

POLYCOM ARENA



*Build, Promote, and Sell
Empowering Partners Worldwide*

Opportunity

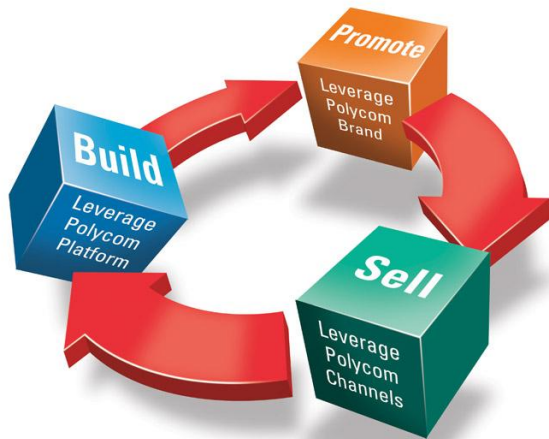


The market momentum behind unified collaboration industry is driven by innovation, demand, and customer value.

The evolution of unified collaboration from point products to well integrated solutions that span across multiple devices, media, and applications, is bringing vendors together to deliver superior value for their customers. Recent growth in adoption of integrated collaboration solutions among several industry verticals is a clear indication that these solutions play a mission-critical role within an enterprise. Increasingly enterprises are starting to leverage investment in collaboration solutions to drive competitive advantage in terms of productivity gains, operational efficiencies, and real-time decision-making. Fueling this trend further are the emerging market dynamics surrounding convergence of mobile and wireline media, video to the desktop, high definition video, streaming, VoIP, IM, and presence based collaboration.

These trends have reached a critical mass resulting in an unprecedented demand for real-time collaboration solutions, integrated though value-added multi-vendor technologies, that span from corporate conference rooms to desktops, to mobile hand-held devices and desktop productivity tools.

Program at a glance



Polycom is setting the pace across a broad spectrum of technology innovations by offering a unified collaboration platform to voice, video, wireless system and application providers. The Polycom unified collaboration platform provides the building blocks to deliver enterprise-class unified collaboration solutions.

*Innovate with the leader.
Leverage Polycom brand
and industry leading
unified collaboration
platform to succeed.*

Polycom ARENA, an ecosystem of partners, offers an opportunity to leverage a global brand and an industry leading platform to create unified collaboration solutions and expand market share in key growth segments – Enterprise, Education, Federal and State government, Healthcare, Finance, Manufacturing, Retail, and Hospitality.

With the ARENA program, Polycom is leveraging expertise across industries to drive innovation, growth, and rapid adoption of unified collaborative solutions.

Why join?



Extend your reach globally and penetrate new market opportunities in enterprise, government, education, finance, and healthcare with unified collaboration solutions.

Polycom is the market leader in unified collaboration solutions, delivering end-to-end, high-definition rich media collaborative applications for voice, video, data and the web from desktop and mobile personal systems to room systems and telepresence conferencing experiences. Polycom offers industry's leading On-Demand unified audio / video bridge, delivered as a single virtual switching environment.

These building blocks coupled with a powerful set of API's are the cornerstone of several industry leading unified communication solutions offered by Polycom and its Strategic Alliance partners including Microsoft, Cisco, IBM, Avaya, and Nortel. Today, these solutions are powering real-time collaboration from corporate board rooms to end user desktops in global enterprises and government organizations. In addition, the extension of Polycom platform to enable custom solutions such as distance learning in education, telemedicine and wireless point-of-care delivery in healthcare, and telejustice in law have opened up a new set of opportunities across several vertical and horizontal segments in the unified collaboration market.

With Polycom's extensive product portfolio, your organization can expand opportunities in the unified collaboration market by enabling solutions on Polycom collaboration platform. Empower your technical, marketing, and sales teams with necessary tools and resources to innovate. Accelerate time-to-market, gain new customers, and grow revenue.

Who should join?

The Polycom ARENA program is designed for voice, video, and wireless system as well as application providers looking to demonstrate compatibility with the Polycom unified collaboration platform.

Polycom ARENA offers a number of programs to certify VoIP, Wi-Fi, and Video application interoperability with the Polycom unified collaboration platform.

