct business, but do it more efficiently and with greater reach,” Lagestee says. “Instead of bringing 300 people to one location, they bring 100 people to three locations and connect them all in HD. We see video conferencing as a way to recapture the part of the industry that is evaporating as a result of the economic downturn.”

## Supporting Shows Big and Small

The market leader in its space, PSAV's Hotel Services Division maintains relationships with hundreds of hotels and resorts around the world, as suppliers of on-site audiovisual equipment and staff with event technology and expertise.

“We support shows big and small, from events at hotels to major conferences or ceremonies with hundreds or thousands of people,” says Christopher Walsh, National Director of Sales Development at PSAV.

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*Brian Lagestee, Senior Vice President of Technology and Business Development*

## Choosing Polycom from a Field of Six

"We've seen a growing demand for video conferencing," says Brian Presley, Director of Business Development / New Products. "But to really implement it as a full-service offering, we asked, 'What do we need to do to bring video conferencing to a wider audience?'"

Reaching out to six videoconference system vendors, PSAV outlined criteria that were unique to its business. For instance, the video conferencing systems had to be portable enough to quickly and easily move from Event Services facilities to hotels and back again. And, they had to be easy to use, since every event would involve a new set of end users.

"We short-listed down to Polycom and one other vendor," recalls Presley. "Then we brought solutions from both finalists in-house and ran them through a battery of real-world scenarios and tests. From that, we decided on Polycom."

For its initial roll-out, PSAV selected several Polycom® HDX™ 8000 Series room telepresence systems. The systems feature Polycom UltimateHD™ technology, which delivers true HD video, audio, and shared content such as documents and images or canned video. PSAV plans to offer the video conferencing service in a variety of pricing structures, scaling from small meetings to large, general session-style events involving hundreds of participants in each location.

Though PSAV already knew Polycom as a certified reseller of Polycom's voice conferencing solutions, Presley says the company's history with Polycom barely factored in its decision: "In our tests, only Polycom systems stood up to the demands placed on them by our customers and their applications. Our evaluation merely proved that extending our partnership with Polycom was a wise idea."

Presley says Polycom also won out due to several unique advantages, including:

- Polycom Lost Packet Recovery™ (LPR™) technology. LPR helps protect IP video calls from the damaging impact of packet loss, providing a more consistent, high-quality experience in typical public broadband network environments, where moderate levels of packet loss are common. "Our customers will conduct video conferences over high-speed Internet connections that are managed by us, so the ability for Polycom solutions to dynamically recover from a series of lost packets is huge," Presley says.
- Full HD support. "Polycom offered the ability to get into a 1080i HD solution that was right in line with lesser product lines in terms of price. We're not looking to pay some exorbitant premium just to provide an HD experience, so the fact that Polycom was bringing true HD technology into its core product was important."

- Open standards-based solutions. "We need to interoperate across platforms, and that's one of the things we tested. A proprietary system would not work for us, and that's yet another reason to go with Polycom."

- Technical support. "We've received a tremendous amount of technical support from Polycom. That's one reason you select a solutions vendor, and in Polycom's case, the support has been outstanding."

## Understanding the Opportunities

For now, Lagestee and team are focused on ensuring that over 100 U.S. hotel properties are tested and certified to operate the new systems by the fall of 2009. From there, the plan is to roll out the program to PSAV international locations and to the remaining 500+ domestic properties internationally.

According to Christopher Walsh, National Director of Sales Development, the primary objective is to help PSAV sales teams and hotel properties understand the opportunity presented by HD video conferencing. "We're the only company in our industry to offer HD video conferencing," he says. "That means it's a differentiator not only for us, but for our hotel partners as well. It's something that they can offer that another hotel can't."

And because many PSAV hotel partners are among the world's best known hospitality giants, video conferencing potentially could drive sales from one hotel to others in the same franchise. "A meeting planner might have their New York location picked out, but they won't know where to link to in Scottsdale or Seattle," said Walsh. "Through our relationships with major hotel chains, we can help with that. The customer is served and the hotel chain secures more events."

That scenario played out recently when a wedding couple in Washington, DC wanted to link their wedding ceremony to their family in Columbia, South America. "We got a request to conduct a videoconference between one of our partner properties in Washington, DC and another in Medellin, Columbia," says Walsh. "It's a group of 115 people. We handle a lot of weddings, but this was a first."

Perhaps that's one reason PSAV sees HD video conferencing as a game-changer. "The opportunity to offer Polycom HD video conferencing as an add-on sale is a surprise to customers," adds Walsh. "And they're amazed at its affordability. With Polycom, we can add High Definition Event Video Conferencing to an existing general session of 100 people or more for approximately \$20 - \$30 a person for the day. In today's economy, that has enormous value."

Learn More

Visit [polycom.com](http://polycom.com) to find out more about Polycom solutions and services.

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