In addition, the Polycom ARENA program provides an excellent opportunity for business development managers, developers, marketing and sales professionals to work together to and foster deeper relationships with Polycom professionals, customers, and partners worldwide

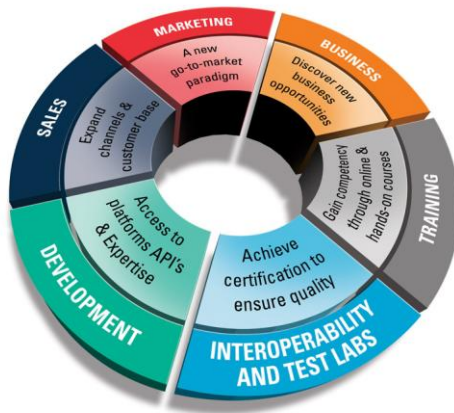


*Empower your
developers, marketing,
and sales professionals
by collaborating with
industry experts.*

The program membership framework recognizes your expertise and offers appropriate tools to accelerate your success.

Benefits

The Polycom ARENA program provides access to a broad range of business, technical, marketing and sales tools to help you expand market share and increase revenue through innovation and collaboration. These benefits are offered to partners based on their membership level in the ARENA program.



Business

Identify joint market opportunities and develop new strategies by collaborating with Polycom product teams. Take advantage of numerous online tools to accelerate the business planning process. Gain access to new markets and customers by leveraging Polycom sales and marketing channels worldwide.

Technical

Leverage Polycom labs to attain voice, video, and wireless certification on Polycom platform. Gain access to Polycom platform API and technical documentation to speed up the development process. Collaborate with product experts, customers, and other partners by participating in early beta programs.

Marketing

Members can leverage the power of the Polycom brand through the use of Polycom partner logos. Polycom virtual showcase and demo centers are available to help you promote solutions worldwide. Participate in joint go-to-market programs and major corporate events including Polycom Global Partner Conference and Polycom Users Group. Gain access to a variety of market research and toolkits to accelerate business planning process from concept to commercialization. Receive sponsorships for industry specific marketing events as well as an opportunity to submit your solution for "Application of the year" award.

Sales

Integrate with Polycom global account strategies and plans to maximize revenue generation opportunities. Expand your reach to the Polycom global customer base and receive online leads by promoting your solution in the virtual showcase. Participate in joint customer briefings to promote a shared vision.

***Foster creativity,
innovative thinking, and
faster decision-making to
accelerate product
development from
concept to
commercialization.***

Membership

Polycom ARENA membership is customized to benefit product teams at all levels within your organization. To ensure success at each level, members are qualified through a series of competency and certification criteria. Once qualified, members can enroll in the program and are required to sign a membership agreement.



Platinum, Gold, and Silver partners must demonstrate a required level of competency to earn an appropriate status.

Join a global community of partners, customers, and industry leaders, working together to deliver a greater customer value.

Platinum partner

Platinum membership is awarded to partners who are critical to Polycom's business and contribute jointly to a measurable revenue stream by creating a greater customer value. Platinum members enjoy highest level of technical, sales, and marketing benefits including participation in joint business and go-to-market programs, and ability to host demos in corporate demo and briefing centers

Gold partner

Gold membership is awarded to partners who are important to Polycom's business and contribute jointly to a measurable revenue stream. Polycom Gold members are offered high level benefits including access to technical expertise and ability to participate in Polycom corporate events.

Silver partner

Silver membership is awarded to partners who enable technologies and services that help Polycom to maintain presence in an account. Silver partners receive a number of technical, sales, and marketing benefits.

Associate partner

Associate membership is awarded to partners who have technologies and services that Polycom may want to integrate into solutions based upon market demand. Associate partners can gain access to technical documentation, API's and discussion forums.

Join us today

Ready to penetrate new markets and expand your reach globally in the unified collaboration market?

Join Polycom ARENA.

The program offers a broad selection of technical, marketing, and sales resources to help you build, promote, and sell your solutions worldwide.

Leverage a global brand and the next generation unified collaboration platform that is embraced by industry leaders globally.

Contact us

To learn more about the Polycom ARENA program, visit us at www.polycom.com/ARENA.